

PSYCHOLOGY

Health

Happiness

Success

Seven-Day Mental Diet

Change Your Life in a Week

Dr. Emmet Fox

Our Mental Control

What Makes Suggestion "Stick"

Upton Sinclair

Make Them Say "Yes"

And the Battle's Half Won

Building Your Personality

Case Histories from a Mental Laboratory

Man's Mental Heritage
Realms of Psychoanalysis

Real Life Stories!

"He's in Conference"

But Why Insult Customers?

After Dropping False Ideas—

"I Conquered Myself"

"Misfit"

Color Comes to Life!
"Color Organ" Reactions

What's the Answer?
Psychological Quiz

Childhood for Adjustment
Problem Cases in Clinic

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NAME.....

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How to Use the English Language to Get The Things You Want

Does your English reveal your lack of education, or does it prove that you are a person of culture and refinement? Are you handicapped in your speech and writing, or does your command of English rise to meet every occasion and every situation? English is the one tool you must use every day. This tells how you can improve it almost at once.

THOUSANDS who speak the English language are virtually tongue-tied!

Of course, they are not actually mute; but the English they speak and write fails entirely to do what language CAN do for anyone! They just don't know how to USE the kind of language that could bring them the very things they want from life!

Yet the use of our language is our greatest link with others. It largely determines what others think of us, what they will do for us. It can win and hold worth-while friends; it can make others realize that we are cultured, well-poised; it can help us, in our social, business, and professional sphere, to rise to a successful position, and to acquit ourselves well in it.

Yet how few can effectively speak for those things we want life to give us. Most of us are timid, tongue-tied—when a vivid command of language would open social and business opportunities to us! Many of us grope for words, flounder into embarrassing mistakes—when confident, correct, forceful English would readily win others to our way of thinking.

Where So Many Fail

If the chance comes to you to talk with an influential person, can you at once establish yourself in that person's esteem as being a genuinely interesting conversationist, with personality, education, and charm?

Suppose the occasion arises for speaking before an audience, large or small—an office conference, a club gathering, a neighborhood meeting. Can you stand up with confidence, "think on your feet," and speak with a positive, persuasive flow of terse and correct language?

Are you a salesman? (Charles M. Schwab has said we all are: we all have to sell our product, our personality, or our ability every day of our lives.) But if you are a *professional* salesman, you lay your plans. You make contacts. You try to study your proposition "backwards and forwards." Yet, when the big "dotted-line" moment arrives, are you ever at a loss for words to break down the last barrier of sales-resistance? Can you then play the keys of the English language with swift, sure mastery?

How to Be a Good Conversationist

—so that even your ordinary conversation will be colorful, alive, eagerly listened to.

Your PERSONALITY—How to Improve It

—so that you may transform negative traits into positive assets, fertilizing what you SAY with a personality that is pleasing and impressive.

The Psychology of WRITING

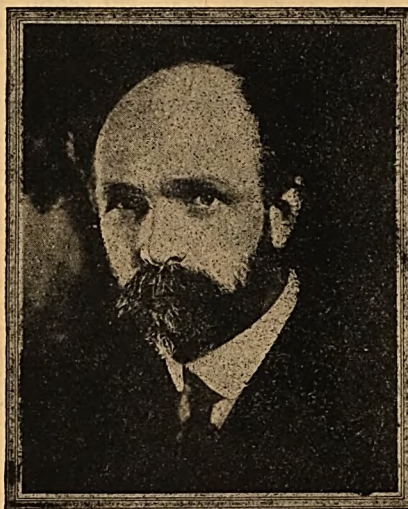
—to do as much for your ability to write as for your ability to speak, so that your writing will be trenchant, persuasive, convincing.

How to Talk Well in PUBLIC

—so that you can think on your feet, banish timidity and hesitation, and win, hold and sway the people before you.

YOUR VOCABULARY—How to Increase It

—giving you an entirely new and improved way of adding to your storehouse of fresh, unhackneyed, effective words.



SHERWIN CODY

Two Things That Hold People Back

Here are the two reasons why thousands are unable to make the English language DO FOR them and bring TO them the things they so sincerely want from life:

First: They do not always know FOR CERTAIN that their English is correct, beyond reproach. Consequently, their own doubt reveals itself automatically to others in the form of self-consciousness, timidity, lack of personal effectiveness.

And, Second: They do not know how to USE the English language to get the things they want. The worth of one's speaking or writing ability is based on what one can DO with it—as a fascinating conversationist; as an able public speaker in a gathering, large or small; as a good, clear, forceful writer; and in projecting to others the charm or magnetism of one's own personality.

These problems are fundamental. They will inevitably defeat the person who makes no effort to overcome them. But there is now an easy way by which you solve them once and for all. During the past fifteen years more than 100,000 men and women have found this way, followed it, and in a short time learned to use the English language more effectively than they had ever dreamed would be possible.

Sherwin Cody's Self-Correcting Method—New and Greatly Enlarged Edition

The Sherwin Cody 100% Self-Correcting Course has given these many, many others exactly the knowledge of good English that you know is essential to your own progress. And now Mr. Cody's unique method has been greatly enlarged (in its new edition) to include, at no extra cost, a great deal of new and valuable practical guidance—not only in improving your English—but

in USING it more effectively and profitably in your daily work and life!

There is nothing experimental or untried about the Cody method. Some years ago in Gary, Ind., for example, upper-grade school pupils secured more improvement with it in five weeks than had previously been obtained by similar pupils in two years under old methods! Subsequent tests in Colorado Springs, Col., Racine, Wis., in 150 classes placed at Mr. Cody's disposal by school superintendents, were no less astonishing.

What It Does for You

Unlike other systems of instruction, the Cody 100% Self-Correcting home-study method requires no written examinations. One wonderful thing about it is its speed. Fifteen minutes a day is sufficient because you concentrate only on your own mistakes!

First this self-correcting method will teach you to speak and write good English habitually. This you will learn not from dull rules or tedious drills, but by a fascinating invention so unique and original that Mr. Cody has been granted a patent on it! Correct English—free of embarrassing word-fumbling, glaring mispronunciations, grammatical errors—is the first thing you must know, for without this foundation it makes little difference what you try to say or how you try to say it!

Then the new features of this course will quickly show you how to apply what you have learned. Special sections on How to Be a Good Conversationist, How to Talk Well in Public, How to Build a Larger Vocabulary, How to Improve Your Personality, How to Write Convincingly, will each tell you, in the most practical way, exactly how to make the English language DO for you the things you wish to accomplish.

FREE—Book on English

It is impossible, in this brief review, to give more than a suggestion of the range of subjects covered by Mr. Cody's new method. But those who are interested can find a detailed description in a fascinating little book called "How You Can Master Good English in 15 Minutes a Day." This is published by the Sherwin Cody School of English in Rochester. It can be had by anyone, free, upon request. There is no obligation involved in writing for it. The book is more than a prospectus. Unquestionably it tells one of the most interesting stories about education in English that ever has been written.

Merely mail the coupon, a letter or postal card for it now. No agent will call. SHERWIN CODY SCHOOL OF ENGLISH, 343 Searle Building, Rochester, N. Y.

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Please send me, without obligation on my part, your new free book, "How You Can Master Good English in 15 Minutes a Day." No agent will call.

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PSYCHOLOGY

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⌈ Owing to mechanical difficulties, it was necessary to omit publication of the May issue. To make up for this omission, each subscriber will receive one extra magazine beyond the expiration date appearing on the monthly wrapper. ⌋

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 that 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 a loved one, fear of crowds and closed insanity, fear of suicide, fear of injuring

places, fear of being alone, fear that something might happen to you, fear of death, fear of disease, fear of germs or dirt, fear that people may recognize your trouble, fear that you might lose control of yourself and make a scene. You find it practically impossible to forget yourself and you assume an overserious and overanxious attitude toward most everything. You lose interest even in life, and each morning you get up to—"just another day." Where the fears and feelings are acute the nerves become extremely sensitive and weak and you have peculiar sensations, such as uncertainty in locomotion, a slight dizziness, nervous indigestion, etc., which seem quite alarming to you. Remember, worry alone, which is a form of fear, can upset your nervous system completely.

You Ask—"Is My Mind Weak?"

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

You Are Wasting Your Energies

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

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PSYCHOLOGY

in

BOOKS



For Better Living

DAVID SEABURY has been a practicing psychologist for twenty years. He has helped countless men and women out of trouble. He has shown thousands the way to a trouble-free life by the use of his amazing "technique for better living". Troubled men and women have paid thousands of dollars for the counsel and the magic formulas for achieving happiness which David Seabury now reveals in his new book with the intriguing title, "The Art of Selfishness".

From his enormous file of real case-histories, Mr. Seabury has chosen the cases of one thousand men and women whose difficulties are typical. What he now offers is a series of startling conclusions based upon a study of these universal problems.

Each problem is fully discussed in the light of an enlightened and practical selfishness, and two solutions are given in every case . . . real solutions out of real life . . . one that worked and one that didn't. Mr. Seabury reveals the *why* of each happy solution in a way that makes it part of your own permanent equipment,

Many of these men and women were unhappy, but no more so, perhaps, than your husband your wife, or some in-law in your experience. And they all profited by Mr. Seabury's advice. What he told them is here stated fully, dramatically and brilliantly . . . in the most important book, we feel, that Mr. Seabury has ever written.

Julian Messner, Inc.

A Handbook of Ideas

AGNES ROGERS, in private life Mrs. Frederick Lewis Allen, wife of the associate editor of *Harper's* magazine, brings forth a most interesting, helpful guide to the enjoyment of life, which she titles "Why Not Enjoy Life?"

The author makes no attempt to suggest that the enjoyment of life is easy. On the contrary, she shows that it requires hard work, concentration, unflagging attention. Clearly she believes that the greatest rewards in satisfaction

come not to the greedy, the oafish, or the woodenly contented, but to the adventurous, the generous, the superior men and women. Her counsel in the technic of everyday living is cool-headed, hard-boiled, and practical.

This book is not a guide to wealth, popularity, or virtue. It does not aim to provide "inspiration". It does not claim that you can become a superman or superwoman by doing something for fifteen minutes a day. It is a guide to the enjoyment of life, and its keynote is common sense.

Into it are packed hundreds of shrewd hints on your job, your recreation, your family life, your money, your manners, your mental equipment and habits. No matter who or what you are, you will find in it something for you.

Harper & Brothers

Convincing Conversation

PERHAPS one of the most important qualifications for success is the ability to express ideas and emotions in a manner that carries conviction. You cannot make love effectively without making your loved one believe the words you utter; you cannot make a sale or get a job without removing all doubt that what you say is true and worth hearing. J. George Frederick, in "How to be a Convincing Talker", published in two volumes, shows that he recognizes the importance of the subject in the thorough and exhaustive manner in which he undertakes its discussion.

The author achieves a distinctive note in his chapter on "The Art of Listening". He writes: "It seems impossible for some people to realize that listening is a part of convincing talk and charming conversation. Only when making a public address is the talk all from one side; and nowadays even this is being remedied as it is realized that an audience enjoys a speech far more when it has an opportunity to ask questions, if not to participate in discussion after the speech. Good, convincing talk (even good sales talk), and of course charming conversation especially, is *two-way talk*."

Mr. Frederick takes up such diverse angles as convincing argument and discussion, sound reasoning and logic, (Continued on page 43)

Why Do So Many Presidents Enroll with the ALEXANDER HAMILTON INSTITUTE?

MORE than 50,000 presidents and owners of American business concerns have enrolled with the Institute for executive training.

Why?

Because they know that organized knowledge of business is an essential qualification to every responsible executive.

Because they know that modern business is too big to learn by personal experience alone.

Because they know that the Institute has gathered the experience of the most successful business men of America and the proved principles and methods of thousands of companies; formulated and organized this knowledge for their use.

Because they know that modern business has set new standards of executive competence and that the Institute training prepares them to meet these standards.



qualified for executive responsibility.

For more than a quarter-century the Institute has been preparing men for business management, giving them the thorough, organized knowledge of production, marketing, finance, and accounting essential to

competent administration. Many of those enrolled have been ranking executives who recognized their need for better equipment; many others have been far-sighted men, twenty-five years of age and upward, preparing in advance for the opportunities they know will come.

If you belong in either of these two groups the Institute offers you the ideas, experience, methods, and judgment of the most successful business men of America, formulated and organized to give you a confident mastery of tested, modern business principles and practice.

If you are determined to command a higher place in American business life, to qualify fully for executive responsibility, to win for yourself financial independence, then you will want to read "Forging Ahead in Business" with its important message to men who want to go far in business. A new edition of this famous book is ready and we will gladly send you a copy free. Just mail the coupon.

To Executives and Coming Executives

The Institute Offers

ORGANIZED KNOWLEDGE of BUSINESS

The Institute training is not for Presidents alone—but it is planned only for executives and *those who are determined to become executives*. The Institute offers the knowledge and training without which no man is

Among the many American business leaders who have helped to build the Institute's Course and Service are:

C. M. Chester, *Chairman, General Foods Corp.*; Thomas J. Watson, *President, International Business Machines Corp.*; Alfred P. Sloan, Jr., *Chairman, General Motors Corp.*; Benjamin Rush, *President, Insurance Company of North America*; Frederick W. Pickard, *Vice-President, E. I. duPont de Nemours & Company, Inc.*; Fowler Manning, *President, Air-Conditioning Division American Radiator Corporation*; Robert H. Montgomery, *Lybrand, Ross Brothers & Montgomery*; John G. Lonsdale, *President, Mercantile-Commerce Bank & Trust Co.*; Clifton Slusser, *Vice-President, Goodyear Tire & Rubber Co.*; Samuel W. Reyburn, *Chairman, Board of Directors, Associated Dry Goods Corporation*; and many more.

ALEXANDER HAMILTON INSTITUTE, 138 ASTOR PLACE, NEW YORK



To the
ALEXANDER HAMILTON INSTITUTE,
138 Astor Place, New York, N. Y.

Please mail me, without cost or obligation, a copy of "Forging Ahead in Business."

Name.....

Business Address.....

Position.....

A Seven-Day Mental Diet

How to Change Your Life in a Week

THE most important of all factors in your life is the mental diet on which you live. It is the food which you furnish to your mind that determines the whole character of your life.

It is the thoughts you allow yourself to think, the subjects that you allow your mind to dwell upon, which makes you and your surroundings what they are.

Everything in your life today—the state of your body, whether healthy or sick, the state of your fortune, whether prosperous or impoverished, the state of your home, whether happy or the reverse, the present condition of every phase of your life in fact—is entirely conditioned by the thoughts and feelings which you have enter-

thought, and during that week let everything else in life be unimportant as compared with that. If you will do so, then that week will be the most significant week in your whole life.

This is the scientific way to *alter your life*, and being in accordance with a Great Law it cannot fail. Now do you realize that by working in this way you do not have to change conditions? What happens is that you apply the Law, and then the conditions change spontaneously. You cannot change conditions directly—you have often tried to do so and failed—but go on the *seven day mental diet*, and conditions must change for you.

This then is your prescription.

□ □ □ *by* DR. EMMET FOX* □ □ □

tained in the past, by the habitual tone of your past thinking.

And the condition of your life tomorrow, and next week, and next year, will be entirely conditioned by the thoughts and feelings which you choose to entertain from now onwards.

This then is the real key to life: if you change your mind your conditions must change too—your body must change, your daily work or other activities must change; your home must change; the color-tone of your whole life must change—for whether you be habitually happy and cheerful, or low-spirited and fearful, depends entirely on the quality of the mental food upon which you diet yourself.

You cannot be healthy; you cannot be happy; you cannot be prosperous; if you have a bad disposition. If you are sulky, or surly, or cynical, or depressed, or superior, or frightened half out of your wits, your life cannot possibly be worth living. Unless you are determined to cultivate a good disposition, you may as well give up all hope of getting anything worth while out of life, and it is kinder to tell you very plainly that this is the case. . . .

Make up your mind to devote one week solely to the task of building a new habit of

*Well-known lecturer and author, "The Seven Day Mental Diet" and other books and pamphlets.

For seven days you must not allow yourself to dwell for a single moment on any kind of negative thought. You must watch yourself for a whole week as a cat watches a mouse—and you must not under any pretense allow your mind to dwell on any thought that is not positive, constructive, optimistic, kind.

You may start it any day in the week, and at any time in the day, first thing in the morning, or after breakfast, or after lunch, it does not matter, but once you *do* start you must go right through for the seven days. That is essential. The whole idea is to have seven days of unbroken mental discipline in order to get the mind definitely bent in a new direction once and for all.

NOTE this carefully. It is not the thoughts that come to you that matter, but only such of them as you choose to entertain and dwell upon. It does not matter what thoughts may come to you provided you do not entertain them. *It is the entertaining or dwelling upon them that matters.*

The thing to do is, directly the negative thought presents itself—turn it out.

Turn away from the newspaper; turn out the thought of the unkind (*Continued on page 47*)

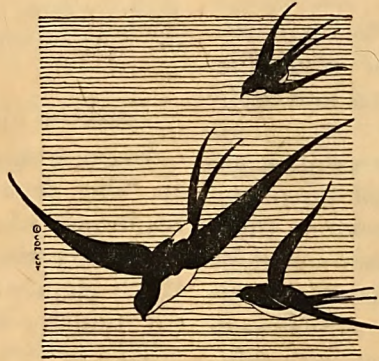
With Yourself

THE ability to entertain,
 And give voice to thoughts that please,
 Is an accomplishment well worth while.
 But this is important to remember, too:
 Cultivating the ability
 To entertain yourself with your thoughts
 When the world walks out.

As the Trees

THIS tree is older now than when I came;
 Though years pass by, it still remains the same.
 It grew in wisdom, too, as time passed on;
 Was intimate with folks who now are gone.
 And those who sat beneath each shady bough,
 May wonder if it's lonely for them now;
 But trees are never sad, it seems, for long:
 They must be brave, and wondrous wise, and
 strong.

Early . June . Reflections



by
**KATHERINE
 MAURINE
 HAAFF**

Our Mind Power

THE mind has power to accomplish
 Things of which you never dreamed.
 Good thoughts will attract to you
 Response from other minds
 That dwell upon a plane with your own;
 That understand, inspire, and sympathize.



