YOUR PERSONALITY

WINTER 1943
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by Floyd L. Ruch

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TESTS ABOUT YOU
BY NOTED AUTHORITIES

HOW TO MAKE THE BOY FRIEND PROPOSE

Your Personality

WILFRED FUNK	DOUGLAS LURTON	DONALD G. COOLEY	JOHN J. GREEN
Editorial Director	*Editor*	*Managing Editor*	*Associate Editor*

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YOUR PERSONALITY

WINTER ISSUE 1943

Easy Ways to Make Friends

What do men and women like in their own and the opposite sex? These answers give you help with your own problems

by FLOYD L. RUCH

A HUMAN PERSONALITY is the result of years of growth determined by maturation and learning. We cannot expect easily to change the habits of a lifetime, but we can, if we try, take inventory of ourselves and determine where we are weak and where we are strong. Frequently we can modify our behavior, within limits of course, to make ourselves more likable and thus lay the foundation for friendships now unavailable to us. Many of the traits which make people unlikable can be modified or compensated for with sufficient effort.

To find out why we like one person and not another, W. F. Thomas had 676 college men and women list a few persons whom they liked and a few whom they disliked and give the reasons for their liking or disliking those persons. The results were analyzed to show what traits of men cause them to be liked by other men; what traits men like in women; what traits women like in other women; and what traits of men cause them to be liked by women.

A few of the more frequently mentioned traits under each of these headings are given here. In reading through these lists you must keep in mind the fact

THE AUTHOR is Associate Professor of Psychology at the University of Southern California and has done extensive research in his chosen field. This feature is condensed from his book, *Psychology and Life, New Edition*, copyright, 1941, by permission of Scott, Foresman and Company, publishers.

that we do not always know why we like a certain person. However, the traits listed do show some general reasons why we like people and suggest ways in which we could go about making people like us.

WHAT KIND *of man do men like?* The traits most frequently mentioned by men as accounting for their liking for another man were intelligence, cheerfulness, friendliness, and congeniality of interests. It is interesting that intelligence is the only one in this group which cannot be modified through voluntary effort. We can train ourselves to be cheerful or at least to appear cheerful, and we can act in a friendly manner toward the people with whom we associate. We can develop interests which fit in with those of people around us and can induce them to develop interests in some of the things we like to do. Furthermore, if we start out by liking people, they usually respond by liking us.

What kind of woman do men like? The four most frequently listed characteristics accounting for men's liking for women were beauty, intelligence, cheerfulness, and congeniality of interests. Sexual attraction was given fifth place.

It would seem that the women are somewhat more limited than the men in possibilities for molding their personalities in the interest of increased popularity with men. Intelligence and beauty, after all, are largely inherited rather than acquired through training as are many personality traits. Much can be accomplished, however, through the development of social skills and through diet, dress, and the skilful use of cosmetics. A woman who is not physically attractive or brilliant mentally can compensate in large degree by developing a cheerful manner and acquiring interests which are congenial with those of men.

What kind of woman do women like? The women listed the following traits as causing them to like other women: intelligence, cheerfulness, helpfulness, and loyalty. Except for the troublesome problem of intelligence, these traits can be acquired by women who would like to be popular with other women.

What kind of man do women like? The three traits most often given by women in explaining their liking for men were intelligence, consideration, and kindliness. Cheerfulness and mannerliness tied for fourth place. Once more we find that most of the important traits in determining popularity can be greatly modified through conscientious attention to them.

IT IS interesting to note in passing that the students in this study listed more persons as liked than as disliked, although the instructions in each case were to "list a few." We like to be liked, and we

also like to like people. Men listed more men than women as liked, and women listed more women than men.

If you wish to eliminate your unpopular personality qualities, you must first know what they are. One way of finding out your strengths and weaknesses is to have some of your friends list on an unsigned sheet of paper the traits which they admire most and least in you. If you put this suggestion into practice, be sure to ask only those persons whose opinions you respect. There is no point in trying to please everybody; to do so is as impossible as it is undesirable.

Why People Dislike Us

IN ANALYZING the traits of college students causing them to be disliked by people of the same or of the opposite sex, Thomas found again that many of them can be altered or corrected. Among those most often mentioned as causes of dislike were selfishness, deceit, snobbishness, and affectation. All of these are subject to correction when their existence is known to the individual.

H. Cason collected 21,000 examples of annoyances experienced by 659 people of various ages and of both sexes. Slightly over half of these annoyances were caused by disagreeable and thoughtless habits of other people. In other words, most of the things we do that annoy people could be prevented by maintaining vigilance. The following typical sources of annoyance to others are from Cason's list. Every one is preventable.

A person in an automobile I am driving telling me how to drive.
A person coughing in my face.
A person telling me to hurry when I am already hurrying.
A person continually criticizing something.
A person belching.
A person crowding in front of me instead of waiting his (or her) turn in line.
A person bragging about himself (or herself).
A person being a poor loser in a game.
A person cheating in a game.
A person continually talking about his (or her) illness.
A person being inquisitive about my personal affairs.
A person in conversation with me not paying attention.
A person who is eating at the table criticizing the food.
A hostess repeatedly urging me to take some food that I do not want.

The student should not hastily conclude that effective personality can be won by the simple process of taking inventory of and striving to eliminate his annoying habits. Such procedures are helpful if carried out intelligently, but they will not carry the entire load. Many of the things about us which make people dislike us result from conditions which we can control only with the help of another person who has an expert's insight into the sources of human behavior.

How to Break an Annoying Habit

THE HABITS of a lifetime are not easily shaken off, but we can rid ourselves of many of the undesirable ones if we know how — and if we *try*. We retain some annoying habits because we do not know they are annoying; we have others because we do not know how to break them. There are some simple rules for the breaking of habits which anyone who really wishes to can put into effect.

Lose a bad habit by putting a good one in its place. It is hard merely to keep from doing something, but it is often easy to do something else. If a friend tells you that you brag about yourself too much, form the habit of praising others whenever you feel like bragging. Even if you do continue to brag a little, it will not be so noticeable if you sandwich in some praise of the other person.

Grasp every opportunity to use the new habit. Practice makes perfect. Suppose that your friends accuse you of being glum. Seize every opportunity to smile no matter whether you feel like it or not. You will be astonished to see how quickly it becomes easy to smile without even trying. Next you will discover that smiling, even though you do not feel like it, somehow makes you feel better. Do not put it off. If you have a bad habit to get rid of, select a good habit to put in its place and go to work.

Burn your bridges behind you. If you make it impossible to retreat, you are forced to advance or at least stand still. Tell your friends what you intend to do. Invite them to make fun of you if you fail. A man once wished to stop drinking. He put an announcement in the newspaper offering ten dollars to anyone who could catch him in a saloon.

Permit no exceptions. Every time you fail you go back nearly to where you started. It is like dropping a ball of yarn that you have been winding up or upsetting a box of tacks that you have just picked off the floor. Don't let yourself fail even once. At any particular moment you are most likely to do what you did last in the same situation.

Make use of negative practice. Dunlap found a way to cure bad habits by consciously and deliberately practicing the bad habit while constantly saying to himself, "This is wrong. I will not do it this way again." This method is especially effective with habits that have become fairly automatic and unconscious; as soon as we bring them entirely under voluntary control, we have comparatively little trouble in eliminating them. It is slipping into the bad habit unconsciously and involuntarily that hinders the breaking of the habit and should be discouraged.

What Part Do Clothes Play in Popularity?

GLANCE BACK at the list of the things that people do to annoy other people. Notice that clothing is not mentioned. This should help you arrive at an estimate of the proper place of clothing in people's lives.

The idea that your personality is expressed by your selection of clothes is, however, a very old one. It is true that we can tell much about the personality of an individual by careful observation of his clothes. Some of us like to be conspicuous. Such individuals resort to loud and extreme clothes to attract attention.

To be a leader in style, whether extreme or conservative, you must have plenty of money and no less self-assurance. A timid person in an extreme outfit will feel painfully shy and will appear so to others.

Fortunately you are judged by the appropriateness of your clothing more than by its cost. Anyone can acquire the social information necessary to dress appropriately to the occasion. The rich have no advantages over others in this regard.

The Art of Conversation

YOU HAVE seen that intelligence is one of the traits which men and women admire in their own and in the opposite sex. Your conversation is one basis on which others estimate your intelligence. To have many friends, you must be a good conversationalist. This can be learned if you will set yourself to it. Let us look at some simple devices of the good conversationalist.

Having something to say. It is very hard to be a good conversationalist unless you have some ideas to express in conversation. We all like new things; new things to eat; new things to wear; new things to hear. The person who comes from a foreign country or from a distant part of your own country has much which may be old to him but is new to tell you. In the same way things which you have done or ideas you have read about make good topics of conversation if they are new to your listener. Not all ideas which are new to your friends need be original with you.

Forgetting yourself. Egotism is a trait that makes people dislike you. Do not talk about yourself most of the time. If you must talk about yourself at times, see that what you say is related to the topic and not an attempt to change it.

Not being too sure about it. The clever conversationalist avoids the "know-it-all" air. He does not make dogmatic statements with an air of great finality. If a topic is up for discussion, that fact indicates that the members of the group find it interesting and not yet solved. To give them the answer in a dogmatic way is to sug-

gest that they are not very bright to be in doubt.

Not interrupting. There are a few exceptions to the rule that you should not interrupt when someone else is speaking. There are times when you can make a point clearer, and you may then feel it is good form to interrupt. In general, the more persons in the group, the more reluctant you should be to interrupt.

Looking interested; avoiding antagonistic gestures and expressions. It is possible to interrupt a speaker, even though you keep your mouth closed, by frowning or looking annoyed by what the speaker is saying. You are entitled to have your say when the proper time comes, but show that you have poise and good manners by waiting for your turn. It is part of politeness to appear interested. It is no fun to talk to a "dead pan." Emotions give us life. Be alive to the other person. Show pleasant emotion.

LOOKING interested and avoiding antagonistic gestures will go far toward making you interested. Those tactics will help you get the other fellow's point of view.

Watching your words. Just as your clothes serve to set forth your body in an agreeable way, your words express the quality of your intelligence. You can show bad taste in both.

You will recall that students placed intelligence very near the top of the list as a trait causing them to like members of the same or opposite sex. The development of intelligence is determined to a large extent by hereditary factors over which you have no control and by early environment which has already had its effect. Is the situation entirely hopeless, then?

Admitting that it is impossible to raise the actual intelligence as measured by tests, we still have recourse to making the most effective use of the intelligence which we possess. By so doing, we can often improve our intelligence in the eyes of our friends and associates. One of the best ways to do this is to develop facility in expression, both written and spoken.

The writer once asked the members of a class in applied psychology to prepare letters of application for a particular scholarship for which they were eligible. Each member of the class read the letters of the others and attempted to estimate the intelligence and certain other traits of the authors. The average estimated intelligence of the writer of each letter was computed by combining the estimates of the fifteen members of the class. These pooled estimates of intelligence were then compared with intelligence-test scores.

There was a high degree of correspondence between the two, with one interesting exception. The individual who was next to the lowest in intelligence as measured by the test was found to oc-

cupy the third highest position in estimated intelligence. Why this discrepancy? Investigation showed that the overrated person had had several courses in business-letter writing under a very competent instructor. Although the student's work in the letter-writing courses was only mediocre, the benefit had been sufficient to cause her intelligence to be overrated by the majority of the student judges. These results indicate that the student who cultivates the technique of expression through written language can readily improve his intelligence as it is judged by other people.

THE SIMPLE experiment with the letters of application led to the question whether the quality of spoken language has the same effect on estimates of intelligence. The writer had each member of a class *rate* every other member on intelligence without knowing the intelligence-*test* scores. Then the members of the class rated each other on the basis of quality of English used.

In a class of fifteen there were three individuals who were ranked by the estimates above their *tested* intelligence ranking. In each of these three cases the composite ranking of command of English was also above their intelligence ranking as determined by test. These observations indicate that the individual who uses good English in speaking will be rated as more intelligent than he really is. The correlation between intelligence and the quality of English spoken or written is high enough to impose a limit upon the degree to which we can raise our rated intelligence, a fact which should not, however, discourage the individual from taking as much advantage of the effect as he can.

Voice qualities, such as inflection, enunciation, force sense, key sense, pitch accuracy, as judged by a trained teacher of public speaking, correlate positively with intelligence as measured by a standard test. Without wholly realizing it we all recognize this relationship between voice and intelligence in our daily contacts with people. Anyone who consciously improves his voice qualities will be rated as of higher intelligence than that revealed by tests.

The Foundations of Friendship

SOME 300 students at the University of Southern California were asked to check on a list of items those in which they and their close friends were more alike than different and those in which they and these friends were more different than alike. The items on the check list were the following activities and traits of character or personality: dancing, drinking, smoking, studying, grades, personal standards, lending money, going to football games, going to

church, neatness in dress, going shopping, reading fiction, cultural interests, participation in sports, hobbies, club interests, fondness for children, and determination.

Similarities between friends were least in reading tastes, hobbies, and grades in class work; similarities were greatest in ideals or moral standards, interest in football, and neatness of dress. From the replies in general it would appear that close friends are more apt to be alike than different. Similar standards and ideals are the fundamental bases of lasting friendships. This is true for men and women.

WHEN friends differ in some quality, it is one which is admired by the one who lacks it. In this fact we see a subtle compensation for a felt inferiority by identifying oneself with another successful person. It would seem to follow from this study that in establishing a friendship you should look for a person who either resembles you or possesses some trait which you admire but lack.

Cattell conducted a study to discover the traits which were favorable to the beginning and continuation of friendships among a group of English college men. The subjects of the experiment lived together in the college and were well acquainted. Each was asked to name one friend and one enemy. Each subject was also rated by a committee as to the degree of possession of certain well-defined personality and character traits. The friends of extroverts were characteristically extroverted. The friends of men who were rated as conscientious, persistent, energetic, and tactful tended to possess those same traits, whereas their enemies tended to lack them. In the case of the trait of perseveration or single-mindedness friends were either practically identical or completely unlike each other.

The men who were high in the trait of perseveration listed fewer friends and more enemies than those men who were low in that trait. This difference occurred despite the instructions to name but one of each. Cattell's study showed further that the most popular men were moderately extroverted and very low in perseveration. The least popular were very high in extroversion and in perseveration.

✧

To Tell the Truth —

IT IS wise to make distinctions between individuals to whom you can or cannot tell the truth. Some can take it and are better for it. Others are broken and bruised and have their self-confidence taken from them. However, people who ask for the truth should get it. And they usually won't believe it.

— BETTE DAVIS

Draw Your Personality Profile

by F. M. LESTER

REMEMBER the connect-the-dots games you used to play when you were a kid? And how, when all the dots were joined, the outline of a monkey, or an elephant, or a clown appeared?

Well, here's another application of the same principle and when you have answered the questions on your personality traits honestly, by drawing the line through the dot in the proper column, you will have your Personality Profile. The ideal, of course, is a straight line right down the third column. But since none of us is perfect, the chances are your profile will have some jogs in it. The thing to do then is to get busy and correct those undesirable traits — one at a time.

Question	*Always*	*Sometimes*	*Almost Never*
Do you show feelings of inferiority?	•	•	•
Are your feelings easily hurt?	•	•	•
Are you a grouch?	•	•	•
Are you a worrier?	•	•	•
Do you get bored easily?	•	•	•
Are you a kill-joy at a party?	•	•	•
Are you depressed frequently?	•	•	•
Do you insist on having your own way?	•	•	•
Do you bite your fingernails?	•	•	•
Are you a liar?	•	•	•
Do you blush easily?	•	•	•
Do you stammer when talking to a group?	•	•	•
Do you drink to excess?	•	•	•
Would you rather be by yourself?	•	•	•
Do members of the opposite sex dislike you?	•	•	•
Do you have trouble making conversation?	•	•	•
Do you mind meeting new people?	•	•	•
Do you avoid participating in games?	•	•	•
Do you nag?	•	•	•
Have you trouble controlling your temper?	•	•	•
Do you tire of people easily?	•	•	•
Do you have trouble keeping friends?	•	•	•
Do you get lonesome spells?	•	•	•
Are you self-conscious because of your personal appearance?	•	•	•
Do you have trouble making up your mind?	•	•	•

How to Make the Boy Friend Propose

If he just won't pop the question, maybe it's time for you to follow these common-sense suggestions—and take a hand

by LOUIS E. BISCH, M.D., Ph.D.

"I BELIEVE I know what's troubling you, young lady. It's about John, isn't it? You two have been going together for years. He claims he loves you; he often talks of marriage; but the point is he doesn't *actually propose.*"

Situations such as this are presented for solution to psychiatrists every day.

It may be the problem of a girl of twenty who is deeply in love.

It may concern a woman in her late thirties who fears it is her last chance.

Once it concerned an unmarried woman of fifty-three — *still waiting!*

If a man who should, *doesn't propose*, what can you do about it? How can you *make* him propose?

Undoubtedly, the worst procrastinator as regards "popping the question" is the gentleman with a "*Fixation.*"

He's no trifler; he is genuine, forthright and sincere; he wants to do the right thing by his girl but he just cannot bring himself to marry. And there's a reason.

You probably are familiar with the Fixation Type, at least the variety commonly encountered. He's the fellow who, people say, "is still tied to his mother's apron strings" — the one with the well-known "Mother Complex."

BILL W. was like that and as fine a specimen of upright and honorable manhood as one could wish to meet.

But his girl friend said this of him:

"How can I possibly compete with his mother who actually *is* an unusually fine woman? He holds her in such high esteem that any girl would be bound to lose out by comparison. Every now and then he refers to her, saying how much he owes her and that he wouldn't do anything to disappoint or worry her. I asked him if his mother disliked me and he said he was sure she did not. Then he added, 'I believe, just the same, that she would feel hurt if I married.' "

Miss S. wanted her man, and badly. They had been keeping company for four years. I had to

admit that these boys who are emotionally attached to a mother ideal make excellent husbands when once they break away. The wife must needs possess a fine character to measure up, but after the man transfers to the younger woman he clings to her as tenaciously as he formerly did to the older one.

"Have a private, heart-to-heart talk with Mamma," I counseled. "Try that first."

It did no good. "She told me she thought William ought to marry," Miss S. reported. "She added that she believed I would make a good wife for him. 'On the other hand,' she continued, 'you would scarcely expect me to *urge* him to leave me. After all, he *is* my boy. It is for him to take the initiative in such a serious step.' "

"Then, from now on," I told Miss S., "you must concentrate on sonny-boy himself. What you must do is study his mother's character like a book. Then imitate her as much as you can.