You will know of this mental response
 By a thousand tokens;
 When your thoughts take wing
 And soar to heights
 Of which you never dreamed;



When inspiration lifts you
 To ecstasies heretofore unknown,
 And ideas fill your mind
 Until you are momentarily
 Inarticulate!



Man's Mental Heritage

by

DR. D. G. DICKERMAN



BASICALLY, psychoanalysis is the exploration of the unconscious depths of the mind; the seeking out of repressed mental things and their presentation to consciousness.

Many times this exploration process must go back to childhood and search must be made for repressed things which at a previous time were foremost in the mind. In those neuroses due to war our search must be directed towards those things which represent repressed fear and the emotional patterns that usually go with this.

Our main weapons of attack in exploring for these repressions are the dream and the process called "free associations," the latter simply meaning those ideas which come to the mind when a suggestion is given and the thought is allowed to run riot; the thinker being directed to project himself back over his life and especially to those periods where some unusual or painful event in his life had occurred.

After these repressed mental things have been detected and solved they are presented to the individual who will now look upon the entire matter with a different perspective and in a spirit of equanimity.

By a re-adjustment of the "reality principle," of the way a man "looks at things," we are many times able to remove distressing mental conditions. Of course this includes only those mental states which are not based upon definite changes in the brain and in those neuroses in which the individual had not regressed to a childish or infantile level in order to secure the fulfillment of his unconscious cravings.

Nature is always guarding the portals of the conscious mind, trying to prevent the entrance from the unconscious of certain obnoxious or repugnant mental things which have at a previous time been repressed into the unconscious.

Through a kind of censorship she attempts to protect the conscious mind from the myriads of little painful repressions which are always

on the alert, striving to gain recognition by the conscious. This peculiar and very valuable mental mechanism is known as the "censor". It is always on duty, ever vigilant and alert for material which would pass through the gates, if given the opportunity.

Many unconscious desires or cravings would be very unpleasant and perhaps repugnant, if they were presented boldly and undisguised to consciousness. Through the dream, nature gratifies these yearnings of the unconscious.

There are other methods by which she satisfies the unconscious mind. These are "day dreaming" or phantasying and the nervous disorder referred to as the neurosis. Any one of these three routes may be taken by the individual or, more frequently, all three combined.

Deterioration of Personality Elements

Every living individual indulges more or less in "day dreaming," as it is termed—some of us, in fact, too much so, frequently to the extent of giving rise to indolence and the decay of those elements of the personality which stand for industry and progress.

This is seen quite often in the absent minded boy, whose mind is dwelling in the "land of make believe". A certain amount of such mental activity is beneficial to everyone and has often led to invention and masterful creations in art, music, etc. All of us derive a considerable degree of pleasure and satisfaction through this mental process.

When this indulgence in pleasure-giving thought results in decay of ambition and occupies the mind of the individual beyond the recognized limits of its utilization, serious changes in the personality may occur. He becomes shut-in, seclusive, and is sometimes referred to as a dreamer. We cannot afford to shut out the activities of the conscious mind and allow the subconscious to run riot or hold full sway; this would evoke disaster.

Dreams have always served very useful purposes. Even in the ancient days of Rome and



Man's mental heritage is a remarkable summary of the theory of psychoanalysis. If you have wondered at the full meaning of such terms as complexes, neurosis, the censor, study the simple explanations of Dr. Dickerman. . . . He links psychoanalysis to the theory of evolution and discusses the pleasure principle and the reality principle. . . .

Greece dreams were looked upon with superstition and awe. They were thought to foretell coming events. Guidance through military campaigns was often sought through the medium of the dream.

Every Oriental army had its corps of dream interpreters; and to embark upon a military expedition, unaccompanied by these people, was considered very unlucky.

The study of Greek and Roman history is replete with evidence that dreams were carefully studied before any highly important undertaking, either national or private. Before Alexander the Great embarked upon his campaigns of conquest he employed the most famous dream readers of the times. During the reign of the Emperor Hadrian, the greatest dream authority of the time, Arthmidores, was consulted for dream interpretations on matters of national importance. Many times during the history of man dreams have played an important part in the destiny of nations.

Dreams Applied to Behavior Analysis

Ignorance and superstition have influenced the conception of dreams throughout the ages, and it was not until the latter part of the nineteenth century and the early part of the twentieth century that dreams have been scientifically studied and applied to the analysis of human behavior and the study of the human mind in all its phases.

Dreams are of two main types. First, there is the dream of experience in which the dreamer again lives through in dreams certain repressed or forgotten painful memories or happenings; secondly, there is the dream of the fulfillment of certain wishes or cravings, perhaps unknown to consciousness.

The vast majority of dreams serve fundamentally the useful purpose of wish fulfillment; that is, they satisfy in a measure the unconscious cravings of the soul. This may be a simple wish fulfillment of the child, the dream of ordinary satisfaction of hunger, thirst, or freedom, or the dream of convenience, and sometimes those which are purely covetous; or, lastly, they may be dreams which have a wish fulfillment motif, tending to appease the cravings of the unconscious for certain biological demands.

The dream may be very frank and open in construction; or its true meaning or underlying motive may be hidden. There is the wish fulfilling dream of the child in which dreams of mountains of candy, fruit, and toys enter into the picture; again, the dream of freedom of the

prisoner, and the dream of home by the traveler or soldier.

The content of the dream is governed largely by the personality and makeup of the dreamer. With children the dream is not so carefully camouflaged as in the case of the adult dreamer, and the less the intellectual development and the sophistication, the more realistic will be the dream. The dream of the well-educated adult will usually be highly symbolized; that is, the true motive of the dream will be well hidden or guarded by symbols and various distorting mechanisms.

Seldom, if ever, are we able to remember the dream in its pure and true form, as actually dreamed. That version of the dream which is recalled is designated the manifest content. The real wish or latent content of the dream is carefully concealed by an intricate scheme of symbols.

Further than this, the so-called "endo-psychic censor" or sentry of the mind is always on guard and draws the veil over the dream picture—thereby producing that lapse of memory which usually follows the dream. This same mechanism also tends to prevent our understanding of the dream and shuts out from consciousness the already hazy picture.

The manifest content of the dream, or that version which is remembered after awakening, is constructed through the utilization of four mechanisms, namely, displacement, condensation, dramatization, and secondary elaboration. Briefly described, condensation is the tendency to condense the dream as remembered with a fusing together of dream thoughts; this frequently results in fantastic and bizarre dreams.

Displacement is one of the active distorting mechanisms of the unconscious. Fragments of unimportant dream material are stressed and verified; this causes us to lose sight of the really significant elements of the dream. Dramatization is the use of symbols in order to hide certain cravings or desires from consciousness.

In other words, crude and obnoxious matter of the unconscious is very beautifully and skillfully replaced by certain symbols which ordinarily are uninterpretable by the conscious



Every individual indulges more or less in "day dreaming."

mind. Secondary elaboration is that accessory contribution of consciousness which reconstructs the dream in certain portions, when the unpleasantness of the dream offends the conscious,—yet on the other hand is constantly assuring us that the uncomfortable dream is only a dream.

A few thousand years of civilization have given only a slight veneering to the conduct and behavior of man. He is always striving against animal and savage impulses and desires. These pre-human proclivities are ever ready to emerge from beneath the slight social cloak.

Through the medium of the dream, man has the easiest mode of expression of these deep rooted cravings. The inhibitions necessary for normal social adjustment and adaptation are the real activators in the utilization of the dream symbols.

The child, being less experienced in worldly things, does not seek these circuitous methods in circumnavigating social dictates. Being at heart "a little savage" there is no need for these

camouflaging means: He cannot be shocked by innate cravings which would be indelibly impressed upon the mind of the adult. Symbols are heritages collected and elaborated since the advent of man.

Each age has its collection of symbols and our present civilization has developed symbols which added to those of past ages give us a rich store from which to select.

The modern dream is rich in symbolic material which can be traced to remote periods of history, dating back to ancient China, Egypt, Greece, and Rome. Many works of art illustrate this symbolic language more clearly than the written. It is only natural then that our dreams should be constructed of objects which have always stood for certain definite things in our lives.

Satisfied Through Neurosis

The next means by which the unconscious may be satisfied is through the neurosis. This is a mechanism by (Continued on page 45)

Defeat? What's That?

A LITTLE boy asked how he learned to skate, answered: "Oh, by getting up everytime I fall down."

Any normal person can overcome most of the limitations imposed upon him and can build a new environment to meet the needs of his developing consciousness.

by

**MILETUS
GARNER**

After Grant's defeat at the first battle of Shiloh, nearly every newspaper of both parties in the North, almost every member of Congress and public sentiment everywhere demanded his removal. Friends of the President pleaded with him to give the Command to someone else for his own sake as well as the country. Lincoln listened for hours, and after a long silence said, "I cannot spare that man. He *fights*." Lincoln's marvelous insight and practical sagacity gave our country the greatest hero of the Civil War. Grant kept right on. He never looked back.

The other day Henry Ford said, "The present business recession is temporary and artificial. The present slowdown is not a setback. It is the pause before another climb."

A long time ago Lincoln said, "The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with diffi-

culty, and we must rise with the occasion. As our case is new, so we must think anew, and act anew."

Our problem today is to think anew, to act anew. Encouragement is what our people need most. We all should read books filled with encouraging thoughts and stimulating ideas. We should talk with people who leave us on high ground and make us want to tackle the job that people say can't be done—and do it.

Senator Vandenburg says, "If legitimate business does not have a chance to properly survive, none of us has a chance to survive. There are no jobs in shut factories, and no wage benefits in suspended payrolls. Money must work before men can work."

John D. Rockefeller was once asked, "Mr. Rockefeller, in the early days—in the very early days of Standard Oil, did you ever vision—did you ever dream of creating what Standard Oil ultimately became?"

"No, no," he replied, "we just did day by day the best we knew with the tasks that came in front of us, and we didn't bother very much about what happened in the years ahead."

What any person is, what any person hopes to be is dependent upon what he has done—what he will do with this moment.

To live is to function.

Building a Personality

by EDWARD J. KILLDUFF

Last month, Professor Killduff told how the successful venture in personality improvement at New York University originated . . . and how it has progressed. . . . This month he cites examples of practical application in the lives of various persons. . . .

"THE importance of our work is obvious—helping the individual in his effort to adjust himself happily.

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

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

"There was a young lawyer with a crippled leg. He was mentally obsessed with the notion that everyone he met could think of nothing but, 'He is a cripple . . . he is a cripple . . . he is a cripple.' Furthermore, if anyone offered him a case he thought that it was not his ability but pity that made his client retain him. It was obvious that this young man was headed for disappointment unless he changed his mental attitude and began to think of himself as able and capable, the equal of anybody else. The fact that one of his legs was shorter than the other did not mean that he could not put up a good legal battle, defend brilliantly the interests of his clients, and truly earn his fee.

"A MIDDLE-AGED man in the evening class was unusually quiet and retiring. He had a servile, apologetic air. He was able, but his feeling of inferiority communicated itself to everyone he met. Consequently, he was not impressing persons as well as he might. There was no apparent reason for his acting the way he did. Questioning revealed that he was married to a college graduate, and keenly felt his educational inferiority. The cause discovered, it was compara-

tively easy to help the man, especially as his wife was taking the course at the same time.

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

"A case of this kind came to our attention in the instance of a young man who showed abnormal fear about applying for a position. He said, even if he got it, he couldn't hold it; so what was the use? Later, after we had established some sort of understanding, we asked whether he was now working. Yes, he worked in his father's store. We asked him how he was getting along there. This innocent question proved to be the key to the situation.

"The young man told us that when still in high school he helped his father, and that his father had always found fault with him. If he wrapped a parcel, the father would criticize his son in front of the customer and say that it was the worst-wrapped parcel in the world. If he wrote a letter, it was full of errors. If he spoke to a customer, his father took pains to point out wherein he had committed a thousand blunders. Of course, the father thought he was educating and training his son. But he wasn't. He was laying the groundwork for a blighted life.

"We advised the young man to leave his father's employ, get a position out of town, and learn for himself that he wasn't a bad worker at all. We told him that in all probability he was doing efficient work, but that his self-confidence had been undermined by his father's tactless criticisms. A man is almost never so bad as he imagines himself to be. The young man followed the advice and (Continued on page 39)



He is not at ease . . . he states his case badly . . .

“He’s in Conference!”

HE looked as though he had just come from the barber’s after a visit to his tailor. He had doffed his hat immediately upon entering the front office. His studied poise was supplemented by his carefully modulated voice. Quite naturally, Harry the shock-headed office boy, mentally classified him as a book agent.

“Got ’n appointment with Mr. Hawes?” he asked, truculently, in reply to the stranger’s inquiry.

“No, I haven’t an appointment,” responded the visitor, with undisturbed tranquillity, “but I think he’ll see me.”

Without definitely sniffing, and without actually twisting his freckled features into a sneer, Harry managed to convey the effect of both sniff and sneer—an art confined to office boys and certain types of actors. Leaving the caller standing, he sauntered back to the PBX board and gave the visitor’s name to the telephone operator.

The girl peered around the frame of the board, and threw a note of brittle hostility into her voice.

“You can’t see Mr. Hawes, I’m afraid,” she said. “He’s in conference.”

THE stranger’s voice, as he spoke again, seemed even more tempered than before.

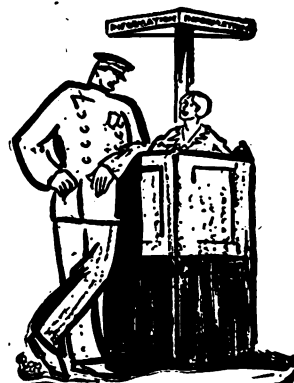
“Would you mind asking Mr. Hawes,” he said, “if he will see Mr. Strawn, from Boston?”

“I couldn’t interrupt him when he’s in conference,” replied the young woman, in tones that betrayed her shocked surprise at the mere suggestion. Mentally she was saying to herself that this young man had a “new line”. Very clever, that, to call himself “Mr. Strawn from Boston.” No, Mr. Strawn from Boston, you won’t have any chance to spring your thirty-volume set of “Outlines of Everything” today. You might as well take yourself off, Mr. Strawn from Boston, because while Harry and Bertha guard the gate, no book agent, be he ever so clever, is going to set foot within the barrier. Our motto is, “You shall not pass!”

But Mr. Strawn from Boston happens *not* to be a book agent. He is an insurance man—not an insurance salesman, but the vice-president of an old, conservative company that has decided to branch out a little, do some advertising during the coming year. He was in Chicago yesterday, and has come down to Marquette between trains to talk with Mr. Hawes about next year’s calendars. They will use, perhaps, two

or three million, depending on prices—not a petty piece of business, even for a big calendar factory.

The unfortunate part of it is, from Mr. Hawes’s point of view, that Golluber-Carhart Company have a factory in the same town. Mr. Strawn, like most of us, has a weakness, expressed in his clothes, in his well-valeted appearance. He likes to have his importance recognized. He likes to think he looks to be what he is—a successful business man with an agreeable personality. To be treated as a book agent—something on the inside of him curls up and writhes. It is his suffering self-esteem. Polite, apparently unruffled, he takes his leave; and Golluber-Carhart get the business.



Most office boys and most telephone girls are not as bad as that. But the vast majority seem to be actuated by motives other than the promotion of the interests of the concerns that employ them.

The most astonishing feature of the situation is the blindness or indifference of the executives who employ inefficient help in these important posts.

One of the younger executives of a Mississippi Valley insurance company re-organized this “contact department” in his company’s home office to a high degree of effectiveness. At one of the annual conventions, he was persuaded to tell about it.

“I was passing through the outer office one day,” he said, “and I chanced to hear the operator, one of the gum-chewing variety, telling someone, ‘No, I don’t know when he’ll be back. I don’t know a thing about it.’ That was all. The tone of her voice was petulant, her manner unpleasant.

“It wasn’t very important, perhaps, but on my way to lunch it stuck in my mind, and for the first time it came to me how important it might be to have a tactful, intelligent operator. Business of the utmost consequence is transacted, or at least initiated, over the telephone; and I could see, upon studying the matter, that that particular link was the weakest in our chain.

But Why Insult the Customer?

"We were cutting down expenses at the time, rather than increasing them, but after watching the situation for a while I decided that the matter was of sufficient importance to measurably increase the salary of the position. With every boost in salary we have had more than a compensating increase in efficiency. In my judgment it pays, and pays well."

IN some of the larger cities of the country one finds, chiefly in banks and brokerage houses, men and women of intelligence and personality who are paid good salaries to greet callers, put them at ease, see that they meet the right members of the organization, and generally smooth the sometimes rough and stony path between the institution and its clients or customers.

In a western bank is a man who, ten years ago, was rapidly going to pieces under the weight of a terrific smash in the wholesale grocery business. Tom McDonough (which is not his name) was then forty-five years old, afflicted with an aggravated failure complex, and was on the road to government relief.

The president of the bank mentioned, who is noted for his ability to pick men, ran across Tom one day on La Salle Street, in Chicago. They were old friends—the millionaire and the down-and-outer—but they had not met for years, and the banker stopped for a word with the ex-grocer.

"What are you doing, Tom—not letting yourself grow old, are you?" the banker inquired, gazing at his friend's white hair, and noting the signs of worry and discouragement.

"No, not old, Paul," the other replied, "but—"

Then, to his friend, of whose sympathy he was sure, Tom spoke of the disgrace of his failure, the number of his advancing years, and the fear of poverty that rode on his neck.

They lunched together, and that night saw them both on the train, bound for—even to name the city would identify the characters to thousands of men and women. Enough, then, to say that if you go into a certain bank, unknown, and have business that cannot be transacted as a matter of course at the teller's windows, you will come in contact with a tall, white-haired, immaculate man, of pleasing appearance and winning personality—"Our Vice-President, Mr. McDonough." He receives—and earns—\$10,000 a year for saying "How do you do?" as only Tom McDonough can say it.

ALL business houses cannot, of course, afford

ten-thousand-a-year greeters. But there are few offices where the points of contact with the outside cannot be vastly improved.

A great deal of loyalty and good intent goes to waste in these outer offices. Oftentimes a word to the boy or girl, a five-minute talk will change an incompetent employee into an efficient one.