"If she dresses conservatively, do the same. If she is glamorous, despite her age, cultivate glamour. Be understanding, sympathetic and sacrificing as she is. Cultivate a love for the opera so he can take you with her, or instead of her. Learn how to cook those mince pies he raves about. If you notice a button loose on his vest, sew it tight before he knows what's happening.

"In short, *mother him.* Soon he will divide his interest and attention between his real mother and his new-found one. Then leave it to your *youth* and your *physical appeal* to do the rest."

ALTHOUGH the mother fixation is the hardest to overcome there are other types that also are formidable. If it's a sister, your youth doesn't help much but you still have *sex appeal.* This you must play up to the limit, making yourself as alluring with clothes, perfumes and cosmetics as possible. But never yield in every respect. This would shock a man with a sister complex into a firm conviction that no woman is pure, that none can be trusted. He never will propose — at least, not to *you.*

The third variety of fixation that is dangerous concerns a man's *career.* In such a case you might well follow the example of Miss Evelyn.

"What I did," she confessed, "was take a keen interest in Jay's work. I asked questions; I asked for books on his specialty; I sought

The Author

NOTED for his writing as well as for his work as a practicing psychiatrist in New York City, Dr. Bisch, in addition to many articles in leading magazines, has produced several helpful books, including *Be Glad You're Neurotic* and *Why Be Shy?*

An Original Approach

"'Look,' I told John," said pretty little Jane, "'how much sleep you'll save if you don't have to keep me out on a park bench every night till goodness knows when.' That somehow appealed to the boy. I guess loving me was wearing him out."

Which proves that an original approach may be the best, after all.

information, pretending I was dumb. It got me down sometimes but it worked. It wasn't any fun sitting home nights when he wanted to work at the office. Many a cold winter evening I waited for him around the corner from the factory, only to have the pleasure of walking him home. But now we're married. The rest doesn't matter!"

With these fixation types do not, however, wait overlong. They have a way of relapsing into bachelorhood that can be most disconcerting. If you love such a man and really feel you need him to complete your happiness, have a go at it as suggested and do it earnestly. But two years of trying should be the limit.

Never, however, wait for "dead men's shoes," in your case probably dead mother's shoes. Mrs. K. was told by her "intended" that he would marry her when his mother passed away. She waited twenty-two years. "Then," declared the wife to me, "all the romance of marriage that every girl craves, was entirely missing. It was like trying to enjoy a fine dinner that had been kept for hours in the warmer."

The *Economic Type* should next be considered. These are the fellows who say they do not propose because they cannot afford to marry. They are not stingy men, mind you, nor liars, but men who sincerely feel that they are not earning enough, have not saved enough, or feel too insecure in their jobs to warrant taking on the support of a wife and possibly children.

Although millions of girls work these days, strangely enough, there are some who see no way of making this type of boy friend propose. The obvious remedy is to suggest working the same as the husband *after marriage*, at least for a time. If the man's pride stands in the way, point out that times have changed. Make him realize that his ambition and imagination will be fired in direct proportion to his responsibilities.

I HAVE OBSERVED, however, that all girls are not willing to continue with their jobs after marriage. They feel they have worked long enough. They crave ease and luxuries not previously enjoyed.

"Fair enough," I say, "if you can afford it." But if you want a

man all for your very own you must be prepared to make some sort of sacrifice. In fact, nothing appeals more to a man than sacrifice tendered by the woman he loves. A show of that may be all that is required to make him propose.

Still considering our problem from the types of men involved, let me caution you never to waste too much energy on the fellow who is indifferent, without passion, undemonstrative, or the one who never has to be put in his place because he wants to become too familiar. Some men, you know, are not very virile. Some are even definitely feminine in character. Such individuals seldom propose unless it is to get a home or a good cook.

NOW LET us shift our inquiry and turn the spotlight on *yourself*. Maybe it is definitely *your fault* that your man does not propose. What can be wrong with *you?*

Maybe you are too indifferent and self-sufficient. Perhaps you give the impression of "knowing all the answers." That, unfortunately, is the goal toward which so many modern women are striving. Men may admire such women and seek their friendship. But they marry the weaker sisters. An endearing little weakness discovered at the psychological moment has made many a man "come to the sticking point."

Mary and Bill had been pals for years. Both liked sports and had many common interests. Mary was desperately in love with him but kept her secret so well that Bill thought of her only as a jolly, capable girl and a good sport. One day, while they were playing golf, a violent storm came up. Terrified, Mary forgot herself and clung to Bill for dear life. He was so surprised and touched that he proposed to her then and there.

Helen Hayes relates how patiently and tenderly Charlie MacArthur helped her to overcome her shyness and self-consciousness, to hold her own with his clever friends. Had she been a girl who knew all the answers she never would have interested him enough to make him bother, let alone propose. His intuitive love found its joy in bringing out the hidden gold in her character.

BE SURE you never appear sickly or languid. Girls must be vital and stimulating to hold their men.

The Victorian man adored the delicate, lovely creature whom he could put on a pedestal and worship from afar. He was probably the last of the Romantic age when the object of one's love had to be remote, unattainable, pure and far removed from the facts of life.

Which brings up a most important problem. Does a girl's giving herself to a man speed or retard a proposal? In these matter-of-fact

days about the first thing the average man sets out to do is see how far he can go with a girl.

Here is my answer:

If you wish to go with a man for amusement, that's one thing. Then be as free with him physically as your training, your conscience, your moral, social and religious concepts will allow. But *beware* if you want the man to *propose* to you. Even though he may tell you that sex relationship before marriage doesn't matter, the fact still remains that most men will not propose after such intimacy.

WHEN I thus advised Miss S. recently, she retorted: "That's all very well to say, Doctor; you who stay on the sidelines and are not a woman seeking a husband. The average man loses no time in getting familiar and if you resist he immediately goes to the next girl who is willing. The worst of it is he boasts about it and makes you feel like a back number."

Yet I still feel, after almost thirty years of psychiatric experience, that the way to catch a husband is *not* to give in to a man sexually. The best method is to withhold; at least not to go beyond the stage of ordinary, decent caressing.

I agree that men often will drop a girl forthwith if they are not allowed liberties. On the other hand, it is an undeniable fact that a man not only respects the girl who holds him off but that she is exactly the kind he wants and seeks when he is *ready to marry*.

To be sure, you should never let a man think you are cold and indifferent. Passion is a highly desirable quality. But it should be passion held in leash. It should suggest possibilities, thereby heightening your attractiveness and allure. Men are by nature egotistic and they like to overcome obstacles and fight for what they want.

Young Miss G. understood that. "I actually suffered," she confessed, "when I was in Allen's company. He often accused me of not loving him, else —. But I persisted and I know now — in fact he has admitted it — that his determination to overcome my resistance is what finally changed mere animal desire into affection and a deep, lasting love."

YES, in order to bring the man of your choice to a definite proposal you cannot allow your friendship to drift on and on and satisfy yourself with wishful thinking. *Diplomacy* is required. You must study your man, play up to his ego, think out a plan. Nor will he dislike you even if he "catches on" to what you are doing, provided, of course, he does not suspect downright dishonesty of purpose. A man expects a woman to be a bit tricky. It builds him up to think you bother that much.

But avoid being too aggressive,

too quick-witted, too intelligent. Watch out if you happen to have a quick temper and a sharp tongue. Never be artificial. Try to be genuine and forthright always. Learn to like men in spite of their shortcomings, so that you will appear natural in their company. Above all develop tact. Scratch a tactless woman and you find a self-centered one who knows only her own point of view. A man's ego demands respect. Wound his ego and he flees.

Being pretty but terribly spoiled is dangerous. Even a man in love has his practical moments. I know a case where a man was all set to marry. Then an old friend pointed out that his salary would never stand the extravagance of a pampered beauty. The would-be husband took the next ship to Europe and radioed his regrets.

BEING too Bohemian is bad, too. A girl who lives a higgledy-piggledy existence in an untidy little flat, rising at noon and never ready to go to bed, cannot expect a man to have sufficient imagination to visualize her presiding over a well-ordered apartment, with breakfast ready on time for him to get to the office. Being able to entertain the boy friend in a wholesome home goes a long way toward taking his mind off experiments in free love and turning it to matrimony.

The girl who relies *entirely* on sex appeal also is riding for a fall. She is grand fun for an occasional date but men are practical creatures with a living to earn, and get cold feet at the thought of a permanent tie-up with Flaming Youth. No matter how great the emphasis on sex has been in recent years, the most important ingredients in love are friendship, understanding and community of interests. Without these how can two people bridge over the intervals when passion is absent?

SOMETIMES not being the quiet mousy type may prevent a girl from making a brilliant marriage. Margie was the town belle and an accomplished singer. She had set her cap for a certain young lawyer already launched on a promising career. Everyone thought what a perfect match it would be until one day he electrified the town by marrying his secretary, a very quiet, plain little thing. They wondered why.

The truth was that in spite of his success he was secretly troubled and unsure of himself. The plain little secretary gave him the adoration, sympathy and understanding he needed. He did not want to play second fiddle to his wife. His ego had all the competition it could stand each day in the courtroom. When he got home at night he wanted to be the whole show.

Make a man uncomfortable and he won't waste much time getting away from you. Criticism, nag-

ging, tears — and they usually follow in that order — will drive a man straight into the arms of your rival. If you have any of these faults, better learn to conquer them, else no man will ever propose.

NOW LET US suppose that you have tried everything advised here but still have failed to make your man propose. What can you do then?

(1) *You can quit.* That is, you can take your courage in your hands and, no matter how much it hurts, you can refuse to see him and let him guess why. If the man loves you, that will work in nine cases out of ten.

But let me warn you! Once you have taken that step never falter. You *must* stick to your resolve. It's the hard way of making him say "Yes" and not every girl can "get away with it."

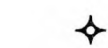
(2) *You can go with other men.* But if you do, tell your friend about it and why. If you have been going "steady" for a year you should not be hesitant about being frank. Remember that nowadays women are supposed to be emancipated. At any rate most men consider them so and will not stand aghast when a girl speaks her mind fearlessly. The object in going out with other men besides your friend is not primarily to create jealousy, but rather to give you more opportunity of choice in expressing your love urge as well as to help the man in making up his mind.

(3) *Bring up the question of marriage for discussion.* Say exactly what you think and feel. Have no fear about being misjudged. If the man is puzzled by your attitude, or possibly shocked, he will put it down to the general mystery regarding your sex. At any rate, you will probably get a reason out of him for not proposing to you. Then you may be able to adjust what's wrong.

(4) *Look for neurotic traits in yourself.* Maybe you are suffering from an inferiority complex, or some emotional fixation, or fear of defeat, or self-consciousness. Overcome that handicap. Conquering the neurotic trait will change your whole personality.

(5) *Make yourself a different personality.* This can be done through clothes, deportment, change of hairdress, increase of charm. Often just a little "extra something" does the trick. Showing your ears instead of covering them may make of you a different woman.

(6) If you have the nerve, *propose yourself.* It has been done and successfully. In another quarter century it will be the vogue.



Blunders Are Only Human

The world will love you, even though you make mistakes, if you have the poise to admit your errors gracefully

by CLIFFORD W. BERG

THE SONG stopped in mid-measure. Before the audience realized what had happened, the singer's voice dropped from the high notes of her encore down to a hearty chuckle. Then she spoke to her audience. "Do you know," she said confidentially, "I have been singing this piece from my script here, and I can't read my own writing any further. Excuse me, and I'll get another song."

With that, the singer — the noted concert artist Sigrid Onegin — stepped backstage and brought out a new script. When she proceeded with her encores she found herself singing to an audience that was doubly enthusiastic. All hearts had been warmed by her easy humanness in meeting embarrassment.

Perhaps Sigrid Onegin's face should have been red, but it was not. And for precisely this reason, her listeners abandoned their hearts to her. "She is one of us," they all seemed to feel.

The great singer was, indeed, one of us in her human susceptibility to an occasional blunder. But the blunder in this instance served to endear her to her audience. And that fact contains a principle which holds true quite generally for all people and all occasions, and it seems to matter very little whether your audience consists of one person or thousands: *the other person will take your blunders in about the same spirit in which you take them.*

Does embarrassment sometimes get you into the social doghouse? After a blunder, are you sometimes left with nothing better to say than, "Was my face red!"? Too bad! For then you are just like the rest of us.

YOU HAVE heard the story, perhaps, of the dignified speaker who never could put himself across until one night when he accidentally misquoted Shakespeare. This gave his audience a chance to laugh at him. Laughing at him, they subconsciously felt he was really a human being after all — *that they were his equals.* From then on, he purposely put a misquote in his speeches and found that they went over much better.

The high value of our blunders is that they put us on an equal footing with our fellows, because

they blunder, too. Once we learn to look upon embarrassments in this light, we should find it easier to meet them. They will not be the dreadful enormities we have felt them to be in the past.

Henry Ward Beecher, one of the most eloquent orators this nation has produced, never could rid his speeches of blunders. On being challenged, he would simply laugh, "Boys, when the English language gets in my way, she doesn't stand a chance."

The fact is that other people are not going to be much disturbed by our blunders — *unless we are.* Unconsciously they sense how seriously we take our occasional blunder. If we rate it as an enormity, they will unconsciously respond by seeing it in much the same light.

IF WE happen to be nimble enough to tie a bright comment to the heels of a "slip", so much the better. The late O. O. McIntyre told once of a young pianist who in his first recital at Town Hall ruined a brilliant arpeggio with a sour note. Instead of turning crimson, he merely stepped to the footlights and said: "I just washed my hands and can't do a thing with them." He was rewarded with high applause and two front-page writeups.

I shall never forget a certain juggler whose Indian-club performance I watched as an open-mouthed youngster. The air was full of glittering clubs flashing back and forth between the performer and his aide. They must have had a dozen of them going at once.

Suddenly a club was dropped, and the trick ended ingloriously for the moment. As the performer retrieved the club, he laughed, a bit sheepishly, and said: "I dropped it to make the trick look harder." After a pause he added innocently, "Also because I couldn't catch it." Maybe you think his audience wasn't *with* him after that!

OUR FRIENDS like us as much for what we *don't* know as for what we do! They are often as much pleased by our slips and blunders as by any of our virtues.

So — why not refuse to take your trivial blunders seriously? Remember that they can actually help to win the affection of other human beings who are themselves subject to all varieties of mishap. Don't hesitate to poke fun at yourself occasionally.

As for the blunders that catch you off guard while you are learning not to let them trouble you, you might answer as a certain friend did who was seen to be reddening to the roots of his hair over a faux pas he had committed. Someone exclaimed, "Look at him blush!"

"I'm not blushing," he answered stoutly; "this is just some blood rushing to my face!"

You Don't Have to Feel Inferior

Take these five phases of your daily life, study them briefly, and you'll see why inferiority is "the bunk"

by LESTER F. MILES, Ph.D.

THOSE WHO really have an inferiority complex seldom know what is the matter, and it is improbable that they would even use the term to describe their mental state unless they were professionally advised of the fact.

It is quite normal for a person to feel over-awed at times by some serious difficulty, or by comparing himself to another seemingly more important person.

When these mental reactions take place, it would be much more truthful to face the facts. You might correctly say to yourself, "I am afraid to be compared to that person because it will make me seem less important than I believe I am." Or, you might say, "I am afraid of this problem because I do not believe I can successfully overcome it and this may cause me to be held up to the ridicule of others."

You will note that the word "afraid" was used in both examples.

Every time you see yourself as inferior in ability or by comparison, you are automatically hanging up a large mental sign which reads, "I am *afraid*."

This type of behavior has cost people more lost opportunities for a happy and successful life than any other type of mental gymnastics. It is a luxury to feel inferior about anything and it is doubtful that you can afford it.

At least eight out of every ten people do indulge in this sort of mental backtracking. Are you one of them?

THERE ARE five important phases in our daily lives. We can best classify them as follows:

(a) Our association with the opposite sex.
(b) Our home lives and childhood environment.
(c) Our personal handicaps, defects or inadequacies.
(d) Our work or careers.
(e) Our social lives.

A brief study of each classification should give you an excellent idea in which of your daily activities you are subject to most of your feelings of inferiority.

This will enable you to concentrate on each one in turn and easily overcome them. And easy is the word for it.

(a) OUR ASSOCIATION WITH THE OPPOSITE SEX.

IF YOU are a woman, do you frequently feel that men really are the superior sex? If you are a man, do you frequently feel that women really are mysterious creatures and very difficult to understand? Man or woman, do you resent any attentions your partner gives to persons of the opposite sex? When with a crowd, in which the opposite sex predominates, do you feel "out of place"?

One more question — have you ever felt guilty toward, or unworthy of, someone you love very much?

Of course we could go on asking questions, but these are representative of thoughts and actions of so-called "shy" people. If you answered "Yes" to most of those questions you are probably beset with thoughts of fear over losing a loved one to another, or torn by a feeling of some personal inadequacy which might cause a loved one to turn elsewhere for attention and affection.

When you experience feelings of anxiety because your mate or companion turns to someone else for a moment — someone you see as better looking than yourself, or whom you instinctively rate more attractive than yourself — you are guilty of labeling your mate or companion as a shallow individual who cannot see the human values that lie beneath the physical exteriors, whatever they may be.

You are doing double damage because you are not only silently insulting the one you profess to love but minimizing your own worth at the same time. Simply put, this is the basis for all jealousy.

It is well to remember that your own estimates of yourself — those secretive, subjective, and self-appraising questions which seem to crop up within your mind whenever you feel you are being neglected or compared to another — never compare in any way with what other people really think about you.

(b) OUR HOME LIVES AND CHILDHOOD ENVIRONMENT.

DO YOU ever apologize to a stranger or friend for the condition of your home? Even if you don't actually give voice to such apologies, but only have them "cross your mind," the chances are that your father's income was less than that of your friend's father, or your home wasn't as palatial as that of your acquaintance.

Recent investigations at the University of Minnesota showed that these conditions in our early lives would have an effect on whether or not we develop feelings of inferiority.

But what does it all mean?

Simply that you were *afraid* of

the comparison. That this is commonplace is easily indicated by the great number of people who live up to, and over, their incomes — just to keep on the same material plane with their neighbors or friends. And they do it at a sacrifice to their whole future security. If there is anything good about any war, this one should at least help all of us to rid ourselves of feelings of inferiority of this type. Blame it on the war. It's an escape from the real problem, that's true, but by claiming patriotic duty as the motive for living on a scale lower than some of your friends, perhaps you will develop a sensible outlook on the matter and keep it in the future.

But there are other serious reasons for these apprehensions. Most family relationships take their place next to "keeping up with the Joneses." In the family it changes to keeping up with brother or sister.

Do you find that you tend to minimize or otherwise belittle the successes of other members of your family? Do you ever feel that you are the only member of the family being "picked on"? Do you ever feel that the family loves some other member more than yourself? These and other questions, when you answer "Yes," are all good reasons to believe that you suffer from inferiority feelings due to imagined or real home environment problems.