Ward McHale was business manager of a firm of lawyers in St. Louis. In making calls at other offices, he was often subjected to unnecessary delays, indifference, and downright insolence. He made it his business to observe his own office boy and telephone girl over a period of several days. One Saturday morning he called Miss Harter, the operator, into his office, and drew her attention to the importance of her work making suggestions as to how she might advance the interests of the firm.

"I know you are anxious to help us all you can," he said to her, "and I am able to see a good many things that you, with your attention concentrated on the switchboard, might overlook."

"For instance, when you hear a voice that seems utterly strange to you over the telephone, just remember that one does not always recognize voices correctly, and it may be someone connected with the office of one of our best clients or a prospective client with a good line of business. If the person at the other end of the wire can't understand you, be patient. Never

How many business heads would be astounded to know *why* they lost the accounts of Smith or Jones!—at the Outer Gates of their Own Place of Business—

let petulance be noticeable in your voice. You can never tell how much actual money this office may lose by one angry or impatient word spoken over the 'phone'."

The office boy came next. "Jimmie," he said, "I want you to show me how you would act if I were an insurance agent and asked to see some member of the firm. Now, here I come."

Jimmie gave a realistic performance of a hostile office boy making a visitor distinctly unwelcome.

"But you see, Jimmie," said McHale kindly, "I might *not* be an insurance agent. Or, if you know I am a salesman or an agent, you don't know that I haven't a good case with a fat fee up my sleeve. Get the idea? Now, let's try it over!"

(Continued on page 42)

“Love at First Sight”

A YOUNG romantic, named Romeo, “crashed” a masquerade ball given by the parents of a young lady, named Juliet. When he went to the party, it was really quite a lark. Besides, he didn’t give very much heed to the people who were entertaining. They were the enemies of his family, and his father had always told Romeo he had his opinion of them. But when Romeo got to the party, everything was different. The whole world changed. This remarkable state was brought about in the instant when Romeo looked upon the daughter of the hosts, whose name was Juliet.

“Why,” he said to himself, “there is the girl I have dreamed about! There she is, in real life, the daughter of the sworn enemies of my house. But sworn enemies be hanged! Up and about, Romeo, and cut in on this next dance and—ask the girl—if she realizes she has met this night her own true love.”

For love, with Romeo, was a visitation at first sight. And when it happened, he knew it, on the moment. . . .

There was Robert Browning. A young lady who had read his verses wrote him an earnest letter, saying there were some lines she did not at all understand. And he thought it was a sad state of affairs if a nice young lady didn’t know exactly the meaning of his every line. So he wrote her he would call and try to answer her questions. He was shown into her father’s drawing-room in London. He had never seen her before. Soon he was shaking hands; soon he was receiving a book with some line, marked. He took the book. His hands shook. He couldn’t make sense out of anything, for, on the instant of meeting the young lady, he knew he was in love. So the great poet looked across at her, on her Victorian sofa, and he acknowledged that his wits were awry.

“When I wrote that line,” he said, “two people knew what it meant. God and Robert Browning. But today, my dear, here in your drawing-room, only one person knows. He is God.”

Now these instances started my reportorial mind to asking—just what does psychology say about this “love at first sight?” Fond old husbands, looking back; ardent young men, quickly stirred, bachelors of middle age, feeling themselves at last fruit ripened to be plucked for the matrimonial harvest, may join hands and agree

that when they met the girl, they felt it in their hearts; they knew it in the stir of their pulses. What they long had imagined, at last was there—in the flesh of a desirable young person, gender feminine. Yes, these males tell themselves that, undoubtedly, surely, positively, there *is* love at first sight, just as there are sunsets and the first of the month. But—what does science say about this topic of such interest to the married and the marrying?”

This was the way the reporter talked to herself. Then she got into her car and drove far away to the country to the house of a very pleasant lady who knows a great deal about this subject, both from experience and study. The lady’s name is Florence Guy Seabury. She is head of the Department of Human Relations at Briarcliff College, New York. She is also the wife of David Seabury, the eminent psychologist, and she is the author of a very comprehensive book on love—“Love Is A Challenge.” Mrs. Seabury sat beneath the oil portraits of several of her New England ancestors, in her drawing-room at Ossining, New York, and listened to the question:

“How is a young man to tell, today, in 1938, whether the girl who causes his pulses to race, when first he meets her, is his own true love or merely an exciting semblance of the same?”

“Does psychology tell us what are the questions, what the tests a man can put to himself, to know undoubted affinity—his true love, when he sees her? And to distinguish her from a very winsome maiden who is not at all this true love?”

Mrs. Seabury gently deplored recent psychological trends—or recent trends of, perhaps, the near-psychologists, to try to diagnose every psychological state, by cut and dried tests.

“Love is, perhaps, the most involved of all human relationships,” she said. “It comes to each of us just a little differently. Love is, of course, a physical, a mental, a psychological relationship. If a young man says, ‘well, she stirs me, as a man. No other woman has so affected me,’ and then goes on to marriage, because he believes the physical has found its complement—he shortly discovers he has made a tragic mistake. He shortly opens his eyes to the existence

*Interview
with
Florence
Guy
Seabury*

*. by .
Hazel
Canning*

Psychology Explains It

of the mental bond and the spiritual, or call it psychological, if you prefer. And, with tragedy, he realizes this marriage of his, founded only in the hot young attraction of his physical nature, is not of the stuff to last a lifetime.

"Young men—and young girls, too, in this day of the cut-in-dance, believe they are hotly in love, just because they are physically attuned. Albert likes to dance with Albertina. Their dancing rhythms go together. They can beat the world at tennis. They ride and hike and keep in step. So why not get married? Why not? Isn't this physical rhythm love? But when the first attraction has burned itself out, they realize that it takes more than physical harmony to make a marriage.

"They discover, then, that they live on different planes. Albert sadly realizes that he is tied to a rank materialist. Albertina calls life full and rich in accordance with the number of charge accounts, swanky clubs, trips to Europe, Albert can provide for her. But Albert, poor boy, is a bit of a dreamer. He likes, often, to while away a bit of time with a book of poetry. But Albertina wonders how in the world he can put in the time like that, when there's a match on at the Sleepy Hollow Club and all the smart people are out to watch. And they can have cocktails, later on at the club house. Well, at about this time Albertina suggests, with some acidity, that Albert stop mooning, get himself an office on Wall Street, and start making money. Albert shakes his head. He knows he is not fit to cope with the intricacies of finance. And so, shortly, Albertina asks herself what she ever saw in him to say 'yes' to that night he proposed to her, half an hour after they met. So, she catches a train for Reno."

Mrs. Seabury took a little time to outline the various psychological states two young people pass through, when, after a sudden meeting they marry before either really knows the other. She says the most tragic comment psychology has to make upon modern young people, is that they are vastly ignorant of what goes on in their own minds, and what their emotions really amount to. They know dancing, exercise, modern novels, their way about. But of their own minds they are vastly ignorant.

"They marry for what each believes he will get out of the relationship, for himself. But old-

sters at marriage know that as you seek for yourself, you lose; as you try to promote the happiness of the other, you find your own happiness. So perhaps I can give one question, by which a young man may test a sudden love . . . let him ask himself . . . 'do I truly desire the fulfillment of this girl of mine, even before my own fulfillment?' And if he can answer 'yes,' he is truly in love, though he has met her only yesterday.

"Psychology tells us we may live in dream states, in a land where we try to believe that things are as we would have them; and abruptly, now and then, we burst from this dream world into actuality. So I think I can go on to say that what a young man needs, when he believes he has fallen in love at first sight, is the faculty for bridging the gulf between romance and reality. I believe psychology is on our side, when I say that modern love needs much more reality, and could do with quite a bit less of romance. The idea of falling in love with a girl, as told by romantic old men, looking back, or hardened bachelors, smitten at last, seems most charming. The ring to their voices is almost convincing. But actually, Mrs. Seabury believes, the experience of falling in love at first sight is an adventure from which we might well pray to be delivered.

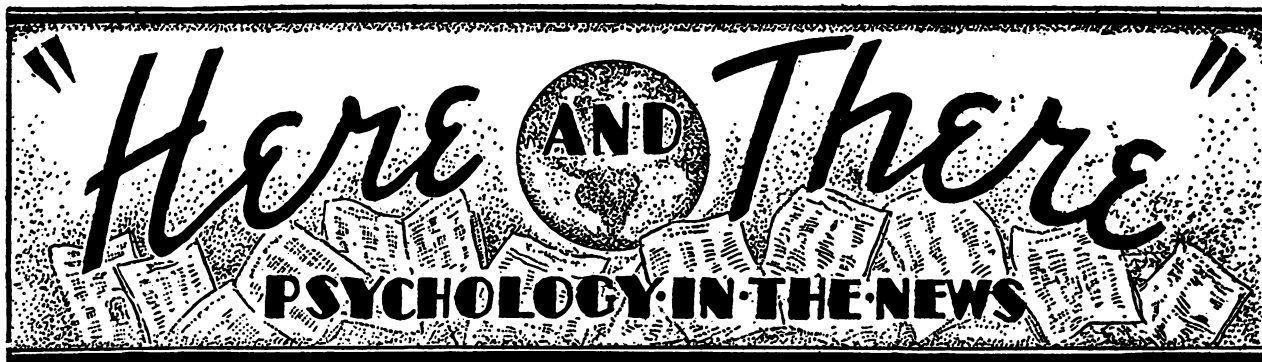
JUST HOW does psychology explain falling in love in an instant? Mrs. Seabury says that all of us go about with a picture of the ideal love in our hearts. Often we are hardly conscious that we cherish this picture.

So, she says, we go on living with this picture in our hearts. Then a door opens, and *he* or *she* stands in the doorway. A heart flutters, a voice stops short, and *it has happened*. And Mrs. Seabury provides the sequel. If you, young man, and your girl can meet on other planes than those which include such minor things as, for instance, the color of her hair, you have a chance of happiness. Here are some measures, by which you may estimate your sudden feeling. Mrs. Seabury rather deprecates, as she offers them; yet, psychologically, they are sound.

Young man, believe "love at first sight" has come your way, if you find that *she* is somebody with whom you have a feeling of "at home-

(Continued on page 46)





Personality Rating

A NEW wrinkle in class ratings has made its debut at Girls' High School in New York. Scholastic marks no longer will be the only yardstick of the young misses' capabilities. They're going to get personality ratings, too.

This what-are-you-like checkup is based on personal attractiveness, emotional control, purposeful thinking, trustworthiness, leadership ability, social adaptability, speech, voice and health.

"Where a girl's personality record, checked every term, shows she's definitely lacking in a desirable characteristic, we try to help her," explained Dr. Alice Crow, psychologist, who is head of the department.

Another of the new department's innovations is a course in "human relations." Here the girls touch upon life problems not found in ordinary textbooks. They bring such queries to the guidance staff as "How should we act at dances?" "Is petting proper?" "What is the proper attitude towards an employer?" "Is it better to marry young? And other matters that are headaches to many young people. It is a most practical school program, says Dr. Crow.

Dr. Butler Advises

WARNING against movements of public opinion and public action that are dangerous in the extreme because they flaunt all human experience, Dr. Nicholas Murray Butler, President of Columbia University, said recently that the great need of the day was an informed public opinion founded on philosophic truths and established ideas.

"A great deal of the world's trouble is traceable at bottom to the acceptance of the falsehood that the whole of human life is to be interpreted ultimately in the gain-seeking instinct," said Dr. Butler.

One cause of the lack of an informed public opinion, he continued, is the curious educational theory that the child should be taught nothing and be allowed to do what it likes to do.

"That is a rabbit theory of education and the cruel aspect of it is that it deprives the child of his inheritance and throws away all the human race has managed to learn and do."

It is the duty of the teachers and students of philosophy to make children think straight, he concluded.

Child Marriages Traced

JUVENILE marriage depends on climate, delinquency and disposition, the Society for Research in Child Development in Chicago concluded recently.

Psychologists reported that regions having an annual temperature of sixty to seventy-five degrees induce 17.7 per cent of marriages in the 'teens. A colder climate—thirty-five to forty-five degrees—brings the rate down to 7.5 per cent. Warm climates bring earlier maturity, the psychologists explained.

The possibility of a girl in the country marrying younger than her city cousin is also much greater. This is because of the relatively few women known to "the boy down the road," which makes his choice limited and therefore quicker was concluded.

It was brought out that only 2 per cent of socially superior groups of women marry under twenty. And women citizens of native parentage have a 13.3 per cent average of "younger generation" weddings, against 6.3 for those of foreign parentage.

Secrets For Long Life

MRS. CARRIE CHAPMAN CATT, who recently observed her seventy-ninth birthday, revealed results of her research into the lives of 200 octogenarians. She sent out questionnaires to many old friends, asking them to tell her the secrets of their old age. From the answers she learned that four elements contributed to long life—an interest that makes one forget self, a sense of humor, health to start with and a moderate diet.

"Old people are (Continued on page 48)

I Conquered Myself

Thereby Dropping a False Set of Ideas

I HAVE licked myself.

What I have really overcome, however, has only been a false self—a set of ideas which once seemed very important to me.

My parents started me out in life with the idea that I had sprung from better stock than my playmates. The effect was just what you might suppose. I was a spoiled brat who insisted that the game had to be played always according to my rules; otherwise I wouldn't play.

When my younger brother, Bradley, was born, the adulation my parents had formerly bestowed on me was transferred to him. I was furious—not at Brad but at them. My parents had betrayed me, it seemed. Instead of helping me to meet the new situation, they seemed only to be trying to break my will. I responded by becoming more self-willed than ever.

You can well imagine, then, how popular I was at school. But I will pass over those tortured days, not because they were unimportant but because they were chiefly a continuation of the same sort of emotional storm and stress as had marked my earlier childhood.

OF ONE thing I was certain. I was right, and the world in general and my parents in particular were wrong and unjust.

I was fifteen when my mother died. What I was once ashamed to say, though I strongly felt that it was just, I can now say without feeling. I was not sorry when she died! I can say it now and understand why I could not have felt otherwise. I no longer blame myself or her. It was a condition that we had both built up in our ignorance. She with her taunts, and I with my self-will, together made a botch of our mother-son relationship.

But my mother's death started an awakening. Though I could not shed any tears, I felt that the absence of sentiment which this implied was unnatural. A son not sorry at the death of his mother! The more I thought of it, the more hideous it seemed. I must be a monster, I thought. For the first time I was struck with the realization that something was wrong with me.

The years immediately following were years

of torture, for now I had no anchorage whatever. In the past my cocky self-sufficiency had provided at least a certain amount of strength, ill founded though it was. Now that base was cracking up. I needed a new base, but I had no idea what it should be or where I might find it.

A nightmarish groping followed. Self-will turned to chronic self-reproach. I was unnatural. My personality was a failure. I was getting nowhere with my music. The world went black. I reached that stage where nothing seemed worth doing—no ray of light pierced the gloom.

I want to say here to anyone who feels as I did—don't accept despair as your lot. Carry on regardless of how little interest you feel, and you will at last be rewarded with not just a return of old feelings but with an emergence into a new life better by far than anything you were able to imagine in the old condition.

One day in a psychology magazine I read this statement: "*He who seeks only to justify himself will always be wrong. Understanding comes with the losing of self in service to others.*" The idea of service, I must confess, had no appeal for me whatever. But "understanding" did. So much I knew—that I desperately needed understanding.

In line with my aloof habits I had always felt that my music was something sacred to myself. To play for the pleasure of others had seemed a vulgar sacrilege—unless, perchance, I could reach that high stage of artistic success that would command the dotting acclaim of the whole world. Oh yes, I too can laugh at this silly idea—now.

The gates of understanding were opened by chance. There was to be a party for the whole personnel of the company for which I worked. The entertainment chairman, knowing that I played the violin, asked me to play a few numbers. My impulse was to say no. Instead, a small voice within me said "play." I agreed. I played. The applause was generous, but this meant little to me at the time.



by WALLACE CORBIN

Something Happened to Me

Something happened to me, however, in that first voluntary act of service. It was as if a cool breeze had blown through my hot, disordered feelings. I felt refreshed. How odd, I thought. Here it has been my firm belief that playing for the vulgar multitude was something unworthy—something to make me hate myself. Instead, I find it gives me a sense of joy.

By slow stages I began to loosen up toward people. Before long I was able to say "Good morning" and mean it. The other fellows at work began to look more like human beings to me, and I must have seemed at least a shade more human to them.

Little by little I learned to see myself objectively—as if I were studying another person. The lines along which my battle had to be fought grew clear to me. I had never wanted to play the game fairly according to its rules. I had always demanded that I be shown special favor.

My job, a mediocre, routine position, furnished the battleground. It was the fifth or sixth I had held in two years. I saw suddenly that instead of trying to do a good job at any of the former positions, I had followed the self-willed tendency and had quit each one in a huff the moment I felt the boss was treating me unfairly. And a hyper-sensitive, self-willed person is never long in bringing about conditions in which he feels someone else is treating him unfairly.

I Saw My Job

But now at last I saw that it was not the other fellow whom I had to conquer. It was myself. I saw my job at once as a challenge and a doorway. Once I could hold myself to the task of unlocking that doorway, I knew that I would come out onto an open highway—the highway to freedom.

As with the earlier jobs, I was tired of this one and wanted to quit. That was what my feelings wanted. My intelligence said, "Stay with it until you have it conquered. It isn't the job—it's yourself that you've got to lick. You've got to overcome your tendency to quit. You've got to learn to play the game according to the rules of the game—not according to your personal whims."

The battle was not easy. My feelings wanted to "chuck" the whole effort. My intelligence kept saying, "See it through." I saw it through—at least to the point where I was given a promotion.

That promotion meant far more to me than the mere salary advance that went with it. It meant that I had unlocked the door to freedom—freedom from the slavery of always wanting my own way—like a baby. It gave me my first taste of grown-up strength. I knew that I could now command myself to play the game of life fairly according to its rules.

There is a distance yet to go, but the road is open, and I am traveling. What is more, I know where I am going. I have conquered myself!