Most unhappiness or discontent between members of a family arises from "self-conscious" comparisons. The youngest member feels that everyone expects him to be as successful as the older members of the group. Automatically, this creates a mental hazard. The rich brother is a mental hazard to his poorer brother.

Remember that you are an *individual*. Never forget it for a moment. You can cooperate and show your affection for all members of the family without losing one bit of that individuality. You can praise the successes of your brothers or sisters without taking away from your own importance or abilities. You can watch them reach the top of the ladder, while you climb your own ladder, rung by rung. But you can make your own climb easier if you will drop the hod in which you collect all those mental hazards — those terrible comparisons.

(c) OUR PERSONAL HANDICAPS, DEFECTS OR INADEQUACIES.

ARE YOU *afraid* of being kidded about your big feet, prominent nose, red hair or bald spot? When with someone of the same sex — taller than yourself — does it make you feel "insignificant" or "unimpressive"?

Here again is that *fear* of ridicule, or the *fear* of what other people might think. And don't say, "No." Your own ego wouldn't

permit you to think badly of yourself — except under extreme circumstances. The trouble with you is that you haven't yet learned to make the most of your good qualities. Everyone has something he believes is standing out like a spotlight — the subject of conversation, ridicule or amusement. That's the mental hazard we are after.

A friend of mine wears legbraces and will use sticks for the rest of his life because of an unfortunate spinal operation shortly after his birth. Think for a second what it meant for him to go through childhood, the primary schools and college. If anyone had the opportunity or excuse to develop a real inferiority complex, it was he.

Today, he drives his own car, operates a successful business, and enjoys a happy social and married life.

I surprised myself, as I was writing this, because I believe it is the first time I have ever thought of him as physically incapacitated since I first met him. That was a number of years ago — yet I see him nearly every week.

He has the most gracious and friendly manner I have ever encountered. He is a perfect host or guest. I have never heard him utter a word in criticism or gossip about any of his acquaintances.

He has made the most of his opportunities and developed such an enviable personality — which seems almost to hypnotize people into accepting him as any other physically capable individual — that one doesn't see the physical handicap when in his company.

Many people are bald. Many have moles, or prominent noses. Others are conscious of their red hair or some noticeable scar. Self-consciousness about any physical feature develops only from the same natural desire we all possess — to be accepted as one of the crowd. We *fear* the jibes or jokes of others. But Jimmy Durante capitalizes his nose and Martha Ray has been paid plenty to feature her big mouth.

Feature your handicap — or substitute something which will minimize it. Either is an excellent compensation.

(d) OUR WORK, OR CAREER.

NOTHING could do you more good in your career or job than the feeling that you could learn more about your work and do it better — but nothing could do you more harm than the *fear* that you are not, or never will be, as good as one of your colleagues.

Whenever you compare your work to that of an acknowledged expert in the same field, the outlook is bound to seem a little discouraging. The comparison is hardly fair, however, and it would be a good idea to keep this in mind. Profit from it and see where and

how you might improve yourself, but never expect an equality in that comparison until you are qualified to be rated as an expert on an equal footing.

Most so-called inferiority complexes which arise over our abilities on the job or career are nothing of the kind. Fatigue, moodiness and momentary mental flashes that the job is a little too big for us to handle are thoughts which occur to all of us at some time or another. You have no monopoly on apprehension.

Try getting tough with yourself and look at all the facts. Refuse to mope, sit idle, or consider any specific situation hopeless. Rouse yourself to healthy, aggressive action — above all, *do something*, anything at all, and you will find that you are up to your ears in work and actually accomplishing things before you are fully aware of it.

It cannot be said here too often — it is *normal* for people to be overawed on occasion by the difficulties confronting them in their work or occupations. But let this act as a spur to greater effort, instead of a means of abject surrender, and you've licked your tendencies to foster feelings of inferiority.

Fear of errors, fear of the boss, fear of inferior work, fear of suggesting new ideas, fear of your own abilities — are you going to carry this load around with you?

You not only owe it to yourself to use all your working hours for constructive thinking and creditable results, but, what is more important, you owe it to your country in this all-out war period.

(e) OUR SOCIAL LIVES.

Do you stammer and stutter, feel too warm for comfort, get red in the face or fidget when meeting and talking to strangers? Once again we must emphasize the fact that other people almost invariably are so busy trying to impress you that they have no time to think about how you impress them.

I am acquainted with a woman who was a typical wallflower. Everyone used to feel sorry for her and attributed her reticence to the many domestic problems she had had in her life. It was rather surprising when she suddenly became the most popular hostess in her group.

When asked what brought on her sudden change in "social attitudes," she replied: "I think that having more than the average person's share of trouble made me keep to myself as a possible means of protecting myself from any further difficulties. It suddenly dawned on me that there must be lots of people with as much trouble and as many problems. From that moment on I began to live all over again. I do for people the things I craved when I felt timid and afraid. I make them feel at home, give them sympathy and under-

standing, develop an interest in their affairs and their problems. I have forgotten my own difficulties in the process, and it has brought me some wonderful new friendships."

Are you afraid that people don't like you? Are you self-conscious about your appearance? Are you continually on edge, or afraid of making a social error?

Try that woman's recipe. Get other people to talk about themselves. Show an interest in their problems. Compliment them on their successes. Will it work? Absolutely. People are always willing to talk to an understanding and sympathetic ear.

The result of this action on your part turns attention to yourself which is *all* favorable. That is one thing off your mind right there. Try it. But do not talk of the weather.

The fidgets, the fussing with clothing, the blushing, the shyness, or a sudden warm flow of perspiration are all indications of the workings of those odious comparisons. The feelings that you are conspicuous, at a disadvantage, at a loss for conversational material, are literally "kicks in your social pants." The silly part about it is that *you* are kicking yourself.

Feelings of social inferiority are purely a *fear* of ridicule.

YOU DON'T have to feel inferior. You will not likely continue to feel inferior if you will remember that the feelings of inadequacy or inferiority depend upon your *fear* of the probability or improbability of attaining or achieving what you believe to be desirable.

Successful people consider facts only and refuse to load down their minds with these mental hazards. Unsuccessful people try to conceal these feelings which only further intensifies their power and increases your chances of failure.

You can successfully combat these feelings by realizing that they are the product of self-manufactured fears, and by rating yourself as you would like others to rate you.



Personality at Work

BEING a dandy is not all beer and skittles. The late E. Berry Wall, most famous of Brummells at the turn of the century, did not find it uncomfortable to wear violet spats and red and yellow waistcoats, and one of his greatest triumphs was sartorially painless. This was the occasion when, during the great blizzard of 1888, he walked into a New York bar wearing shiny black patent leather boots that went all the way to his hips. But the stiff collars that he always wore were a real sacrifice to comfort. They were so high in back that they cut him cruelly under the ears, and the upstanding points in front stabbed him under the chin so that he had to tilt his head back at an angle, like a show horse under a checkrein.

How Smart Are You?

As a party stunt—or a checkup on your general knowledge—here's what you've been looking for

by RAY MACDOUGALL

1. Is there any simple test for distinguishing poisonous from non-poisonous mushrooms?

2. Who was the first woman to take part in a successful non-stop flight across the Atlantic?

3. Who were the "big four" at the Versailles treaty-making conferences in 1919?

4. What is meant by a "pyrrhic victory"?

5. To what part of the body does the term "prognathous" apply?

6. Can an airplane zoom down over a hangar?

7. Who is the most famous violin maker of all time?

8. With what does the science of numismatics deal?

9. Which planet has a red color — Mercury, Mars, Venus, or Saturn?

10. In making slow-motion movies, does the film pass through the camera more slowly than usual?

11. On what kind of surface is the sport of curling played?

12. How many Secretaries are there in the President's cabinet?

13. What is the word for radio tube usually used in England?

14. In the game of bridge, what is a psychic bid?

15. In what children's book does the line "Off with their heads!" occur?

16. Does the Constitution of the U. S. forbid any citizen to accept a title of nobility from a foreign country?

17. For raising what animals is Missouri most famous?

18. What famous play was written by Anne Nichols?

19. In World War I, what was the word used by British soldiers in referring to their homeland?

20. How many crusades were there?

21. "Joburg" is the familiar name for what large city?

22. What is another name for the religious body commonly known as the Mormon Church?

23. What is the name of a famous company specializing in the insurance of ocean vessels?

24. How many cards are there in a standard deck of playing cards?

25. What well-known American pie really isn't a pie at all?

26. What was the first name of President Wilson?

27. What famous American

humorist was proud of his part-Indian blood?

28. Who was the wife of Socrates?

29. Is it possible to alter the pattern of one's fingerprints by physical means?

30. With what business were wooden Indians formerly associated?

31. What saint lived on the top of a pillar?

32. Without what supposedly necessary ingredient were the Hebrews in Egypt compelled to make bricks?

33. In the English language, what letter of the alphabet is used most often?

34. Who was the Gibson Girl?

35. High heels are correct fashion for what group of American men?

36. What is the reference the French have in mind in the phrase "dry guillotine?"

37. What is the purpose of the instrument known as the anemometer?

38. Who is the hero of the Arabian Nights — Scheherezade, Haroun-al-Raschid, Aladdin, or Sinbad the Sailor?

39. What common mineral is meant by the term "brimstone"?

40. Who was the husband of Billie Burke?

41. Whose name has come to be a synonym for geometry?

42. From what two countries, respectively, did jodhpurs and dirndls come into style for women?

43. Identify the three Americans who were known, respectively, by the following titles: Sword of the Revolution; Pen of the Revolution; Pocketbook of the Revolution.