"This is Easy"

You can earn this conclusion regarding whatever you set out to do, if you first establish self confidence. If, up to the present time, you have lacked confidence in yourself, this self distrust can disappear if you will gain some knowledge of the force of incalculable power that is in each one of us.

It is quite possible and certainly most necessary for every human being to have this confidence. Without it one can accomplish nothing! With it one can accomplish whatever one likes (within reason, of course). You may have the assurance that you are capable of accomplishing perfectly well whatever you wish to do—on condition that it is reasonable—especially if you

feel that it is your duty to do it. So when you have a duty to perform, always think that it is easy—that makes the word *difficult*, impossible.

"I cannot"... "It is stronger than I"... "I cannot prevent this"... these are statements that should disappear from your vocabulary. They are not for *you*. What is for you is: "It is easy... and I can..." By considering the thing easy, it becomes so for you—although it might be extremely difficult to others. You will do it quickly and well, and without fatigue, because you do it without effort; whereas, if you had considered it as difficult or impossible it would have become so for you, simply because you would have thought it so.

Emile Coué.

Make Them Say "Yes"

. . . Then the Battle's Half Won . . .

Value of the Right Approach

WHILE no one likes a "Yes-Man" or aspires to be one, there is a "Yes-approach" that is extremely important to understand and apply and which has, in the experience of many persons, replaced failure in life with accomplishment and success.

Psychologists have long acknowledged the "Yes-approach" as including a very powerful piece of strategy in the handling of people. They do not claim to have invented this means of smoothing the hard ways of life. Indeed the "Yes-approach" has been in use by great leaders as far back as we can delve into history. Now, however, it can be put into the form of a principle and used at will. Concisely, the principle sums up something like this:

"The more 'yesses' you can get in the opening stages of a proposition, the more likely you are to get a favorable decision in the end."

Read it again—two—three—four—times. Its many implications will become more apparent as we study its practical applications. It can be used with effective results by executives, supervisors, teachers, politicians, parents; in short, by any one who wishes to influence the actions of other people. I am thinking just now of four practical uses of the "Yes-approach".

I. In Salesmanship: Suppose I am a house-to-house salesman selling a new book on natural history. I ring a doorbell. The lady of the house appears. I say, "Madam, may I take a few minutes of your time to show you this new, very complete book on natural history which we are offering at a greatly reduced price?"

I have to say this fast so as to get it said before the lady slams the door, which she probably will do. Even if she does not slam the door, her answer, nine times out of ten will be "No!" That is the answer most people have schooled themselves to use whenever anyone asks if they want to buy a book. I have gotten off to a bad start, at any rate, because I have invited a negative reaction to my first question; it will take a great deal of skillful salesmanship to persuade the lady that her first answer was incorrect.

Suppose at the next door I change my tactics. The lady answers the bell and I say, "Mrs. Foster?"

"Yes."

"I understand, Mrs. Foster, that you have two children in Central High School?"

"Why, yes."

"The boy, I believe, is a senior?"

"Yes, he is."

"And the girl a junior?"

"Yes."

"Our high schools today, Mrs. Foster, are laying a great deal of stress on natural history."

"Why, yes, I believe my boy was cutting some clippings about natural history out of a magazine the other day."

Now when I ask if I may show her my book, don't you think Mrs. Foster is more likely to say "Yes"?

She has said "Yes" to me five times already, before I present the question that is all-important to me. She may not buy my book, but at least the chances are much better that she will let me show it to her. We have gotten off to a propitious start.

I have established between us an affirmative bond, thanks to the "Yes-approach". I have shown her that I know her name, who her children are, where they go to school, and something about their problems in that school. I have begun to establish that bond of mutual understanding which is the essential basis of every successful sales contact.

II. In Supervision: The "Yes-approach" may be used with great effectiveness by all those who have to supervise or direct the work of others. That supervisor who can establish an affirmative bond between himself and his subordinates will be most successful in building up their morale and increasing their production. The use of the "Yes-approach" in supervision does not mean that you should ask all questions so that they can be answered by "yes". It centers around the creation of that affirmative frame of



by B. W. ELSOM

mind which makes the worker feel that the boss is a regular fellow.

For example: In giving an order to one of your workers you may make it short and snappy and bare of details. The worker will tackle the job that you ask him to do, but he will not tackle it with that whole-hearted interest that might be inspired through the "Yes-approach". Take a few minutes longer in giving your order to let the worker understand just why he is to do this particular job, what effect its efficient fulfillment will have on the customers of the firm, his fellow-workers, or on the output of the department. The worker feels that you take him into your confidence when you give him this additional information, and you are paving the way for his whole-hearted co-operation.

III. In Handling Grievances or Complaints: Suppose one of your workers, or one of your customers, comes to you with a complaint or grievance. You may know after you have heard

the first few words of the grievance what the answer is; you may know that the complaint is unjustified. Don't say so at once. That will only make the person who has come to you feel that you are prejudiced against him and will increase his feeling of injustice and mistreatment.

The "Yes-approach" method is this: Listen to his complaint, carefully and sympathetically. Let him tell you the whole story. Agree with those points of his statement with which you can agree. Postpone points of argument until later. When he has finished his recital, then say, "Well, I think I understand just how you feel about this grievance. I agree with you on many of the things you have said. I believe that if I were in your shoes and had considered this matter solely from the standpoint you have just presented, I would feel exactly as you do. However, there are some things I would like to point out which you have apparently overlooked."

(Continued on page 45)

Why Borrowed Light?

A THING which is negative has no light of its own, but works wholly by borrowed light. It might be compared to the moon. The sun, the positive thing, gives off light and heat, shining by its own innate power; but the moon (negative condition) is dead and is only animated by reason of a borrowed light. So our problems are only dead things, animated by the borrowed thought force.

A negative person, then, can never do anything but copy or imitate another; hence he can never be anything but a failure, for nothing that operates in this manner expresses originality. Instead of adding glory to his name, he boosts the one whose personality he imitates. "He is like so-and-so" is the comment. No one known who "he" is, but the one imitated is given a little more publicity.

Fear is the handmaiden of the negative person—fear that he cannot accomplish his good. Someone has said, "When a man refuses to feel a condition, that condition cannot make itself felt." For in reality the condition has no intelligence and no power.

Gradually man is beginning to realize that he is the *maker* of his environment, instead of being the slave of it. This is a freeing thought for when we come face to face with the conclusion that we are responsible for what we have accepted as true, we see that we alone are re-

sponsible for the environment created thereby.

When a man is negative he constantly feels the conflict of life. Life becomes a pack of merciless hounds ever dogging his footsteps; ever bringing up new problems and conditions to be handled. These people belong to the class who claim they are misunderstood, for they are not living and acting from their own centre, but from the borrowed light of another.

When man becomes impersonal (letting go of the *old* idea of personality) he "launches out into the deep" and his nets will be full of fishes (new ideas) right in the environment he thought so barren. He becomes an individual. The essential nature of man is success and as soon as he becomes impersonal (relaxing into the truth of being) allowing the God-power to live in him freely and easily, he finds that the "lines have fallen to him in pleasant places."

To be self conscious, in the true sense of the word, is to be conscious of dominion. The general consensus of opinion is that when we become self-conscious, we become negative. So we do, when we are looking to a personality for that self, but to become conscious of the real self which is perfect and eternal, is to burst into a freedom that knows no limitations. All doors are open, and we go in and out and find pastures.

by

**WALTER
CLEMOW
LANYON**

Decide for Yourself

Don't Let Interference Stop You

TOO many people in trying to solve their problems ask the advice of every one—including the ice man—with the result that they find they have become confused and have done the wrong thing.

This does not mean that the ice man may not have good judgment, but ultimately we must make our decisions (and our mistakes) according to the reaction formulated by our own mental processes. To do otherwise is to grow constantly more indecisive and characterless.

How often have we breathed deeply, cleared the slate and sworn by all the gods that we would never again allow certain complications to enmesh us—only to find that because someone had advised it, or suggested it, or even, perhaps, bullied us into indecision, we have again struck off into a trail that has led into briars and brambles?

Emotionally controlled people are the great sufferers from this—although from their ranks come many of the geniuses of the world. These latter, usually, have learned the value of understanding, controlling, and constructively using their emotions, in conjunction with that great tool of the subconscious sixth sense—imagination—which, verily, can move mountains.

As an example, take the life of a creative artist—a painter, a musician, or someone who constructs artistically with material things. Such an individual in order to produce outstanding work, must first have the *emotional urge*. He must whip up the soul to a high vibration, and with imagination, begin to create.

But right here, not infrequently, people with whom he is associated, set up an interference. If the artistic one is sufficiently strong, he will go ahead, but that, in spite of his friends (?) and the world is somewhat better or happier for his efforts.

Suppose Lindbergh had heeded the interfering injunction, "You can't fly across the ocean. It's never been done and it's absurd to dream of it. There's no place to land except a large moist wave or a cloud—forget it." It's doubtful if anyone except Lindbergh and

his mother believed he could get over safely. But interference never stopped him. Had he possessed less decision, the world would never have heard of him.

Shumann-Heink, one of the greatest singers of a generation when she was very young, nursed an ambition to sing opera. She went to a great teacher and after he had heard her, he tried his best to discourage the flame of her ambition. "Go home," he said "take in sewing, do housework—anything, but don't try to sing. You have not the voice." Imagine the agony that this advice must have occasioned! But she took council with her own soul and would not be discouraged, and as far as she was concerned, there was no such thing as interference.

The children are perhaps the most interfered with of the creatures of the earth. Children, with the wisdom of the ages looking out from their faces, are stopped, heckled, interfered with from morning until night. "Don't do this," and "don't do that" is constantly dinned into their ears. As a result, the inferiority complexes that are bred are legion, and have to be weeded out through time, experience and suffering.

The sidelines of life are filled with men and women who wait eagerly for someone to come along who is doing his work differently or is thinking in an original manner. If these can't stop the original one from proceeding, they keep alert eyes for him to fail and never miss the opportunity of crying, "I told you so," if he stubs his toe.

Yes, it's hard to be original, to step along a little differently from the masses. If you have ideas that impel you to do so, you will save yourself much work and anxiety by keeping this to yourself. Don't ask everybody you meet what he would do if he were you. How can he know? Consult your own soul, follow *your hunch*—and don't be afraid of making a mistake. Maybe you will, but you'll learn in the process and it's better (this is a trite paraphrase but it's true) to have tried and failed than never to have tried at all. You'll get a whole lot more out of life—that's *sure*.



Our Mind Control

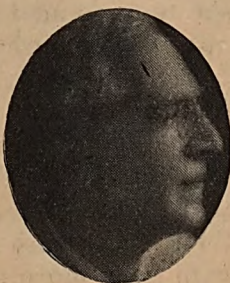
THE minds of human beings, like their bodies, appear to be products of a long evolution. Biologists tell us that they were once the minds of single cells and later of fish, reptiles, birds, and mammals; they still retain some of the features inherited from those far-off ages.

One portion of our mind controls the bodily processes and appears to be automatic in its operation, not ordinarily subject to the control of our conscious mind or will. Our heart beats, our lungs take in air and throw out carbon dioxide, our blood selects what it needs from the products of digestion, our tissues select what they need from the blood. All that goes on whether we are awake or asleep, and yet the process is truly intelligent, knowing all that it needs to know.

Suppose, for example, that you have cut your finger; you do not expect to pass the rest of your days with a hole in the finger; something within you will replace muscle where muscle should be and nerve where nerve should be and skin to cover both. From what source does this something get knowledge? Very certainly not from your conscious mind; for, if you had to do the job consciously, you would have no idea how to start. Yet it is real knowledge; for one tissue does not automatically sort itself out from another kind; something has to recognize both kinds and put the right kind in the right spot.

When I was a student, I overworked and developed minor ailments, and when I went to the doctor he told me long names for my troubles. For example, I had "follicular tonsillitis"—this impressed me greatly. But gradually I came to realize that all the doctor had told me was that I had white spots on my tonsils, something that I had already observed in the mirror. He hadn't told me what caused those spots or how to make them go away. In time I ceased to be impressed with long names as a substitute for knowledge.

We are told that it is our "subconscious" mind which runs the machinery of the body. What do we mean by subconscious mind? The answer is that it is a name for certain things which happen and which we cannot explain. We shall use the name—but making sure that we take it as a name and don't mistake it for an explanation.



Upton Sinclair.

We have no remotest idea how a subconscious mind can work or indeed what it can be; for to us the essence of mind is consciousness, and a mind which is not conscious is a contradiction in terms. What is a thought when we do not know we are thinking it? And how can millions of body cells be placed in an exact relationship to one another by something which does not know what it is doing? To say that we understand such things is just to fool ourselves.

Yet the "something" is there, and we can experiment with it and discover its laws. We find that it is basically the same in all human beings and yet varies with every individual. Its fundamental principles can be stated in a few sentences, yet, on the other hand, a psychologist like Morton Prince could write a large volume about one subconscious mind—or, rather, the five different minds which he discovered in one young lady of Boston and of which the young lady knew nothing until Dr. Prince explored her troubles.

A portion of our subconscious mind appears to be derived from our animal being and from the childhood of the race. It is millions of years old and yet it is young. It possesses wisdom beyond the imagining of the most learned of scientists, yet at the same time it is credulous, naive, imaginative, excitable—all characteristics which we note in the minds of children.

TAKE the most common of experiences—those which you see in a country village when the traveling hypnotist gives his show in the "opera" house. He invites some village youth to submit himself for experiment and hypnotizes him. We don't know what hypnotism is, but it appears to be a process of concentrating the attention, by which dissociation is accomplished; perhaps this alters the flow of blood to the brain, putting the conscious mind to sleep and allowing some of the many layers of the subconscious mind to be brought to the surface.

Anyhow, there is our youth, whom we all know; but he is no longer himself—he seems to have no mind of his own but believes whatever the hypnotist tells him. The hypnotist cries: "You are drowning!"—and the youth begins splashing imaginary water, making frantic efforts to get to a nonexistent shore. The audience roars with delight to see this youth in a position so far inferior to itself.

More than this: The hypnotist gives the youth a "posthypnotic suggestion"; he tells him that

by UPTON SINCLAIR

after he has come out of the trance he will do this or that absurd thing—perhaps he will get down on his knees before some young man, believing him to be a beautiful young lady. Sure enough, when the youth is awakened, he looks around him bewildered and hesitates and backs and retreats but finally goes and performs the unlikely action, to the still greater glee of the audience. The youth does not know why he wants to get down on his knees before the young man; when his friends ask him afterwards, he is able to say no more than this—that he somehow thought he ought to.

A century and a half ago, a Viennese physician named Mesmer stumbled on these strange phenomena. He had the gift of "magnetic healing" and he used it and tried to find out what it was. A true scientist and high-minded person, he persuaded the French academies of science and of medicine to investigate his cures, and they reported that there was no such force, a decision which stood for ninety-eight years and held back psychology in France for a long time.

THE scientific world was entering into an era of materialism; it was interested in things which could be weighed and measured and suspicious of everything connected with the inner life. It could not see or feel Mesmer's "magnetic fluid", and so the investigation of the subconscious mind and its powers was left to unofficial persons like Phineas P. Quimby and Mary Baker Eddy and Emile Coué.

Even when great scientists like Lodge and Janet and Richet carried on such researches, official science left their work unregarded, and a great psychologist like William McDougall complained to me that 100 laboratories were endowed for physical research for every one that was set to explore the mind. Since then, McDougall has been able to get an endowment at Duke University; and I note that, when 100,000 experiments are tried and the reality of telepathy and clairvoyance is proved beyond question, there is less in the press than there would be about an aviation stunt.

The stigma of "quackery" which was put on Mesmer helps to account for the fact that the average doctor is still afraid of hypnotism, and the average scientist ignorant about it. Yet here is a field of knowledge whose importance cannot be exaggerated; by this and other methods of exploring the subconscious mind we are led to the border of new universes, as mysterious and fascinating as the heavens which we investigate with the telescope and spectroscope.

The brilliant author of "The Jungle," "What God Means to Me," etc., says: "There are more things in the subconscious world that are dreamed of in the academies of science of the lands of the world. . . ."

The average medical man does not realize what he might do for his patients by means of the various forms of suggestion, nor does the average physicist or biologist know what has been discovered in this field.

The crucial fact is the suggestibility of our mental underworld, a fact so simple that we are afraid to believe it and ashamed to apply our knowledge. Having had practice in being laughed at, I don't mind it. I have tried some experiments myself and read a small library of books on the subject and I say with Hamlet that there are more things in the subconscious world than are dreamed of in the academies of science in France or any other land.

I began with the little French pharmacist by the name of Emile Coué and the strange practice which he made popular. Ten years or so ago, Coué was the "rage"; now, apparently, he is merely a name. By speaking in his support in New York, I gave offense to our so-called intelligentsia, which has been reared on the philosophy of Haeckel and illustrates my thesis that a materialist is as dogmatic as a dervish. They all ridiculed Coué, calling him a charlatan and a mystagogue—when the fact is there never was a more hard-headed practical scientist and every idea he taught was the result of his own patient experiment, super-imposed on the knowledge gained by the so-called Nancy school of psychology.

Coué's effort was to find a way by which a person, using his conscious mind, could give suggestions to his own subconscious mind; and manifestly that is of great importance. If it can be done, it is a step toward self-mastery the like of which we have not hitherto conceived.

What is it that makes suggestion "stick" in the subconscious? What makes it "work"? Patiently, in the (Continued on page 44)

The crucial fact is the suggestibility of our mental underworld. . . . What is it that makes suggestion "stick" in the subconscious? We can experiment with it and discover its laws . . . we need not be afraid. . . .

Color Comes to Life!

*"Form painted upon space—
with brush dipped in sunset"*

THAT color affects the emotions of human beings almost any one will concede. Such expressions as a "dark blue funk", a "rosy hue of exultation", and even such a slang expression as "he saw red" constitute our unconscious awareness of this.

Up-to-date psychologists know that emotions and opinions are so greatly swayed by the colors most frequently meeting the eye, that it's quite reasonable to assume that a person who feels uneasy or unhappy and can't account for it, *may* be suffering from the light that is sifting through certain colored curtains, or is disturbed by so mundane a thing as the office wall paper.