44. Which is the higher ranking poker hand, a full house or a flush?

45. Has any President of the U. S. ever had charges of impeachment brought against him?

46. What is the name for the valuable fertilizer provided by sea birds?

47. Is Schleswig-Holstein a kind of cattle, a Prussian province, a brand of electrical equipment, or an optical manufacturer?

48. What American Naval officer is credited with the words, "Damn the torpedoes, go ahead"?

49. How many men are there on a Rugby football team?

50. What is a triolet?

(*Answers on page 58*)

✧

Muscle Stunt: Stand sidewise close to a wall, hold your arm straight down. Then, without bending the arm, press it against the wall so that the hand touches at about hip level. Continue this vigorous pressure until you feel tired, then step quickly away from the wall. Your arm will jump upward a few inches as if pulled by invisible wires and will feel light as a balloon.

What Both Sexes Want

Get rid of those tensions within yourself if you would get along happily and successfully with the other sex

by CAROL CARROLL

TO MOST of us, men or women, the world is peopled by our own sex — and those other strange creatures of the opposite sex. No matter how much we study them or live with them — even love one or two of them — they remain "those other people." They look funny to us — no matter which side of the fence we may be on. And if we are true male or female types, we're glad we're what we are.

Freud's contention that women feel basically inferior because they are not males is about the oddest misstatement that ever came out of a great man's brain. A thoroughly feminine woman actually feels sorry for men because they are not women. Likewise, the pure masculine types, from the depth of a feeling of well-being that springs from the perfection of any type, look upon women with compassionate pity because they are not men.

Back of all our self-approval is a groping toward that complement of ourselves — the other sex. How we need them! Need that other presence for fullness of self, even though we seem not to pay much attention. The exchange of ideas, the necessity of clarifying our thought in speech so that it is communicable, keeps us sane and coherent. The warmth, the sympathy, the completeness that all of us want is perfect only with the other sex.

The man-hater or the woman-hater is a drag on civilization and evolution. When we become so delicate and precious that we can not put up with the faults of the other sex and shrink entirely from them, we're likely to be thrown off the whirling disk of life's action into a dump heap of discards. Married or single people live fully just to the extent that they get along with the opposite sex.

SO THE best way to get along with that other sex is not to try to make them like ourselves, but to find the fascination in the difference, mental, temperamental and physical. The reason we want to find the differences is that we may bridge them, marvel over them, admire them — and then find the many similarities, the multitude of things we can share and know together.

Was it last night or last year that you walked into a living room

and there met that member of the opposite sex with whom you tried to harmonize — and failed? An hour later you saw him (or her) at ease and talking gaily to another person. The pang of failure that you felt was accompanied by a little persistent notion that since it *could be done*, there must be some discoverable way to do it. There is!

HOWEVER, we must face the fact that perfection is non-existent and that we shall not be able to *get along with* every person we chance to meet. A good average success would mean that you antagonize no one, that half the people you meet are pleasantly, negatively unresponsive to you, and that the other half do respond to you.

If you go to a party and leave a definite impression in the minds of half the members of the opposite sex you meet, you are a huge success. Making an impression on the opposite sex may not mean that you have stirred that person to a keen desire to marry you. Suffice it that you are sought again, that faces brighten when you approach, that conversation is stimulated by your presence. Try to understand that person before you. Certain signs point the way.

How serious are your differences? What are some of your similarities? They will prove to be strands in the bridges, emotional and conversational, that must be built. A number of traits and desires that have the reputation of being either masculine or feminine show themselves, under analysis, to be both.

I HAVE SEEN people change from negative failure to joyous success through simply coming to understand each other. Some of the basic desires and trends of each sex should be studied by the other. These emotional differences and similarities should be taught in public schools. We fear what we do not understand. We are inarticulate, shy, awkward in the presence of anyone when we feel we face the unknown. So, we should never forget that we do know and share a great deal with each other.

If we could look at each other with eyes that seem to say, "I am fascinated by the differences between us and comforted by the similarities I feel," there is a basis for friendly communion and understanding. It is this look that, in the first place, provides a bridge over the chasm between us.

I have directed clients to practice this expression in front of a mirror. The idea is so to fill the mind with positive ideas that there is no room for negative ones. To have a definite idea in mind, keeps out thoughts of coquetry, confusion, boldness, cold estimation, flabby hope, criticism, self-mistrust and all the other "tramp"

thoughts that choke our charm and chill our presence. Certain thoughts give certain expressions to the face. Warmth and interest that are genuine, yet are more or less general instead of probingly personal provide a nice, disarming entry into friendships.

Both Sexes Want

Admiration
Self-expression
Approval
To be needed
To feel intelligent
To be attractive

Men

Want their admiration in two-somes, not in a crowd.
Want to be happy without doing too much about it themselves.
Want to be attractive, but not pursued.
Want to rule in major issues and to be ruled in the details of life by women.
Want chairs that are substantial so they will never appear destructive and awkward as they do with fragile furniture.
Want women to be talkative and amusing.
Want to talk about themselves, but as indirectly as possible.
Want cheerfulness.
Want women to be on time.
Want women to be modernly assertive, but not bold, or loud, or conspicuous.
Want to stake out certain rights for themselves, such as a chair, the paper, certain opinions, etc., upon which no one must trespass.
Want a touch of bright color.
And above all things good nature.
And a tongue without a barb.

Women

Want admiration expressed in courtesy. They don't want to be knocked down with compliments or "little-girled" with sugary remarks.
Want compliments that are not too exaggerated.
Want men to be chivalrous.
Want to be wanted.
Want men to confide in them.
Want men to be masterful on occasion, but to come to them for advice and comfort a few times.
Want to defer to men if the men deserve it.
Want men to know more than they do.
Want men to have physical courage.
Want men who do not spare and guard themselves overmuch.
Want men to be generous in their opinions of women.
Want men to talk well and easily, but not orate.
Want men to have a sense of humor without being clowns.
Want men to have good smoking manners.
Want men to be meticulous about money matters.
Want men to be able to argue without anger.
Want men to be neat without being foppish.

Recipe

SOMEONE has said that if a woman has laughter, bright color, a lace ruffle somewhere and something sweet to eat, she will have her share of masculine attention. So, you modern young women learning all sorts of worthy matters, you'd better forget some of your statistics and acquire the ingredients of this simple recipe — if you care about making your man happy.

The one who has perfected this look and manner can have friends among all ages, classes, married, unmarried and comparative strangers.

NEVER FORGET that where two people are concerned there must be a thought of two and not of one, especially if that one is yourself. Harmony demands at least two notes. No one can live harmoniously alone.

The ancients say, "*It takes two to bring any truth into the world — one to say it — and one to hear it.*"

The moment you include the other person in your thinking you become free of self-consciousness, that most loathsome of all barriers between the sexes. When you can estimate and enjoy that other person without wondering about yourself and how you register, you will have found a great big secret of social success and happiness.

Flirtatiousness on either side usually cuts down the number of one's friends. Intenseness, too much emotion and possessiveness usually send the other person scuttling mentally to the nearest exit. If marriage is the object of our interest in the opposite sex, then the surest way to get and keep interest is to let the other person sell himself. Just be so natural and delightful that the other person slides into a sentimental acceptance of you.

If you will do this the wariest marriage dodger may find you so delightful and comforting to be with that, even though dreading the yoke, he accepts it rather than lose you.

Women would be much more attractive and natural with men if they could realize that men want marriage and a home as much as they do. The man may have come to certain surface "mental" conclusions about not wanting to marry, but his basic nature, his inherited instincts and responses draw him just as surely as they draw the woman.

Women today are likely to grow tense with the idea that they must do the luring and trapping of a wary male. If women would just relax and be themselves, fully and naturally, they would have a far better trap than the ones they fashion.

If there is anything more destructive of glamour than criticism of one's own sex, it is sarcastic

remarks about the opposite sex. Therefore it is extremely unprofitable to make caustic observations about either. Sarcasm has struck more blows at romance both before and after marriage, than any single enemy.

Women dread verbal abuse — and men despise a sharp tongue. The Chinese say, "*Sharp tongues and dull ears are twins.*" We say, "*Those who give it can seldom take it.*"

Don't tell deliberate lies if you want the opposite sex to think well of you. Lie to your own sex if you must, but distrust, added to the mysteries between the two sexes, usually eats away any possible happiness. Women instinctively know when men are lying to them. They sometimes choose to believe the lies, but know in their hearts that the end will come. Men are not so sure of women's lies, but once convinced of a woman's duplicity, it is seldom possible to regain their trust.

The cheap little thrills and surface pride of conquest built on exaggerations and falsehood are not even a first cousin to the joys of confidence. A pale sort of furtive love can exist on a diet of lies — but friendship can't. And there must be the supporting element of friendship in all lasting love.

Have you noticed that the warnings in this article are nearly all "Don'ts"? A careful look at that fact reveals a very heartening premise. It is this — the flow of interest between the sexes is sufficiently strong in its natural release to need no other aid, once it is freed from tensions.

So I have said *Don't* do those things that make for tensions and barriers. Attraction between men and women is something that needs little human aid.

Shed your sense of inferiority with the opposite sex — know that you are needed as much as you need. Don't be afraid to appreciate and express your appreciation of that other person. Hold your head up and look at those other people with liking and interest in your face — and you'll be surprised how well you'll get along with the opposite sex.