Seriously, though, there is a new "science of colors"—sometimes referred to as chromopathy. Not a few psychologists have declared that the changing of certain color arrangements and associations have affected the mental outlook, and in some cases, the actual health of certain of their patients. A New York psychologist says: "Interest in the subject of color is growing rapidly in this country. However, the people of India have gone far ahead in an understanding of the emotional effect of color.

"FOR instance, a Hindoo priest will almost invariably wear a yellow robe. He feels that an appeal to the worshipping element in man is aroused by clear yellow.... All of us associate a few colors with certain emotions—as red for anger.

Concrete instances of the power of color are related by a chromopathy student. He says that a young woman of his acquaintance who had moved into a newly purchased house developed an irascible temper. Having always been a person of poised emotions, the change in her was not understood until her friend suggested that the walls of her living room where she spent the larger part of her time, might be at fault. Chromopathy, it seems lists mahogany as an exciting color. Anyway, a soft green was substituted for the original color scheme and the young lady's benignity and graciousness are said to have returned.

It is told, too, that a man who had been an invalid for two years with no change for the better and no hope for physical improve-

ment, was moved into such a position in his bedroom, that the soft light of a lovely rose-toned art glass fell across his face. No thought was given to this at the time, but the man's disposition underwent a decided change. Where he formerly had been self-engrossed, self-centered, with consequent peevishness and unreasonableness, a pronounced unselfish interest for others began to show forth.

He developed a decided philanthropic turn, and was on the eve of becoming well liked, when a change in the housekeeping plans put



THOMAS WILFRED
AT THE
CLAVILUX KEYBOARD

him back into his original position in the bedroom. Almost immediately, he developed new nerves, seemed to lose interest in his philanthropic schemes and it is declared that if a chromopathy student had not come along, discovered what was the matter and had him moved again, the fellow would have sunk into permanent pessimism. As it was, he developed rapidly in strength and it is said, came entirely out of his invalidism. There *may* be ground for the chromopathist's statement; "Tell me what colors you like, and I will tell you much of what you are."

Students of psychology know that certain colleges and universities have, for some time, conducted experiments in which it is the purpose to ascertain how far and how persistently, the human mind responds to color in the surroundings and environment.

It is of intense interest, then, to know that in New York City, and sometimes in outlying cities* it is possible to contact the means of proving to oneself, the amazing effect of color

*Mr. Wilfred plays his new traveling clavilux in various parts of the country.

“Color Organ” Reactions

on the emotions—the effect combined with form and motion—so as to evoke a rare, almost indescribable experience while watching the “color organ”, or clavilux.

Advanced Through Experiment

“**LUMIA**”, the art of light, has been advanced through many years of experiment by the inventor of the term and the inventor of the clavilux, Thomas Wilfred, who “plays” (how difficult it is to disassociate this from the thought of music) the “color organ” with such beauty that the experience of attending the Art Institute of Light is an unforgettable one. No doubt, at the World’s Fair in New York next year, exhibitions of this, the eighth of the fine arts, in which the artist uses light in form, motion and color, will astound people from all parts of the world.

Wilfred produces color harmonies from the keyboard of his instrument as an organist produces sound. His instrument, however, is utterly different in that it is entirely soundless. In an age when mankind is continually assailed by a confusion of sound on every hand, this fact may be of particular value. However, as a former concert musician of wide experience both in this country and Europe, he frequently considers it advantageous to have his light and color compositions accompanied by music. The name of the instrument from the Latin, “clavis”, keys; “lux”, light, gives one a clue as to what to expect.

Emerson wrote, “No man can guess what faculty or feeling a new object shall unlock.” So with a clavilux recital.

What happens? On the stage is a large screen. As the performance begins dusk, like a gentle mantle, envelopes all. Utter blackness follows (this preparation has been found best for the human eye, as well as for the psychological effect) and then, somewhere out in front, light begins to dawn. Perhaps deep blue . . . shading to violet . . . pulsating . . . back to blue . . . a dazzling white form emerges . . . changes shape . . . unfolds into rose, orange-crimson . . . singing red.

Other forms rise, and in other colors . . . almost as melodies come to life from the strings of an orchestra . . . through space, the colors keep pulsing . . . vibrant turquoise . . . back through blue to violet. . .

Or perhaps the impression of a far horizon in gray twilight . . . growing into dawn and sunrise over the ceaseless rhythm of wave and wind . . . as the skilled fingers of the Lumanist move over the keyboard. . . .

A New Language

CLOSED cells of the mind, if we may so express it seem to open, and we quite agree with the ones who said: “It is all so new and strange, so endlessly beautiful, so detached, mystical and stimulating, that you want a language equally new to express it. . . .” “You feel the joy of something unknown . . . all quivering with revelation” “You are out in the ether. A great calm, a deep silence surrounds with a fairy world . . .”

The experience that many have had at times when contacting high thought—the experience of “almost remembering something”—something marvelous, inspirational, soul-satisfying, this the “color organ” brings to any one who has that within himself which can respond. Of course we know that there are persons who will say when the finest sunset unrolls before them, that it is “all right.” The same persons know a mighty symphony to be “just noise.” If the reader is *not* of this ilk, he can be assured that when he has opportunity, the “color organ”, the clavilux, will bring him one of the rare experiences of his life.

We have little doubt that in the not distant future, emotions aroused by the beauty and unusualness of this will be experimented with in relation to states of mind as affecting health. Already, many needing to have change of mood and thought turn to a clavilux recital for relaxation and inspiration. We thought of this especially when we heard Mr. Wilfred refer to a dream of his—many hope this will come into being in time for the World’s Fair—a “Hall of Light”, where mentally-weary human beings may enter and rest without question or fee.

There, against a background of utter silence and soft darkness, in seats placed far apart, the weary one will watch glorious form and color move in majestic rhythm. In such temples, a wordless, creedless religion will speak to him in the language of pure beauty.

by **ELDORADO FIELD**

Childhood for Adjustment

Problem Cases in the Clinic

by MARTIN PANZER

"I DON'T know what to do about Carmine," said a public school teacher. "He wriggles in his seat continually, coughs, talks to himself in class, often makes violent threats and assaults the other children. He is certainly different from the others in my class."

If the above statement had been made a decade ago, the listener might have envisioned the following aftermath: Carmine would have been scolded, whipped and punished in various ways. His belligerent nature would have grown even more violent, he would have become increasingly resentful of his parents, his teachers and society in general, and he might perhaps have been driven to a life of crime and perversion.

Fortunately for Carmine and everyone concerned, however, the statement was made just a short time ago. The teacher was advised to send him before the clinic operated by the Adjustment Program for Problem Cases, which she did, and immediately competent workers set about determining just why he behaved as he did and what might be done to make him a valuable member of society.

Child Personality Adjustment

The Adjustment Program for Problem Cases is a branch of the WPA projects under the supervision of George H. Chatfield, director of the Bureau of Attendance in the New York public schools and executive officer of the Works Progress Committee of Board of Education WPA projects. Mr. Chatfield, who is widely known in educational circles for his work and writings in the field of child personality adjustment, is assisted in this work by Dr. Charles A. Brown, Senior Project Supervisor and Grace D. Chase, Managing Project Supervisor.

"We already have several WPA project clinics in New York City," said Mr. Chatfield. "Each clinic is staffed by one or more psychologists, a psychiatrist, an examining physician, an intake officer, several social workers and a clerical force."

"In the case of Carmine," Dr. Brown explained, "a social worker was sent to gather the details of his home life.

His mother was described as rather unsympathetic and as making no effort to understand the situation or offer any cooperation. The father was away from home a great deal, mainly drinking and gambling. Carmine was the oldest of four children.

"All of his teachers reported definite exhibitionistic tendencies. He was always trying to call attention to himself. He would mumble 'Stick 'em up. Cut his throat. I'll kill him.' These mumblings were usually followed by an actual assault on some other pupil. He would have uncontrollable fits of crying and seemed to think others were continually watching and ridiculing him.

Speech Defect Noticed

"Our physician found that muscular twitchings, developed about a year ago and diagnosed as chorea, were really habit spasms, as was his coughing. A speech defect was noticed.

"Our psychologist gave him a psychometric examination, afterwards recommending a psychiatric examination, special instructions in fundamental mechanics of reading and guidance and training in mental and motor control.

"Carmine is still under treatment. He is not being whipped or punished for faults over which he at present has no control and for which he is not, therefore, truly responsible. If there is any chance of readjusting his personality and diverting it into normal channels, he will have that chance."

Dr. Brown declared that because of the thoroughness with which such maladjusted children are handled, his project cannot as yet undertake to handle the volume of cases that it would be necessary to treat to cover the city's schools adequately. Not only is the clinic under obligation to delve deeply into each case that comes before it and to make suitable recommendations for personality readjustment—it is also responsible for seeing that its recommendations are followed through.

"Our psychometric tests," said Dr. Brown, "are as comprehensive as we can possibly make them, for we realize that their (Continued on page 42)



“Misfit”

This Month's Personal Experience

by MRS. M. G. ELSEY

A SUCCESSFUL young dramatic artist marries an overall boy and tries to settle down and find happiness in a small town. What are her chances?

I asked myself that, when at twenty, I found myself settled in a thoroughly inharmonious setting. Educated for the theatre, I felt pitifully out of place in dustcap and apron. A kitchen range was as foreign to me as a whirling nebulae in distant, inconceivable space.

At first we made a joke of it—my young husband and I. Really though, I wanted to be a good housekeeper; wanted to please my husband—and I'll confess I wanted to be considered an outstanding woman in the community. But very very soon my affairs were running about as smoothly as a used car miles from nowhere, with two flat tires and out of gas.

I had to be cook, laundress, maid, gardener and wife. I was totally inexperienced for any one of the jobs—let alone the combination. This trying time of adjustment was doubly difficult for me, with my background—and certainly my husband was not fully aware of *how* difficult it seemed.

HE was anxious to show me off and innocently invited a group of friends over for dinner one evening. I never dreamed of rebelling. Indeed I felt that the serving was no problem at all. Surely I had *seen* enough of that done to manage for myself very nicely. And the cooking! Well, I just didn't know enough to realize the ordeal before me.

With courage and energy, I went ahead. I did my best, but what a sorry hopeless mess that best was! Everything did something it should not have done. The roast was dry and hard, the potatoes underdone and the beans overdone—in fact, scorched and almost uneatable. The lumpy gravy was a mortification and the cake I had set out to bake with such high hopes “fell” in such pronounced fashion that a picture of a guest, fork poised while his face plainly said, “and what have we *here*?” remains with me to this day.

If we had retained our sense of humor, the occasion might have passed off, but my poor young husband was full of apologies and my

heart was full of bitterness. Our guests must have been singularly inconsiderate because between laughing mouthfuls, they warned my husband he would, in all probability, die of stomach trouble before he was thirty, and a departing guest, later, laid his hand on my husband's shoulder. “Bruce, my boy,” he said, “I'm afraid you've gone and married yourself a dud.” Unfortunately I overheard this and it *hurt*—deeply, of course. I cried myself to sleep that night and my chagrined young husband was not much of a comfort.

From that evening on the stories of my failure as a housewife covered the town. Someone even went so far as to tell that I had once set the soup off the stove onto the floor to cool and the dog had helped himself to it and I had gone ahead and served it to my husband anyway. It made good conversation for the little town, so it was told and retold until I literally *burned* with rage.

I was invited to clubs and social gatherings but never given an opportunity to have any part in any of the proceedings. I volunteered once to direct and produce a home talent play when the lodge was planning to raise some money for equipment but was informed that Miss Welborn, the school teacher, had been putting on all the plays there for thirty years and she knew *how*. I didn't offer again. I drew aside and stayed to myself as much as possible. I was a failure. I was assured of that. I was such a failure that I acquired the failure-expecting habit. Whatever I undertook, I knew beforehand would be a failure, and it always was. I couldn't get along with people. I didn't make or want any friends; my neighbors made fun of and talked about me and I realized that I was very definitely a small-town misfit.



At first we made a joke of it....

Come to Get a Story

Along about this time Alan Garrick returned to spend a month's vacation with his parents, Mr. and Mrs. Ed Garrick, who lived a few doors from me. Alan was a reporter on an Eastern

Newspaper and wrote articles for the Associated Press News Service.

One morning after he had been home a week he came to see me. Always looking for a story he had hoped to secure a good write-up on the home life of the once famous April Orton. What he found was a woman in tears packing her trunk for immediate departure back to the stage. At first I resented his intrusion. Then after a quarter hour of sympathetic questioning and analyzing, I gained confidence in him and gradually unburdened my whole story. His was the first kindly voice I had heard except my husband's since I had come to the town a happy, loving bride.

He explained that what I needed was disciplined thinking...mental control over my life and affairs. My husband and I had quarreled bitterly. I hated his people and his friends and his small town life. I was no part of it. People were linking his name with that of Clara Dodd, an old flame of his and saying that he wished he had married her. Well enough...he could marry her. I would get out of his way. He had denied any entanglement with Clara but told me as he flew out the door in a blind rage that he hoped he never saw my face again. And he wouldn't have...except for Alan.

Quietly Alan talked to me...showed me how hate begets hate and love begets love...told me of the psychology of everyday living and how a changed mental attitude could yet make for a happy and successful married life. Quieted, my panic all gone, I began to plan how I could prepare the dinner and surprise Bruce when he came home that evening. Alan promised to come again the next day and lay off the newspaper article until such time that he could see changes for the better in our lives.

He Was Surprised

That evening I wore my prettiest dress and my sweetest smile for Bruce's homecoming. I had prepared the dishes I knew he liked best and had done fairly well with the cooking, having overlooked nothing more serious than the salt in the potatoes. He came in with a sour, disgruntled look and was taken completely aback by my welcoming kiss and happy, cheerful chatter. Somewhat puzzled by the change in me, he didn't "limber up" until after he had washed and sat down to supper. I told him the news of the day...all about Alan being over to see me...and I was careful to have all the news good news instead of the usual fault-finding, malice-bearing recital of the ingritudes of the small town inhabitants. Bruce began to warm up. By the time we reached the pudding we

were chatting away like newlyweds and I had completely forgotten the indignities imposed upon me since I had become a part of the town.

"Boy, this is swell pudding," Bruce said as he helped himself to another dish. "Just couldn't be any better." It was the first time he had ever bragged of my cooking. I began to see a little of what Alan had meant.

Next day when Alan came he brought me a book on applied psychology. I devoured it in one afternoon. It was a pleasant revelation. I could hardly wait to start putting it into practice. I began by believing it from cover to cover. One could not possibly demonstrate anything without believing it whole-heartedly himself.

My next step was to figure out how my subconscious mind could be utilized to change my hit and miss life into one of accomplishment and contentment. I would have to adopt optimism, that is, think optimistic thoughts as well as act optimistically. Such negative thoughts as bitterness, malice, criticism and discouragement would have to be tuned out just in the way we tuned out unwanted stations on the radio. The mind is always active...thinking...thinking...but there is only room in it for one thing at a time. If I could keep just the thoughts there that I wanted there then it would be relatively simple to impress the subconscious with thoughts of love, tolerance, success, understanding and wisdom. Simple did I say?

Reflected State of Mind

It is hard to realize that our circumstances are but a reflection of our state of mind. Intolerance of others had become a fixed habit with me. It was no overnight job to become patient and sympathetic with a people who had irked me for so long. I began by deliberately bringing myself into contact with those whom I had detested most, listening to their time-worn, hackneyed ideas with interest and then cautiously inserting a few ideas of my own and laughing with them in great glee when they were laughed down and out. Afterward I permitted myself to harbor no resentment but to try again.

It was really more difficult to do than it sounds for I had whetted my tyrannical ways to a sharp edge and it was much easier to fly into a rage than remain agreeable but with each victory over myself I gained confidence. I began to notice an improvement in my daily routine. Things did not go nearly so badly. I "forgot" to expect a failure with each thing I did and my failures grew less and less until in no time at all I could cook, sew, or entertain in a perfectly natural and normal manner without the old temperamental (Continued on page 46)

In The Psychologist's Office

Discussion of Actual Cases

by LOUIS STEEL GOODMAN



ANNE came to my office with her father. She was about twenty, with curly brown hair, dark brown eyes. Her clear skin covered soft features. A smile played about her lips; her gaze she directed downward. What sense of guilt possessed the child? This I asked myself.

Her father briefly stated Anne's difficulty. Anne had a good stenographic position and was a willing efficient worker. Leaving the job at noon Saturday she hurried home, donned her lounging pajamas. In this manner she spent her week-ends—sans girl-friends, sans boy-friends, sans any part of life. Anne's week-day evenings were the same. Her sister, two years her junior, was the life-of-the-party type and had recently married a very desirable young man and set up house at a fashionable hotel. This first interview was of short duration. The Electra-complex was so evident that I did not wish to add aches to the girl's heavy heart.

Anne was dismissed while I spoke with her father. I explained Anne's troublous complex—the Electra. I clarified the nature of it—of the daughter's unconscious strong attachment for the father and the father's response to the daughter. I explained the unconscious element of incest always present with its resulting unconscious guilt feelings. I cautioned him to say no more to her since his remonstrations only increased the unconscious feeling of guilt.

I explained the conduct of young women burdened with such complex toward their mothers. Usually their feelings are those of indifference—and more. Their feelings may pass through the stage of indifference to that of negativism and sometimes beyond this to the feeling of hate.

ANNE came to my office three days each week. Her sessions lasted an hour each. At her age she should have been keeping company with young men—going to parties—making friends. Chronologically she had reached the hetero-sexual stage of emotional development. By the hetero-sexual stage is meant that period in the emotional development of young women when

they desire the friendship of young men. Young people enter this stage around fourteen to sixteen years of age. It is the sweetheart stage. During this stage the mating instinct reaches an intense emphasis and nature demands fulfillment through happy marriage.

Emotionally Anne was far from this stage. Instead of moving forward her life-stream had stopped and reversed itself. With pitiless concern its flood waters were now flowing backward.

The stage through which all children pass before entering the sweetheart stage is known as the homo-sexual stage. This is that great period in a child's life extending from about nine or ten to fifteen or sixteen. During these years boys seek only the companionship of boys. The gang instinct overtakes them—the bartering habit finds development. They are embarrassed in company of girls. Similarly girls, passing through the awkward stage of physical development, avoid the opposite sex.

Anne had entered the sweetheart stage but could not master it. Her younger sister's superiority created inferiority in Anne and helped to reverse the life-stream of her emotional development. Unable to cope with the sweetheart stage her emotional development slipped helplessly back into the earlier period—those years of girl-friend companionships. And since this foundation was none too strong the powerful waters of the life-stream washed it way and carried her back still farther—to the parental stage. There she remained without girl-friends or boy-friends with only her parents. At great odds she was unconsciously struggling to hold the flood at that point.

How to hold the flood and slowly reverse its flow? We started where we were, in the parental stage, and prepared to re-enter the girl-friend stage once more. Anne was encouraged to tell all her thoughts, all her associations of that period of her life. Slowly her difficulties came to light—friendships and conflicts. She was advised to (Continued on page 39)

What's the Answer?

Test Your Knowledge of Psychology

Monthly Quiz*

I. BEFORE Mary Temmin leaves her home, every day, she rearranges all the dresses in her wardrobe closet—putting the dress on her extreme left all the way over to the right, the next dress is placed along side it, and so on, until all her dresses have a new arrangement in her closet. When she forgets to do this little task she is unhappy for the rest of the day. Sometimes she will return to her home after walking five blocks—reminding herself that she has forgotten something. Her mother asks her what she has forgotten and she says nothing, but goes straight to her room and hurriedly rearranges the dresses in her closet, smiles, breathes a sigh of relief, and is ready to go to business even though she'll be fifteen minutes late. She does not know how this habit came about, or what the reason is for its persistence. She only knows that she must do it. Why must she do it, and what is such a habit called?

II. Once in a while we become acquainted with a person who seems to possess very queer associations. He tells us that a low pitched note immediately calls up a mental image of pale green. Other pitches produce other colors. Certain sounds of human voices never fail to arouse a particular color combination. He is not faking, nor can you catch him off guard in an association test. The sound of the same tone will always produce the same response in terms of color. What is he suffering from?

III. Mrs. Jackson Rendiver awoke one morning with a very severe headache. She had had severe headaches in the past but none so painful. Upon careful examination, no symptom of an organic origin was found. The woman was certain that a "loose nerve" in her brain was the cause of her intense suffering. X-rays showed no such sign. Several physicians examined her—all were bewildered; all were agreed on one point—that the woman's case was purely mental. They ad-

vised her to visit a consultant psychologist and explain to him the nature of the "loose nerve". The woman was highly indignant at this suggestion, having always regarded herself as a normal person. But the pain reached the limit of her endurance, and she finally went to the psychologist. He diagnosed the case, and with the aid of a friend who was a skilled surgeon had the woman completely cured within three weeks. What is the technical name of the ailment from which this woman suffered? How was the successful cure brought about?

Grade yourself as follows: 25% for each correct answer. 100% of course indicates an excellent knowledge of psychology. 75% is good and 50% fair.

IV. After seeing a musical comedy, Jack came out of the theatre whistling the "latest hit song." He took a street car and now found himself humming the same tune. When he got home he recalled some of the words of the song, so he began singing it. He finally tired of it and decided to go to sleep. But he couldn't sleep. The tune kept "running in his head" and the more he tried to shake it, the harder the tune clung. He became annoyed at first, then he was amused, later he tried being indifferent, and eventually he became disgusted—at three o'clock in the morning the tune still persisted! No—he didn't go mad. He fell asleep through sheer exhaustion, but when he awoke, groggy, the tune had disappeared. One word supplies the answer. What is it called?

V. Two office girls were pleasantly engaged in low conversation. One of the girls, quite accidentally, happened to glance in the direction of Jerry Welter, a newly employed draftsman. At the same moment, Jerry caught the glance—pretended he didn't and kept on studying the blueprint on his desk. But his thoughts were on the inaudible conversation of the two girls. He felt sure they were talking about him. When they both laughed, he was sure they were laughing at him. What is this distortion of thinking technically called?

The correct solutions may be found on page 40.

*Arranged by Bernard Schoenfeld.

WHAT CAN WE DO FOR YOU?

CONDUCTED BY *C. Franklin Leavitt* M.D.

QUESTION:—B.C.O. writes—

I am a salesman on the road continually, and while my sales are average, I could do twice as well if I could overcome a drawback that I do not seem to be able to cure. This drawback is self-consciousness. At times I am so self-conscious that I have to force the words out of my mouth and at times they do not come out in a natural way, but are suppressed. When this feeling comes over me I fight it, but I never get the upper hand soon enough. Is there a cure for this? I certainly shall appreciate your advice.

ANSWER:

Your case is a common one. Just thousands and thousands of persons are in the very same situation.

Cure must come through a process of training and development; through gaining a different understanding of yourself and your powers—through a toughening, hardening process; through reaching a point where you are in command of self instead of being ruled by sensitiveness.

Self-consciousness merely means that you are too conscious of yourself, and the cure lies in reaching a state where you are able to forget self. If you could reach a state where you did not care what the other fellow thought, everything would be different. It is not his opinion which counts most in your life but your opinion of yourself. It is all a question of building up confidence to a point where it will crush fear. Fear and faith cannot live under the same roof, so if you develop confidence, you may be sure the reign of fear will be at an end.

QUESTION:—S.A.B. writes—

I have been through great misery for many years. The last two I have had a chance to be happy, and I am not able to be, as I am in a most unfortunate environment.

What really worries me is this. I am losing my memory, and in the last few weeks I have been getting more rapidly forgetful. I am also losing my vitality and courage and cannot make myself care. The little bit of vitality I have had

I have used in pretending to be happy, but there are days when I am not able to do even this. As all my letters are censored, I can only have a reply through the magazine.

ANSWER:

Happiness is a state of mind. You are permitting things to worry you too much through your assuming an over-serious attitude toward them. Things hurt us only to the extent that we let them in.

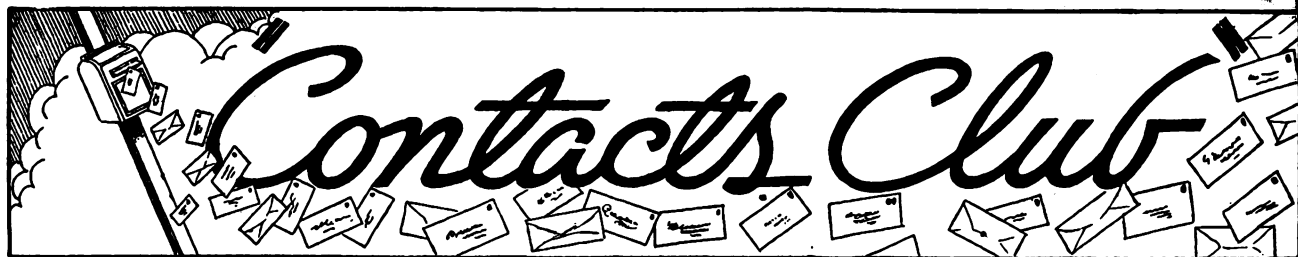
If there are things that tend toward unhappiness in your home life and you cannot avoid them very well while you are there, why not arrange to have some outside interests of a joy-giving character to partly offset your more serious life? In your present state you may have to force this interest at first, but if you will do certain things regularly you will in time be thoroughly interested and enjoy doing them. There is happiness for everyone, but we must draw on the supply. The supply far exceeds any demand that you will make on it.

There must be first an adjusting within yourself. You must form some plan of action and then swing into strong action. People who lose interest in life, who worry and indulge in other forms of fear, get into a confused state in which their memories do not serve them well. Real interest and concentration on the things you are doing will sharpen your memory. It is a matter of training and development—a matter of getting back into as nearly normal a life as possible. There is nothing to worry about in your case, and you can make the necessary changes if you will just force strong action along more creative and enjoyable lines.

QUESTION:—W.W. writes—

I was turned over to an orphanage at the age of twelve months by parents, or a parent, whom I have never seen since nor know anything about. The thought of (Continued on page 40)





THE universe is so interesting, yet, many of us have been able to meet less than an "atom" of it, owing to no direct method of contact. But now, if you crave to visit far distant lands to gather information about the lives, customs and habits of other people, or if you want to meet interesting people living in your neighborhood city or state—and who doesn't?—let the "Contacts Club" be your means of transportation, and a letter to any member, or to the Editor (to be published), will be your ticket on the "Fast Express" to universal understanding. Let's not have it said that we haven't our share of the universe!—THE EDITOR.

Dear Editor:

It has been my earnest desire for a long time to exchange ideas with the world outside. And now, at long last, I am confident that your "Contacts Club" will afford me chances to fulfill this cherished desire of mine.

At present, I am getting training as a wireless officer. The greater portion of my life has been spent in the Golden Valley of Kashmir—known as the Paradise of the East.

My main interests are photography, poetry, painting and writing short stories, and many of my articles have been published in local papers and magazines. It would be a matter of intense pleasure to me to adopt a policy of "give and take" in correspondence, and I assure you that any person who writes to me, will never go unanswered. So, I invite correspondence, exchange of photos and ideas from every corner of this vast world, and I will do my utmost to supply true, reliable and satisfactory information about my native land.

(Mr.) C.J.C.M., Calcutta, India

From the region where nature rules comes an invitation from Mr. C.J.C.M., who has interests and hobbies that possess a common background—nature. Seems as though he knows how to make use of the things at hand.

Dear Editor:

Your magazine has been a source and means of much enlightenment, encouragement and constructive inspiration. From time to time, I have felt the urge to become a part of your unique "Contacts Club", and have finally decided to follow that impulse.

Since we are all travellers on the same road and the only difference in each individual is the result of our own interpretation of life—how we see it, view and live it—I feel, that through the medium of this department, I have much to gain, for every individual is the bearer of some knowledge, some interest, and therein, we broaden our scope of knowledge, understanding and appreciation.

My "goal" is human understanding—and an intense desire to always be alert, aware, and alive to every challenge life brings; a smile for every defeat, and to extend my hand with the warmth of sincerity.

There is so much to be grateful for—so much to know—so very much to enjoy! Let us help each other.

(Mrs.) M.M., Pennsylvania

A most interesting letter, just chock full of truths. Who will join Mrs. M.M. on her travels along the road of life, exchanging views and opinions as you go?

Dear Friends from Afar:

Amidst the sweet sensations and lovely thrills of dancing life, amidst the carolling voices of music and nature, I look up to the world for betterment, friends for comradeship, letters for lovely expression.

I like the sun, and moon, stars and sea; I like to hear music which is the food of love; I like to serve any cause of peace, purity and perfumes of flowery heart.

Let's for a moment fly away from the strange disease of modern life, with its sick hurry, its divided aims, its heads overtaxed, its palsied hearts. Let's fly away and land into the lovely ground, where

(Continued on page 48)

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 busi-
ness 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*

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Without obligation to me, send me full information on your proposition.

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Your Faith Will Be As Strong As
This Mighty Rock

You Want Health, Success and Happiness

The T. F. H. S. A. holds the MASTER KEY. We have come to LIGHTEN your BURDEN.

The Power of THOUGHT is MIGHTY!

The Foxes have holes, the Birds have nests: but the SON of MAN has not where to lay his head—WHY? Luke 11, 9 and I say unto you, Ask, and it shall be given you; Seek, and ye shall find; For every one that asketh receiveth, and he that seeketh findeth. Jesus and all other Adepts and Masters used this MIGHTY PSYCHIC ENERGY but Christianity has covered it up and made it a Mystery. The LAW OF GOD has been RE-DISCOVERED. We invite you to JOIN the THOUGHT FORCE, HEALTH AND SUCCESS ASSOCIATION (An Occult Order founded by Dr. Hancil Cordrey in the year 1920). Each member is Trained in the Art of Sending HELPFUL THOUGHTS.

You receive 7 Wonderful Lessons containing Formulas on how to ATTRACT this MIGHTY PSYCHIC FORCE and USE it to Gain that which you DESIRE. How to Develop a Powerful WILL, Improve Your Memory, How to Unfold your PSYCHIC VISION, How to make People like You. How to be HAPPY and make others HAPPY.

We are all on the ETERNAL Road to PROGRESS. Let US help You ON LIFE'S WAY.

For full information concerning this Remarkable Teaching, write to the

**T. F. H. S. A., Dept. 7,
Chula Vista, California, U.S.A.**

"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

I WONDER

My friend has a complex—he exults,
I declare,
In finding a likeness to celebrities rare;
Taylor, Gable, Cooper and Tone,
Hepburn perhaps, or charming Simone.
A shy little maid who comes to our house,
Reminds him, he says of the famed
Minnie Mouse;
And strange as it seems, when we visit
the zoo,
This complex of his is in evidence too.
His discerning glance toward the anthropoids' cage,
Discovers a likeness to some bard or sage.
A harmless diversion perhaps this may be—
But to whom or what does he liken
poor me?

*Carolyn N. Jones,
Moose Jaw, Canada.*

* * *

Second Prize Winner

A TREASURE

The beauty of the Universe
Is wound about our hearts
It creeps into our ill-eased minds
And shows us order of all parts.

The quiet faith that we belong
In all this wondrous plan,
Is quite sufficient legacy
To fill the needs of man.

Thoughts of love, as we all know,
Is worth ten pounds of gold;
It is a treasure all must have
If happiness is ours to hold.

*Evelyn Mae Martin,
New Holland, Pa.*

* * *

FIDO

I never swear.
I never smoke.
I don't stay out all night.
I don't take stupid motor risks
Like driving when I'm tight.

I never lie.
I never cheat.
I'm loyal, all my days.
"He's almost human!" people say,
And really think it's praise!

*S. S. Schnetzler,
Redondo Beach, Calif.*

* * *

MIND AND MELODY

I want the mind of music,
The thought behind the tone,
Its crystalizing magic
That makes the song my own.

I want to catch the thrilling
Of bursting bud and tree,
And feel Life's new beginning
In man, and beast, and bee.

I want to see in billows' rage
Of ocean's tide and surf,
The scientific safety gauge
That regulates our earth.

I want to see the glory
Behind the rainbow's hue
And read the old, old story!
"He's taking care of you!"

*May Terry Gill,
Abilene, Texas.*

* * *

COURAGE

We cry with one voice, "A depression is on,"

We sigh and we moan for the days that are gone.

Gird on your armor, stand up and fight
With a jest on your lips and a smile
that is bright.

We all have our troubles, come on,
play the game

Cheer up, be a good sport, and I'll do
the same

Look forward, not backward, we are
bound to pull through
With "Courage" the motto we must
live up to.

*Ivy Herring,
Torrance, Calif.*

* * *

LIFE'S PATHWAY

All the mingled joys and sorrows,
All the pain and bitter tears,
Are but milestones on the pathway,
To the untold wealth of years.

Nature never weeps o'er errors,
Never mourns o'er deeds she wrought.
On the anvil of her sorrows
Welds each deed of burning thought.

Gaze toward yonder rugged mountains,
Where the master hand has drawn
By the aid of waters springing
Up to meet the glorious dawn.

Smiles and laughter speak of sunshine
Tears and frowns are shadows gray,
While we travel life's broad pathway
To a brighter fairer day.

*Earl H. Baxter,
Power, W. Va.*

HOW TO TURN YOUR HIDDEN ABILITY INTO MONEY

The Secret of a Money-Making Personality—How to Free Yourself from Money Worries—Get Ahead Faster—Cash In on Your Full Worth—Double Your Income by the Same Method that Has Made Over 500 Other Men Immensely Rich!



NAPOLEON HILL

DO you want to grow rich? Imagine having your road laid out by the man to whom F. W. WOOLWORTH, 5- and 10-cent store millionaire, said: "By applying your philosophy, we have built a great chain of stores. The Woolworth Building might properly be called a monument to the soundness of your principles!" The same man to whom WILLIAM WRIGLEY, JR., chewing gum king, declared: "Whatever success I may have attained I owe, entirely, to the application of your principles of success!"

Why have these leaders, and hundreds of others, singled out *this* man as the key to getting ahead? How can he turn into money the hidden ability you KNOW you have in you? Who IS he?

He is NAPOLEON HILL. He knows (as you know) that the old saws about "Work Hard" and "Strive and Succeed" are bunk. They're not the secret behind those who make money. To discover the real secret of how the AVERAGE MAN can make his fortune, Hill has searched the past 25 years. And he has succeeded!

What Hill Has Done to Put Wealth Within Your Reach

Hill went to over 500 wealthy men—most of whom had started poor. He spent hours with ANDREW CARNEGIE: learned the steelmaster's first principle of amassing wealth. Then Carnegie said: "Study this man FORD. You will learn how a man can start at scratch, without money or great schooling, and become wealthy. Ford will one day dominate the motor industry." So Hill saw Ford, analyzed him (as he has done once each year for over 20 years), got to know him well. In fact, Mr. Ford personally delivered Hill's first automobile, showed him how to run it.

Hill's contacts with Carnegie made him a good friend of CHARLES M. SCHWAB. For twelve years he was in regular consultation with THOMAS A. EDISON and JOHN WANAMAKER. Four U. S. PRESIDENTS praised his ideas, helped his research. As

confidential adviser to WOODROW WILSON, he originated the Four-Minute Liberty Loan Speeches. He became a friend of FRANK A. VANDERLIP: analyzed the fortune-building technique of JOHN D. ROCKEFELLER. Year by year, Hill eliminated theories, pinned down the real secrets of making money, handling men successfully, making the most of their hidden abilities.

How Others Have Amassed Wealth This Way

The next step was to put these principles into actual practice. Hill told the method to salesmen—30,000 of them. Results were phenomenal! He gave the formula to Arthur Nash, of Cincinnati, whose business was bankrupt. The business came back to life, made a fortune! Another man took Hill's principles, acquired an income of over \$75,000 a year. The same principles helped organize a business during the depression; now it is worth \$1,000,000.

SEND NO MONEY

Mr. Hill has put these secrets, into an amazing new book—"THINK AND GROW RICH!" It tells clearly the 13 Steps to Riches YOU can easily start to take, the minute you begin reading the book—steps that have led to fortunes for others who had NO MORE TO START WITH THAN YOU HAVE AT THIS VERY MOMENT!