Change of Heart

In Los Angeles, where the law requires a wait of three days for issuance of marriage licenses after application is made, some 20,000 couples applied for licenses in one year. Of these, 1,200 failed to return for their licenses after making application. Presumably they changed their minds or their sweethearts during the three-day thinking period.

Be Happy Now—or Never!

You can find happiness wherever you are, any time—if you'll just take the trouble to look for it

by HOMER CROY

IN THE year 1855, John D. Rockefeller left the farm and went to Cleveland to look for a job. That was a semi-panic year, and day after day he tramped the streets and found nothing at all. He grew discouraged, and was ready to give up and go back to the farm when, by a piece of luck, he went into the office of Hewitt & Tuttle, and when he came out he had a job as clerk.

It made no difference to him that it was the poorest paid and the most lowly position in the office; it was a job, and that was what he wanted.

He went to work September 26, but the firm was having financial problems of its own, and he was not paid until January 1, 1856, and for this work, covering a period of a little more than three months, he received fifty dollars. The job was the turning point in his life, and so deep an impression did it make on him that when he became rich he celebrated September 26 with annual parties which ranked higher than his birthday celebrations.

Once, long after, he was asked if he could name any one period in his life which he might call the happiest. He thought for some moments; life had been good to him and brought him many pleasures and satisfactions, but, everything considered, he had never been happier than during the early weeks of his first job, when he was getting a little over sixteen dollars a month.

He was to learn later that money brought opportunity, but also brought care and responsibility; and that you can't slice off happiness with your coupon-scissors.

MANY PEOPLE get the idea that if they were some other place than where they are they would be happy; how foolish that is! I once talked to a man who had been a prisoner in Sing Sing for fourteen years. I said, "I suppose that was fourteen years of misery."

"Why no," he said, "I found lots of things to interest me."

Right there he had discovered the principle of contentment, the secret chamber of happiness; the inner sanctum of the soul.

I suppose in all the world there is not a person more completely surrounded by misery and want

and privation and sorrow than Evangeline Booth of the Salvation Army. All day, every day, she comes in contact with the lowly of the earth. You would think she would lead a depressed, sorrow-laden life. I thought this, too, until I met her — imagine my astonishment when I found her a happy woman!

She is more than seventy years old, and has great responsibility on her shoulders. The day I saw her she had gotten up at five and ridden in from the country and had dictated correspondence, all the way, to her secretary. As soon as she arrived at the office, she had to listen to tales of misery and want. I heard a few of them. I was greatly depressed and as I sat watching her I asked myself, "How can she stand it?"

When she first went into the work she was so depressed by the stories of the unfortunates she was cast down. These tales followed her home and lay down on the pillow with her. She wanted some happiness of her own, but she kept putting it off; she would wait till everything was right. Of course, that time never came, but the time *did* come when she realized that happiness was something to be had today — or never.

If you will look around you in the community, where you live, you will discover that the person who gets "into" things is the person who is happiest, and also is usually the most successful. He is what is known as an extrovert — that is, a person whose mind turns out rather than in. He is the person who accomplishes things.

GO IN for things to turn your mind out. Go in for sports (it doesn't matter whether you play well or poorly), get on committees, go in for amateur shows, be judge at a dog show, make a speech before the Woman's Club, umpire a baseball game, get a pair of skis and see what happens to you. Those are the happy, the successful people. Be one of them.

Extract all the happiness possible out of *today*. Seize it in snatches and fragments, however small it may be, but seize it!

When John Brown was condemned to death for trying to free the slaves, he was taken out of his prison and put on a wagon to be hauled to the execution place, near Harper's Ferry, West Virginia. His seat was his pine coffin.

It was the first time he had been out of his dreadful cell in weeks and the morning was fine. He looked around and cast his eyes up to the mountains.

"I never saw the mountains so beautiful. I must enjoy them all I can."

And he did. In an hour he was dead.

A 10-Point Plan for Your Life

If you're an average person—and who isn't?—you want Health, Happiness, Success, and here's your blueprint

by FRANK S. CAPRIO, M.D.

IF YOU were to say to the average person, "What do you want out of life?", chances are he would tell you, "Health, Happiness and Success." When you come down to it, aren't these the three things we all desire? Yet, how many of us actually *plan* for them?

The monotony of mechanical living, eating, sleeping and working merely to satisfy our herd instincts is one of the precipitating factors for unhappiness.

I remember seeing a poster, while attending high school, that bore this inspiring message: "PLAN YOUR WORK AND WORK YOUR PLAN."

Ever since then I've learned to heed this slogan. I began keeping a small notebook of the things I wanted to do, planning what had to be done each day, each month, and each year. Some of my friends thought it was childish at first but I later convinced them that this "paper-and-pencil" method of daily planning was worth trying.

After using it for nineteen years, I've come to the conclusion that much of our happiness in life does depend upon the extent of our planning. I have met many unhappy people, among them patients who confessed they were "drifters." Figuratively speaking, they impressed me as so many captains on the sea of life sailing their ships without a compass. Whither bound? They did not know nor did they seem greatly concerned. Like the Scot with a penchant for attending funerals, they were just going along for the ride.

THE CASE comes to my mind of a young man who came to me several years ago, complaining of restlessness, boredom, frequent headaches, emotional instability and general nervousness. This chap who is now twenty-five, completed high school and matriculated in a southern university. All during his freshman year, he could not make up his mind what he wanted to be or to take up at college.

He finally discontinued school, spent the next six months in idleness and then persuaded an uncle who was a successful businessman to give him a desk job. This lasted about three months. He became bored and decided to travel. Upon his return he began to manifest a host of neurotic symptoms for

which he sought psychiatric help.

What is your diagnosis? Another "drifter." We anchored this footloose individual to a program organized to fit his requirements. His cooperation and adherence to a set of plans netted him the reward of his present social and economic adjustment.

But suppose you plan your life methodically in accordance with your individual desires and begin to execute your plans, when something unforseen turns up and washes away the foundation of your hopes. What then? You simply make new ones to fit your present circumstances. In other words, never stop planning, irrespective of what happens. The secret of keeping happy is to forever plan. To plan is to *accomplish*. To accomplish is to *succeed*, and success feeds *happiness*.

A CIVIL ENGINEER builds his bridge according to the specifications of his blueprints. Buildings are erected from plans. Industry arises out of organization of labor. Everything therefore is more or less systematized. Now then, why not make a careful survey of what you want in life and adopt a "system of living" — a "modus vivendi" — to give you direction?

Like everything else, war for example, we must plan our ultimate victory carefully before it becomes an accomplishment.

It would be discouraging indeed if we were to resign ourselves to Goethe's philosophy that "Life is an Art which everyone must learn but no one can teach." On the contrary, I firmly believe that "successful living" is essentially a "science." Since science is defined as "organized facts" then it is only natural to presume that the "science of living" consists in the intelligent "organization of living habits."

On the basis of this supposition, it is my hope, the following 10-POINT PLAN will help you achieve better HEALTH, increased HAPPINESS and greater SUCCESS. You can modify it, make substitutions or use it to pattern a plan of your own. What we are primarily interested in, is to get you started living scientifically rather than emotionally. Your intellect is far more reliable than your emotions.

Get yourself a notebook. Copy these plans down. Carry them around with you. Refer to them frequently. Check the things you are already doing in BLUE and those you have to work on in RED. Keep score and try to stay out of the RED as much as possible. Make this business of living profitable by keeping in the BLUE.

I. PLAN FOR OPTIMUM PHYSICAL AND MENTAL HEALTH.

1. Get proper amount of sleep.
2. Exercise in moderation.
3. Avoid overeating.
4. Cut down on smoking.

5. Don't overindulge in alcoholic beverages.
6. Conserve your energy.
7. Observe personal hygiene.
8. Provide for recreational outlets.
9. Keep emotionally happy.
10. Develop good living habits.

II. PLAN TO "KNOW YOURSELF."

1. Study your hereditary weaknesses.
2. Compensate for inherited handicaps.
3. Make a list of your liabilities and assets.
4. Analyze your faults and correct them.
5. Discover your hidden talents and develop them.
6. Learn to solve your personal problems wisely.
7. Uncover the motives behind your behavior.
8. Overcome your "inferiority complex."
9. Pledge yourself never to despair.
10. Overhaul your entire personality if necessary.

III. PLAN TO GET ALONG WITH OTHERS.

1. Avoid arguments.
2. Be truthful.
3. Don't be sarcastic.
4. Be tactful and cheerful in your conversation.
5. Learn to take criticism well.
6. Be a friend to make friends.
7. Become tolerant and don't hate anyone.
8. Avoid conceit.
9. Try to be kind and unselfish.
10. Reflect a sense of humor.

IV. PLAN TO MAKE A GOOD OCCUPATIONAL ADJUSTMENT.

1. Create interest in your work.
2. Avoid tardiness.
3. Stop finding fault with everything.
4. Keep your nose out of other people's business.
5. Don't neglect your personal appearance.
6. Be courteous and cooperate with your superiors.
7. Don't make enemies at work.
8. Try not to be sensitive.
9. Don't waste time daydreaming.
10. Work efficiently.

V. PLAN TO ADJUST YOUR SEX LIFE.

1. Cultivate an intelligent attitude toward sex.
2. Acquaint yourself with the scientific literature on the subject.
3. Practice moderation in sex matters.
4. Learn to sublimate your pent-up energy.
5. Avoid abnormal fears.
6. Don't become a sexually repressed neurotic.
7. Use common sense to guide your behavior.
8. Avoid prudishness and promiscuity.
9. Observe laws of sex-hygiene.
10. Consult a psychiatrist regarding your personal sex problems.