This book gives you a SUCCESS MIND—digs under your outer shell, brings to the surface your real abilities for getting more money, more friendships, more satisfaction out of life. It helps you quickly banish self-consciousness and an "inferiority complex"—gives you a dynamic, magnetic personality, forceful ideas. It will definitely do these things—OR COST YOU NOTHING.

Send no money, unless you want to. When the book reaches you,

deposit with postman only \$2 plus few cents postage. Unless within 5 days you agree that YOUR KEY TO RICHES IS DEFINITELY IN THIS VOLUME—return it and your money will be refunded. Mail coupon NOW. The Ralston Society, Dept. P.4, Meriden, Conn.



"Has Changed His Life"

"A friend for whom I obtained *Think and Grow Rich* has patented an idea with unusual possibilities. He gives credit to this book, and affirms it has changed his whole course of life." R. J. T., Massachusetts.

From a Congressman

"A practical book. Mr. Hill has had rare contacts with wealthy men—opportunities to learn secrets accorded to few men living today. I can best demonstrate my faith by asking you to send me fifty copies." Hon. Jennings Randolph, U. S. House of Representatives."

"Thank God for Mr. Hill"

"Thank God for a man like Mr. Hill to write such a book. I am beginning to awaken now; where I have thought myself a failure in life, I am beginning to take courage. I'm pulling out of that long, long sleep!" Mack L. Pyle, Dayton, Ohio.

"Arouses One Into Action"

"Mr. Hill arouses into action all that lies dormant within a man's being, enabling one to live life more fully, and receive benefits which ordinarily would be passed by." B. F. Madole, Attorney, Danville, Ark.

His Income Tripled

"I am just closing my first month's business this week, since receiving *THINK and GROW RICH*, and before I had even completed the entire book, my work commenced to improve. My production and income was tripled the first month." H. C. P., Davenport, Iowa.

"Have Profited Much"

"Send three more books. I have two friends who have been fighting for ten years to put across two big ideas. I believe this book will help lift them over the grade. I have profited much from the book." Dr. H. B. Zook, Guthrie Center, Iowa.

Some of the Things This Book Will DO for You

Describe the inside secret of Henry Ford's stupendous achievements. Bring you the secret formula which was the basis of Carnegie's fortune. Give you the "guts" to demand more of life and get it. Show you how to convert ideas into cash. Show you how to sell your

services for more than you ever got before. Show you how to master the 6 basic fears. Show you how men start at scratch, without pull, great education or money, and accumulate fortunes. Describe the astounding principle of the "Master Mind," used by all who accumulate great riches.

Explain the 5 major methods by which sex energy may be used to improve personality. Explain the 5 steps to complete self-confidence. Show how to master procrastination. Tell how to induce others to cooperate with you in business and social relationships.

THE RALSTON SOCIETY Dept. P.4, Meriden, Conn.

Send me "THINK AND GROW RICH!" I will pay postman only \$2 plus few cents postage, with the definite understanding that within 5 days after receiving this book I may return it, if I so decide, and you will refund my \$2 without delay.

Name

Address

City

☐ Check here if enclosing \$2 WITH this coupon. In that case we pay postage—you save. The same 5-day return privilege applies, of course.

Make Your Life a BIG Success!

*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

Use This Convenient Form.

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404 Fourth Avenue, New York, N. Y.
You may enter my two-year subscription to PSYCHOLOGY and send me the FOURTEEN LESSON COURSE, postage prepaid. I enclose here-with one dollar and will send one dollar per month for the next four months. ☐ OR, I enclose check (or M. O.) for \$4.50 after deducting my cash discount of 10 per cent. ☐

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SEVEN HANDY VOLUMES they are made clear and easy to understand.

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Don't delay getting your subscription-with-course order entered, thereby receiving your set of the FOURTEEN LESSON COURSE, together with TWO FULL YEARS' SUBSCRIPTION to PSYCHOLOGY. If you use the coupon attached, you pay only \$4.50 cash-with-order, representing a discount of 10 per cent from the regular rate of \$5.00. OR, you pay one dollar now and one dollar per month until a total of five dollars has been paid. In either case, the course is sent you promptly and your two-year subscription to PSYCHOLOGY is started at once.

Partial Contents of This Wonder Course

The Six Laws of Health
Scientific Breathing for Health
The Conscious Mind
Academic Psychology
Perception—Memory
Imagination—Will
Reason
Subconscious Mind
Law of Compensation
Cell Consciousness
Law of Attraction
Thought Transference
The Master Formula
The Mental Bath
Suggestive Healing
Complexes
Sublimation
Principles of Salesmanship
Utilization of God Power

Building a Personality

(Continued from page 13)

within a year one could hardly recognize him. He was getting along splendidly with his new employer and had developed remarkably in self-confidence and assurance.

Too Much Agression Bad

"And yet there is another group which is too bold and pushes too hard. Aggressiveness, beyond a certain point, is undesirable. For instance, a student comes to my office with a contagious smile and says: 'I do not seem to be taking to French at all. I wonder if you would object to allowing me to switch to some other language? Maybe I'll get along better in that.' If you analyze what he has said you will discover this attitude behind it: 'If it is possible . . . if it can be done. . . . That immediately makes me friendly and agreeable. Another student puts his case this way: 'I don't like French. I don't want to take it. I think you ought to let me take Spanish instead.' Here the attitude is antagonist, combative. It is likely to beget this mental reaction: 'You don't want to . . . I'll show you. . . .'

"The purpose of personality improvement is to build up as much as possible a person's strong personal characteristics. Every effort is made to make the approach positive. Miracles cannot be performed. We are emphatic in stating that we are not offering to produce brilliant personalities.

Nor do we suggest that the purpose of such a course is to train a man in good manners.

"Some educators assert that it is not possible to develop personal qualities by means of a formal course of instruction. But is that statement 100 per cent true? If it is, how does it happen that some men are tactful, and are pleasant to associate with? Were all these qualities born in them? Rather, aren't they training? Is it not possible for one to train himself into the habit of being civil and considerate?

"As we see it, formal organized instruction should help to focus the attention of each person on the fact that personal qualities will play an important part in his success in life. It should show him the material value to him in his profession or business of such qualities as trustworthiness, loyalty, good manners, good appearance, correct and easy speech, initiative, tact, accuracy and the power that self-confidence gives.

"Knowing your field well is not everything. I can point to doctors, lawyers, accountants, who are experts in their professions, and yet have not gone far. After you have the knowledge, you have to sell it—and that is largely a matter of your personality.

"Clearly, a course in personality distinctly belongs in a college curriculum."

In the Psychologist's Office

(Continued from page 31)

cultivate only girl-friends when away from my office. She was strictly advised to forget all young men for the present. Once the life-stream was reversed, by her associations with girls, and its volume greatly increased its very momentum would carry her safely through the girl-friend stage into the sweetheart stage. Then she would be safe for some Prince Charming to claim her.

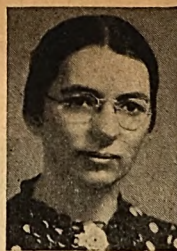
Along with the hourly deliverance of her soul she followed my admonitions to join a young girls club. She attended meetings regularly, joined the book-review and gym sections. Each week she had a table of bridge for girls only—varying the players each time. The girls invited her to join their riding group. At the end of the eighth week I gladly changed her appointment hour to enable her to keep up with her increasing activities. During this time

her frequent occurring ideas about boys were discouraged.

Voluntarily her father came to my office to tell of her progress as reflected at home. The child had changed her entire outlook; invitations to parties and to double-dates came in; she took more interest in home affairs; put it on a budget basis.

It is great satisfaction to see her wreathed smiles and discern the laughter in her voice as she relates her new experiences. As yet she is not allowed to have one particular boy-friend. She may have as many as she desires. This condition must obtain until her life-stream has completely flooded every nook and corner of the sweetheart stage. Then this child will have been saved for herself and for life. Then with the obstacle removed from Nature's path that "Mother of all living" will carry on her happy and successful work.

Sells 19 Features In Six Months



"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.

Many are convinced the field is confined to persons gifted with a genius for writing.

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.

Each week your work is analyzed constructively by practical newspaper men. Gradually they help to clarify your own distinctive style. Writing soon becomes easy, absorbing. Profitable, too, as you gain the "professional" touch that gets your material accepted by editors. Above all, you can see constant progress week by week as your faults are corrected and your writing ability grows.

Have You Natural Ability?

Our Writing Aptitude Test will reveal whether or not you have natural talent for writing. It will analyze your powers of observation, your imagination and dramatic instinct. You'll enjoy this test. There is no cost or obligation. Simply mail the coupon below today. Newspaper Institute of America, One Park Ave., New York, N.Y.

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Send me, without cost or obligation, your Writing Aptitude Test and further information about writing for profit as promised in Psychology, May.

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NEW DISCOVERY TO STOP FALLING HAIR

Famous Dermatologist Brings Cheering News to Thousands, Now Worried About Dandruff, Itchy Scalp, Falling Hair

SEVERAL months ago a man with a "sick" scalp went to see a famous dermatologist.

He was at his wits end. His scalp itched like a dog with a bad case of fleas. He'd wake up in the middle of the night scratching—scratching—scratching. His dandruff never seemed to leave his coat collar. But worse of all—HIS HAIR WAS FALLING.

He had tried everything. But they just didn't "seem to work."

Visits Famous Scalp Specialist

So in desperation he went to see one of the most famous dermatologists in New York City.

After a thorough examination the scalp specialist gave the man a prescription. It contained several rare ingredients just imported from Europe—and consequently cost \$5 to be filled.

Dandruff Removed Almost Over-night

The man tried it. He could hardly believe his eyes when the itching stopped over-night. The dandruff disappeared completely in a week. And—*hallelujah!*—the hair stopped falling shortly after.

He told his friends about it. They told theirs.

Their stories sounded so unbelievable that we asked the doctor for the prescription and tried the medicine ourselves.

It was amazing. So amazing, in fact, that we got his permission to put it up in bottles and offer it to the public.

That, in short, is the story of the hair and scalp conditioner we call Rx 320.

You, too, can stop Falling Hair

We guarantee that Rx 320 will definitely stop your itching scalp—remove your dandruff—clear up scaliness—and help stop your hair from falling. No longer need you scratch and scratch until your fingernails are filled with white, scaly particles. No longer need you look at a comb full of loose, sick hair.

For Rx 320 clears up the scalp and gives the hair roots a chance to work. Rubbed in with the fingertips it penetrates—stimulates blood circulation and encourages the roots to get busy.

Special \$1 Trial Offer

Because we are making Rx 320 in quantity lots we are able to offer it—for a limited time only—at \$1 a bottle.

This is a money-back offer. If Rx 320 doesn't live up to your full expectations, return the unused portion, and we'll gladly give you back the full amount of your money.

Canadian Pacific Drug Co.,

342 Madison Avenue, New York, N. Y.

What Can We Do For You?

(Continued from page 33)

what my parents are like, constantly in my mind. If I could only know something about them I am sure that I could be of more service to the world. This has carried me into a depressed, ambitionless life, and at the age of twenty-five I find myself practically a worthless sort of fellow, in spite of the fact that I have a fairly good education and believe that I possess all my natural powers.

ANSWER:

I can readily understand how you would be curious over your parentage, but I cannot understand how you have permitted yourself to thus far ruin your life because you have been unable to solve this one problem. The fact that you have all your normal powers, that you possess a fair education and the things that go to make up a successful life, should spur you on to accomplishment.

We are all cut from the same patterns and out of the same material. No matter who your parents may have been, the fact that you are normal gives you the same rights and privileges in life that anyone possesses. Don't waste time dwelling on this one unsolvable thing, but put this time into achievement.

QUESTION:—W.E.M. writes—

My husband has suffered from terrible headaches and pains in the back of his neck for months. His physician has pronounced his case one of "nerves." There is no organic disease. He has given up his golf and all forms of exercise and has been for the past two months in a sunshiny climate, just resting most of the time. Now that he contemplates going back to his work he finds himself possessed of considerable fear in doing so. If he could eliminate the fears he would be feeling quite well. Can you suggest anything?

ANSWER:

Your husband's problem has from the first been a mental one. He perhaps did work hard, but along with the hard work he certainly indulged in some worry, doubts and perhaps other forms of fear that were constantly at work on his nerves. It was this mental state that produced the sensitive nerves and the headaches and pain in the back of the neck—from tension.

Of course under the forced rest his nerves have felt better, for they have had very little to irritate them. But they are merely rested and are not really strengthened. Now that he contemplates returning to his work the old feeling of lack of confidence has returned and he will find his nerves on his return quite as irritated as they previously were, unless he goes about curing himself in quite a different manner than just resting.

His is a mental conflict and he must carry himself through a mental and physical training which will develop and toughen him. His attitude toward himself, his work and the curative process will have to undergo a change if he is to again take his rightful place in the business and social world. Confidence must be restored.

Dr. Leavitt has won thousands of friends in the United States and Canada through the help he has extended them in times of illness and anxiety. He has the advantage over non-medical psychologists, in that he is a thoroughly trained doctor of medicine, with many years of successful experiences.

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If you wish to consult him in a very personal way through correspondence be assured that your confidence will be sacredly guarded. The Editors.

What's the Answer?

(Continued from page 32)

Answers to Psychological Problems

I. Answer: This habit is one of the many minor forms of a Compulsion Neurosis. About a year ago, Mary had only two dresses to her name, and she refused to go out socially until she could afford to buy a complete wardrobe of cloths. When she became employed, she bought one dress a week. The pleasure of new clothes, denied her in the past, has now become a reality, so that now she has an irresistible impulse to perform this apparently unreasonable act. She frankly admits the

absurdity of the act but is helpless to control it. Her anxiety to curb this act will gradually decrease and the neurosis is almost certain to pass away in due time.

II. Answer: This person is suffering from a hallucinatory defect technically known as synesthesia, a condition in which a certain sound is linked with a particular image.

Dr. Simley, a psychology professor at the University of Arizona, is very proud of his Number-Form Synesthesia. Mention a number and he points to it in space and says, "there it is!"

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He has a definite mental pattern of where the numbers are in space. It seems incredible to one who has never had a synesthetic experience, but it is very real to its possessor. The origin of synesthesia is unknown.

III. Answer: The group of disorders technically known as psychoneuroses is the main classification. Mrs. Rendiver had a particular form of psychoneuroses called "hysterical pain," a curious phenomenon; the areas from which the pains are elicited do not correspond to the known distributions of the sensory nerves. The woman's headaches were unquestionably painful, but the "loose nerve" of which she spoke was a self-suggested idea. The psychologist was convinced of the woman's determination to have the "loose nerve" removed by operation. He, therefore, recommended her to his friend who was a skilled surgeon. The psychologist and the surgeon conferred, then checked back upon the reports of the several doctors whom Mrs. Rendiver had visited. Finally the surgeon agreed to perform the operation, which turned out to be a very superficial scalp incision while Mrs. Rendiver was under an anesthetic. When she awoke, the surgeon showed her a small section of a violin string which had been soaked in alcohol. The woman was overjoyed—the "loose nerve" had been removed at last! Her recovery was complete!

IV. Answer: Obsession. Normal minds frequently have such an experience. Some musical theme recently heard or suggested continues to repeat itself in some form of mental imagery in the periphery of the conscious field. It may occupy the focal point for an indefinite period of time. Little effect is obtained by a strong determination to shut out the tune. When such a minor obsession hits you, don't fight it—rationalize—and in time it is practically certain to disappear of its own accord.

V. Answer: Delusions of Reference. Fundamentally the delusion is a false belief, which persists without any evidence of reality. As a matter of fact, neither of the two girls had mentioned Jerry, nor had they spoken a single word that concerned him. This form of distorted thinking is one of the most conspicuous features of a suspicious mind. When Jerry was reprimanded by the boss for refusing to cooperate in business matters with the young ladies, he decided to check up on his "false belief." He immediately corrected it.



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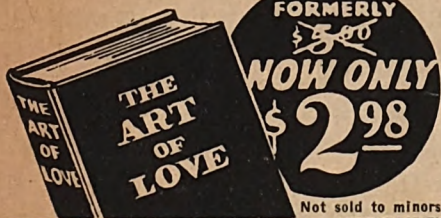
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Childhood for Adjustment

(Continued from page 28)

importance lies not only in their assistance in diagnosis but also in their value in social and vocational guidance for the future. Among other tests we give our patients the Stanford-Binet vocabulary test, the Cornell-Coxe performance test, the New Stanford Achievement test, the Ambigraph test, the Maller-Elkin attention test, and aptitude tests wherever they are indicated."

Dr. Brown told of another problem case in which a boy who was considered a potential psychopath was so well re-adjusted that he bids fair to live satisfactorily in the environment that awaits him when he leaves primary school. "Rocco is a young boy of thirteen who was referred to the clinic with the statement that he was emotionally unstable, being either elated by classroom success or becoming unruly when he failed. He had a record as a truant.

"During the psychiatric interviews it was repeatedly noticed that he appeared to be leisurely in manner, not a fidgeter and for the most part perfectly relaxed as he sat in his chair. No peculiarities of expression were noticed. On the surface he showed surprisingly few emotional reactions. As a matter of fact, the absence of emotional display was of more than passing interest.

"The home life appeared to be divided into two eras, the line of demarcation appearing when his father became unable to work about seven years ago. He is quite frank in stating he prefers his mother because she protects him from discipline and punishment and he is consciously tied to her apron strings. He likes his father and describes him as a 'nice man'. He is aware of the fact that he is frequently using feigned illness to avoid attendance at school. He dreams infrequently but when he does his dreams are of a nightmare character and he himself describes them as 'spooky'.

"He prefers movies involving an

element of terror and very obviously revels in horror and finds in it a vicarious pleasure.

Program Made for Him

"The following program was laid out for him:

1. Developing of social and group activities.
2. An attempt to modify school work.
3. Re-education of the mother in an attempt to modify her over-protective attitude toward the boy.
4. Discovery of and development of some hobby which would engage an active interest.
5. Correction of minor physical defects discovered in medical examination.

"In brief, those recommendations are being carried out by the several individuals in contact with the case and already he has shown definite personality improvement. His work in school has been much improved in consequence so that he was promoted at the end of the last term. The least success was experienced in the re-education of the mother largely because it was beset with the difficulties invariably encountered in dealing with adults of foreign birth and limited understanding, but even here some progress has been made and our efforts are being continued."

Mr. Chatfield expressed the hope that the tendency observable throughout the country should provide at increased pace child personality readjustment clinics. "The most fruitful period in the adjustment of the human being is his childhood," he said. "The cost to society would be insignificant as compared with the cost of neglecting this work. Our reform schools, jails and hospitals house many victims who might be healthy, useful citizens but for the fact that their personality deviations were not recognized and corrected in their primary school days."

"He's in Conference!"

(Continued from page 15)

Of course, it didn't all "take" the first time. They had their own affairs, which are of the utmost importance to the youngsters. They had their lapses, their moments of indifferences and carelessness. But the outer office became in time a reception room in the real sense of the word, where callers were made to feel welcome.

Telephone contacts were handled deftly and diplomatically. The results have been sufficiently marked to justify the substantial increases made in the salaries of the employees through whom the firm maintains its relations with the public. Surely many business firms would find it advantageous to follow suit.

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Psychology in Books

(Continued from page 6)

small talk, wit and humor, language and vocabulary, charm and personality. He includes tests to measure your abilities and capacities for convincing talk of all kinds. The chapter on making sales and closing deals should be invaluable to men in business.

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A Help to Men

Many persons know Dr. Ira S. Wile through his writings in the newspapers and magazines. Others have met him through his books. Both groups will be very much interested in his newest volume, "The Man Takes A Wife," because it deals with a matter of vital importance in family life: The relation of the man to the family and his conduct therein.

The book is a guide to the sweet-heart, husband and father, in all his contacts, happy and unhappy, with the other members of his family, during the rise, peak and decline of virility. Dr. Wile discusses sexual incompatibility, divorce, adoption, death and friction in the family and all of the numerous complexities in the life of a man.

The author's description of a real man is perhaps one of the most comprehensive ever written: "In addition to his vitality, man is esteemed in terms of intelligence, sympathy, good nature, humor and strength of character. These, however, are evaluated with relation to an assumed capacity for reproduction and the possible inheritability of the admired characteristics. . . . A healthy, mature emotional balance is the foundation of a self-controlled personality that dares face fear, fixation and follies."

Particularly valuable is Dr. Wile's advice to men of middle age and beyond, although men of every age and type will benefit from a serious reading of his book.

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Psychiatry and Mental Health

Fortunately, medical science has made great advances during recent years in its attitude towards and its knowledge of mental illnesses and maladjustments in life.

Obviously many readers of Dr. John Rathbon Oliver's new book "Psychiatry and Mental Health" cannot assume the regular practice of psychiatry, but it is hoped that this book will help them to recognize some of the more common ailments, and will give some assistance in knowing how such cases should be (and should not be) handled.

Dr. Oliver, Associate in the History of Medicine at the Johns Hopkins University, wrote this book for those who

come into intimate contact with the lives of many people. It will enable such persons to recognize the symptoms of, and supply accurate scientific help to the bewildered, the mentally sick and the profoundly maladjusted. It is written so that the average reader can easily and thoroughly understand it.

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Which Way Happiness?

William C. Lengel's book, "Candles in the Wind", might remind one of a remark of the ineffable Bertie Wooster, gay hero of many of the P. G. Wodehouse tales. Bertie said, you remember, that the only thing he learned at school was the difference between right and wrong. "There is a difference," Bertie went on to say, "but I forget what it is."

Anyone who is looking for a solution of the problems of sex and marriage will not find it in Mr. Lengel's book. All the way through is the inference that there is some inflexible law that determines right from wrong, but the author leaves us to guess what it is and where it may be found.

"Candles in the Wind" is a drama of unfulfilment. Some may be tempted to think that the ultimate lesson of the story—if lesson there be—is that there is no happiness whatever to be found in sex mating as the world has known it. Grace found happiness by giving up the thought of possessing the man she loved. Elaine may have found it on her sick-bed. Jane had some moments of it by the simple experiment of living without thinking.

The literary world is interested to discover that Mr. Lengel is the hitherto unidentified Warren Spencer, whose



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Dr. Robinson has prepared a 6000 word treatise on "Psychiana," in which he tells about his long search for the Truth, how he finally came to the full realization of an Unseen Power or force "so dynamic in itself that all other powers and forces fade into insignificance beside it"—how he learned to commune directly with the Living God, using this mighty, never-failing power to demonstrate health, happiness and financial success, and how any normal being may find and use it as Jesus did. He is now offering this treatise free to every reader of this magazine who writes him.

If you want to read this "highly interesting, revolutionary and fascinating story of the discovery of a great Truth, just send your name and address to Dr. Frank B. Robinson, 430—6th Street, Moscow, Idaho. It will be sent free and postpaid without cost or obligation. Write the Doctor today.—Copyright, 1936, Dr. Frank B. Robinson.

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book "Forever and Ever" was a sensational success a few years ago. Having handled top-notch literature for years as associate editor of the *Cosmopolitan Magazine*, Mr. Lengel hesitated to step forth as a creator of fiction in his own right. So "Forever and Ever" appeared under an assumed name. To "Candles in the Wind" he signs his name, and thus takes his place among America's gifted and successful novelists.

Ives Washburn Co.

Our Mind Control

(Continued from page 25)

manner of a true scientist, Coue set out to learn. He experimented on French peasant women who came to his shop for help. They too were patient; their time was not so valuable as that of the New York intellectuals; and, unlike those brilliant and shining persons, they did not know everything already.

Coue and others in Nancy became convinced that the subconscious is influenced not by will or intellect but by imagination. It does no good to argue with that mind—for it belongs to a more primitive order. Nor does it do any good to command it; you may insist ever so powerfully that your wound shall heal, but that doesn't make it heal.

What influences the underworld of our being, according to Coue's cult, is images. Just as you influence a young child, not by commanding him to do something or yet by reasoning with him and convincing him that it is his duty to do it but by painting to him in vivid colors the charms of the desired course of action, so you impress on your subconscious mind a vivid image of the thing happening—and it begins to happen: "Except ye become as little children," said Jesus.

Sometimes there comes to us a breakdown of health, when in spite of ourselves we become as little children; and then it is fortunate for us if we have not forgotten the things appropriate to that stage. Let us be ever so proud of our intellect—a portion of our subconscious remains the primitive thing that evolution has made it, and on that mind we have to depend for the assimilating of our food, the making of new blood, the repair of tissues—yes, even the mighty cortex, which has explored all the secrets of the universe but does not know how to build a single cell of its own tissue.

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Man's Mental Heritage

(Continued from page 12)

which the subconscious mind and its cravings are satisfied through certain symptoms and imaginary ills. In the neurosis there is a kind of flowing backwards of the cravings to earlier childhood days.

Just as the child gratifies his cravings and whims by a strange subtle appeal to others so does the neurotic individual by means of his subjective complaints. The repression of the unresolved conflicts brings about nervous complaints later in life.

In those neuroses due to war there is a repression of painful or revolting experiences which later on crop out in the form of vague nervous complaints. In these conditions the dream comes into prominence and attempts to represent to the conscious mind the nature of the underlying repressed things.

From what has been stated above we can readily see that the mind is really a battlefield upon which are struggling two great forces. It is a conflict between the more primitive/pre-human and the social human forces or impulses.

The human mental apparatus is producing a constant stream or discharge of energy. The purpose of this is the fulfillment of two great principles. Upon this basis all life is founded; everything which enters into our lives depends upon these forces, namely, the "pleasure principle" and the "reality principle". The first of these represents the primal form of mental activity

seen in the very early periods of human existence. It is a constant demand for gratification of desires which gives pleasure to the unconscious, notwithstanding the consequences.

Concerned With Own Desires

A very good example of this is seen in the infant who is concerned only with its own desires and demands their gratification in the form of nutrition, comfort, and "mothering".

Remember that none of us is free from this trait and by careful observation these same infantile cravings may be seen at work in the adult, modified of course. As a protection against these forces which impel man to yield to such influences he has erected a barrier to offset these primal strivings and even though not realizing what many of these forces are, he nevertheless throws out a guarding screen to keep out the ever present danger.

The "reality principle" on the other hand, has for its object the normal adaptation and adjustment of the organism to the various realities of his environment, both material and immaterial. In order that he may exist he must consider and recognize the demands of the herd, the forces of nature, and the intricate factors and influences which exist in and about his life and environment. Reason and logic are the pillars upon which this principle is set.



Make Them Say "Yes"

(Continued from page 22)

Then you have a chance to present the thing from your angle—its effect on precedent in the organization, on your customers, on his fellow workers, etc. Having shown the complainant that you understand his point of view, your chances are better to put him in a frame of mind to understand yours.

IV. In Reprimanding: If you, the boss, call an erring boy into your office and proceed to "bawl him out" roundly in a burst of anger, your reprimand loses much of its effectiveness. As soon as the employee sees you are angry his guard goes up; he is on the defensive; his whole thought lies in justifying his own conduct. The psychology of the situation is clearly inimicable to that atmosphere of understanding which makes a reproof most constructive and helpful.

Instead of starting out with a thun-

der-clap, begin the conversation by speaking of some favorable point in the employee's conduct. Tell him that you have always regarded him as a good salesman, or a good bookkeeper, or a good machine operator. Having in this way established a fellow-feeling with the employee, made him see that you appreciate his good points, you may then proceed to outline with telling effect just how greatly disappointed you are over his recent misconduct. The employee, feeling that your attitude is essentially friendly, and that he has done something to destroy that confidence, will get the most powerful reproof that comes from within. He will reprimand himself; thus you have accomplished your purpose to the fullest extent.

The "Yes-approach" has many other applications. Try to discover them for yourself in your dealings with people.

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"Love at First Sight"

(Continued from page 17)

ness,"—then indeed, you have a chance.

But if you have come to love slowly, on a basis of books and picnics and hardships and triumphs and general daily living shared, you have a greater chance.

If you can sincerely feel she is the kind of girl you would like a dear daughter to resemble, you have a chance for success in your love.

And if you can lay aside your wishes for hers; and if you can feel that life with her would be more than snatched conversations at the telephone, that you *really communicate*, you have a chance. And psychology is on your side.

But Mrs. Seabury warns that human nature, particularly in love, is the most unpredictable of all the materials from which a novel or a tragedy or a book on psychology can be written. So, she adds, one of the best ways of all to tell whether love at first sight is an abiding experience, is to embark upon a year's engagement; see *her* often; and under as many different circumstances as life and opportunities can provide.

"For girls and men, falling in love, mostly want the same thing—somebody to love; somebody to understand; somebody who is safe and tender and trustworthy; somebody who promises a relationship that will *endure*. And before you have found her, try to find out about *yourself*. For when you really understand what *you* yourself, are like, you will know what you have to offer. Such knowledge will be of abiding comfort when you have met the 'finest man,' or the 'most wonderful girl' in the whole wide world."

"Misfit"

(Continued from page 30)

out-bursts. My husband noticed the difference. He never failed to remark about the attractiveness of the house, the excellence of the food and the pleasure these afforded him after a hard day's work.

About this time I began the practise of visualizing the things I wished to accomplish. I developed a sense of humor and let loose my desire to be a woman loved and respected by an entire community, I began to learn to play at life as well as I had formerly learned to fret at it. I visualized myself a leader in the civic betterment of the town, accepted, trusted and appreciated by all. So the scale began to balance and as the months slipped away I found that the thing I had set out to do was really worth the hard effort which had been put out to master it.

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My life was adjusting. I had come a long way on the road to perfect happiness by giving love to fill the lack I saw in other persons and visualizing myself into an attitude of mind which could and did change my husband and myself and our home into a harmonious haven of love and thoughtfulness of others. Some of my habits were of such long standing and so tenacious in their hold upon me that it required determination to outwit them, but I never accepted defeat.

And people—how they had changed! They no longer seemed narrow, selfish, ignorant. They were, instead, very human, lovable, helpful neighbors with whom I loved to mingle and whose company I enjoyed.

Each month we print personal stories—actual experiences of real people—who have applied right thinking (applied psychology) to some condition or situation in their lives in such a way that the telling of this will be helpful to our readers. We pay double our usual rates for these personal stories. Address Personal Experience Editor, Psychology Magazine, 404 4th Ave., New York, N. Y.

A Seven Day Mental Diet

(Continued from page 8)

letter or stupid remark, or what not. When the negative thought floats into your mind, immediately turn it out and think of something else.

A perfect analogy is furnished by the case of a man who is sitting by an open fire when a red hot cinder flies out and falls on his sleeve. If he knocks that cinder off at once, without a moment's delay to think about it, no harm is done. But if he allows it to rest on him for a single moment, under any pretense, the mischief is done, and it will be a troublesome task to repair that sleeve. *So it is with a negative thought.*

Now what of those negative thoughts and conditions which it is impossible to avoid at the point where you are today? What of the ordinary troubles that you will have to meet in the office or at home? The answer is, that such things will not affect your diet provided that you do not accept them, by fearing them, by believing them, or by being indignant or sad about them, or by giving them any power at all. Any negative condition that duty compels you to handle will not affect your diet.

And, finally, remember that nothing said or done by anyone else can possibly throw you off the diet. *Only your own reaction to the other person's conduct can do that.*



HERE'S SOMETHING NEW FOR HUSBANDS

HERE it is at last—a wonderful book on glandular weaknesses. It explains what impotence is, describes different kinds. It tells what may be done in cases amenable to treatment and how you may help yourself. It describes recent glandular products of drug manufacturers, and lists impotence specialties of chemical laboratories. Altogether, it contains a mass of wonderful information about impaired vigor, the prostate gland, weak manhood, rejuvenation, etc.—all told in simple, easy language and illustrated.

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MEN PAST FORTY has been written by the author of the monumental "American Encyclopedia of Sex" and other great works. Its illustrated chapters discuss the relative merits of electrical apparatus, diets, external applications, pep pills, baths, vacuum pumps, aphrodisiacs. Vitamin E tablets, mechanical devices, massage, etc.—of ever so many methods from drugs to glandular extracts in the treatment of weak manhood, prostate trouble, etc. All this information may save you from costly errors and from unnecessary pain or worry.

Experts & Authorities

CHAPTER CONTENTS

- Chapter 1—Introduction
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- 4—Premature Climax
- 5—Control
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This great illustrated work does not substitute for physicians and definitely discourages self-medication, especially because many cases are aggravated by harmful drugs. Indeed, cautioning against disreputable products, MEN PAST FORTY lists quite a number of the most acceptable glandular preparations and specialties, with a description of what they are composed of, what they are used for, and other information, together with the names and addresses of their manufacturers. (This list alone may save you many dollars on "lost manhood" quackery, fraudulent "pep tabs," etc.)

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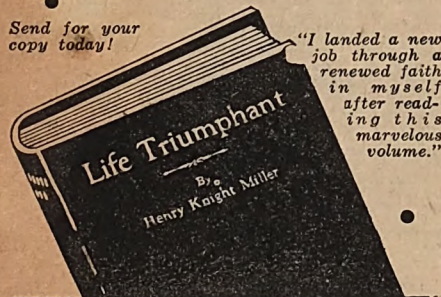
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"Contacts Club"

(Continued from page 34)

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over the pathways of beauty and sit in
the little orchard of friendship and
wreath flowers of beautiful thoughts.

Here and There

(Continued from page 18)

having a much better time today than
ever before in the world's history. One
reason is that they no longer live with
their children—or at least are not de-
pendent upon them. Children mean to
be kind to their parents, but they often
do not know what makes them happy
—or unhappy," said Mrs. Catt.

"What old people need most is some
school where they can go to learn what
to do when their eyesight fails or they
lose other powers upon which they
have depended for recreation all their
lives.

"For myself," Mrs. Catt explained,
"I have recently taken up needlepoint
embroidery. I cannot be idle, and I
must learn things to be contented. I
expect to have other accomplishments
soon."

Boy Cuts Mental Knot

A little tow-headed boy, who writes
upside down and reads backwards, re-
cently became a focal point of interest
for psychiatrists.

The youth, Frank Balek, 11, of
Chicago, has amazed research workers
by discovering a method of combating
his own "inversionist complex".

Several years ago all hope was given
up for the little bespectacled boy who
did everything in reverse. He tried to
read and write from right to left. It
appeared as though teachers would be
unable to instruct him.

But now educators report that the
boy has solved his own problem by
originating a method of writing upside
down.

At present, it is "normal" for Frank
to begin writing at the bottom right-
hand corner of a page and write up-
side down from right to left. He
writes rapidly and when the paper is
reversed the writing reads as clear as
though it had been written by the aver-
age person.

The boy is well read and his spell-

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Psychology and Medicine

Dr. Foster Kennedy, chief of neurological service at Bellevue Hospital, at a recent meeting of the Association for Research in Nervous and Mental Diseases, advocated a combination of the medical and psychological schools of thought on the diagnosis and treatment of certain ailments.

"Changes in the body, certain changes of emotional state, certain biochemical processes and certain psychological states can affect the blood circulation of the brain," he announced.

"It is therefore important, whenever investigating people who have such complaints as fainting spells, epilepsy and headaches, to have studies that are both medical and psychological to determine which of these processes is causative of the patient's complaint.

"Most people under the effects of strong emotion have an increase in the heart rate and the blood pressure," Dr. Kennedy explained. "However, we have seen some who react just the opposite. Some individuals will blush under certain circumstances wherein others will definitely grow pale. These reactions are indeed important to the physician."

Modern Child More Tolerant

The outlook of the modern child "about-faces" the traditional child-parent relationship, and tries to co-operate with parents but "does not expect too much" from them.

A round-table discussion of an experimental clinic at the Friends Central School in Philadelphia, in which seven students, three faculty members and three parents and an audience of one hundred participated, and where motion pictures were shown in which the most common difficulties between children and parents were portrayed, brought about the following results:

1. The problem parent will find that his best friend is his son or daughter.
2. When the parent is misunderstood and shows tendencies toward peculiar adult behavior, such as sulking or tantrums, his children will not blame him.
3. Instead, they are willing to consult with him in an attempt to arrive at an understanding.
4. Parents blame other parents for the faults in children—but the children are more lenient about it.

Seventeen other schools throughout the country are experimenting with motion pictures as an aid to "democratic discussion".

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