VI. PLAN TO MAKE YOUR MARRIAGE A SUCCESS.

1. Keep your marriage romantic, a lifelong honeymoon.
2. Avoid jealousy.
3. Control your emotions.
4. Be forgiving.
5. Don't become a married "bachelor" or an "old maid" wife.
6. Aim to please the other half.
7. Learn to make sacrifices.
8. Avoid arguments.
9. Don't nag or criticize unmercifully.
10. Play fair.

VII. PLAN TO ACHIEVE.

1. Never stop learning.
2. Make the most of your assets.

3. Strive to realize your ambitions.
4. Achieve one goal at a time.
5. Keep making progress.
6. Never become discouraged.
7. Finish what you start.
8. Inspire confidence through accomplishment.
9. Don't remain idle.
10. Learn to work with a smile.

VIII. PLAN TO ENJOY LIFE.

1. Laugh more.
2. Get your weekly quota of entertainment.
3. Don't be a pessimist.
4. Develop a pleasant disposition.
5. Cultivate new interests.
6. Read good books.
7. Make friends.
8. Listen to music.
9. Develop a hobby.
10. Accept happiness as a "state of mind" — it is "abnormal" to be unhappy.

IX. PLAN TO ADOPT "A WAY OF LIFE."

1. Defend your ideals.
2. Have faith in your religion.
3. Develop an immunity to frustrations.
4. Become less materialistic.
5. Stop exploiting your friends.
6. Don't become disagreeably conscientious.
7. Avoid prejudices, religious or racial.
8. Be glad to be alive.
9. Harbor malice toward no one.
10. Don't become your own enemy.

X. PLAN TO GIVE THE WORLD YOUR BEST.

1. Make yourself useful.
2. Teach others what you have learned through experience.
3. Help those in despair.
4. Share your success with the world.
5. Lend your cooperation to worthy causes.
6. Assume life's responsibilities willingly.
7. Be sociable.
8. Do your very best in everything you do.
9. Be a source of inspiration to others.
10. Do your job to help win this war.

Talent Will Out

YOU MAY think of a ballplayer as a magnificent dumb hulk of a man, master of his muscles but with a mental boundary no broader than a ball park. And that's where you'd be wrong, at least as far as Moe Berg, late of the Boston Red Sox, is concerned.

A guest appearance on the *Information, Please* radio program established Berg as something rare in ballplayers. Quietly, confidently, he answered question after question that stumped the experts. He turned out to be a master of nine foreign languages, a philologist, a gourmet and a student of experimental phonetics, and he batted back the answers to abstruse questions in a modest, unassuming manner that made him the hit of the show.

And what happened? Nelson Rockefeller, in charge of Uncle Sam's good-will-building activities in South America, decided that a man with Moe Berg's personality qualifications was exactly what he needed — a man who could not only speak Spanish and Portuguese like a native, but who also understood what Pan-American problems were all about. The result was that Moe Berg got his release from the Red Sox and went along on a good-will tour of South and Central America.

Test for a Happy Marriage

THE recent researches of Drs. Terman and Buttenwieser show that husband and wife should *agree* on the answers to these questions:

Which interests you the more, athletics or intellectual things?
Do you mind being "different" or unconventional?
Would you talk it over with a person who spread untrue gossip about you?
Are you discouraged when others have opinions different from yours?
Do you like to be with people a great deal?
Does conversation help your thinking more than reading does?
Do you usually prefer to work with others?
Do you like to bear responsibilities alone?
Would you rather go to a drama than to a dance?
Do you want to be alone when you receive bad news?
If you got to church late, would you rather stand than sit in the front row?
Are you bothered when people watch your work?
Are you willing to take a chance at something which is not a sure thing?
Do you try to avoid arguments?
When you are sick, do you want especially to have people give you attention?

BUT it was also found that it helps the happiness of married life if the chief characters *disagree* on these:

Do you rewrite letters before mailing them?
Have you sometimes crossed the street to avoid meeting people?
Can you get things better by studying alone than by talking with people?
Are you affected by the praise or blame of many people?
Do you try to find someone to cheer you when you are feeling low?
Do you enjoy telling others good news about yourself?
Are you cautious and thrifty about making loans?

DON'T ask us why these agreements and disagreements are important — human nature is just that way. The research of these California investigators shows that each of the likes and dislikes listed above is important in determining marital felicity. Answer these correctly, and you'll be happily married, though poor.

— ELEANOR LEONARD

They Put Personality to Work

You'll find human nature at its best in these amusing anecdotes of famous folk whose names you'll recognize

by CHARLES HENRY WESTON

A Ducking for a Shilling

THERE MUST be something eternally youthful in a man like George Bernard Shaw who, though approaching his nineties, is still able to submerge his own ego (a well-developed one) in a genial and whimsical appreciation of the other fellow's difficulties.

This was demonstrated a few years ago when the elderly but peppery playwright was vacationing on the French Riviera. As Hesketh Pearson tells the story in his new biography of Shaw, *G. B. S.* (Harper), the playwright was bathing in the sea one day while several boys disported themselves similarly near by. He observed one of the lads swimming toward him, grim determination written on his face, but something happened when he caught Shaw's eye. The boy grinned unhappily, slackened his strokes and was about to turn away when Shaw inquired what he wanted.

The lad stuttered that his comrades had bet him a shilling he wouldn't dare to duck Shaw. He had taken the bet but weakened when he caught the full force of the Shavian glance projected from under bristling white eyebrows.

"It's off," he mumbled, starting to retreat.

"Nonsense!" returned Shaw. "It's easy money. If you wait a moment while I get my breath I'll let you push my head under water."

The ducking was accomplished efficiently and the boy swam back to collect the shilling from his newly respectful comrades.

How to Ignore an Insult

DIGNITY was written all over Charles A. Dana, brilliant editor of the New York *Sun*. His brow was impressive, his head magnificent, his face full-bearded and his glance almost godlike. A formidable man to insult, even behind his back, but Charles J. Rosebault, a former business manager of the paper, has recounted what happened on one historic occasion.

The offender was John Bogart, a lovable *Sun* employee who once, after a hard session of work, returned to the office a bit the worse for liquor. His mood was unnaturally bellicose and his friends tried to shoo him home, without

result. Finally one of them warned him that the chief, Dana, might appear at any moment and there would be, in rather more vigorous journalistic language, the dickens to pay.

Bogart pounded a desk with his fists and shouted defiantly: "You can tell Charles A. Dana to —" He spoke his mind with considerable force, vulgarity and violence, and as he was winding up his tirade against the chief he became aware of a sudden uncomfortable silence in the room. Turning, he saw Dana standing in a doorway where he had overheard all.

Bogart turned sober in an instant. Lightning was about to strike. No man could well forgive the insults he had heaped upon Dana. Stepping quietly into the room, Dana merely said:

"John, you had better go home."

From that day on Bogart never touched liquor. He was always first to arrive at the office. He worked slavishly because he chose to and begrudged the time he had to take out for lunch — which he disposed of daily in exactly six minutes. It was his way of expressing affection and esteem for a man who had had it in his power to crush him utterly — yet had been too big to do so.

Here's Your Hat

You can put on a false front, you can act high-hat, you can puff and bluster with importance, and you can fool some of the people all of the time. But you can't fool a hat-check girl. Not if she is Renee Carroll, who as the hat-check girl at Sardi's is as keen an observer of personalities as you will find on Broadway.

Sardi's, just off Times Square, is a favorite restaurant of theatrical folk. Renee Carroll's candid gaze is adept at distinguishing the important and the genuine from the would-be important and the spurious. Says she:

"The big guys aren't tough. It's just the secretaries and the fresh kids outside the office that are tough. It's funny how little people try to feel big by being tough. But when you get past the little people to the big guy, he's usually got a heart as big as all backstage."

Back Talk to Black Jack

Military discipline is a formidable institution to most members of armed forces, but not to irrepressible Robert W. Wood, famous Johns Hopkins physicist, who had a commission as Major in the first World War. His assignments were scientific, highly technical and very secret, having to do with the examination and perfection of new instruments of warfare. Nobody, in fact, except his immediate superiors, was supposed to know just what he was doing, and even they weren't always sure. This was a little embarrassing when Dr. Wood was

invited, along with several other officers, to have coffee with General Pershing.

The General, says William Seabrook in *Doctor Wood, Modern Wizard of the Laboratory* (Harcourt, Brace), inquired what outfit Wood was attached to.

"Well, I suppose I'm what you would call a sort of free lance," Wood replied.

"And just what are you doing?" asked the General.

Wood pondered the question. Finally he replied to the Commander of the American Expeditionary Force: "Well, sir, it's supposed to be a secret but I don't think there'd be any harm in letting you in on it."

Always Time for Courtesy

POLITICIANS who sometimes wonder how certain members of the fraternity win friendly and wholehearted cooperation from newspapermen where others always seem to be at sword's point with gentlemen of the press may take a splendid lesson in personality and human relations from James A. Farley.

In last fall's elections, Jim Farley's candidate for governorship of New York went down to overwhelming defeat. Naturally the former chairman of the Democratic party was bitterly disappointed. Experts were agreeing that the defeat marked the end of his political career. But as Farley stood in his campaign headquarters nervously jingling loose coins in his pockets his face gave no outward sign of his inner emotions. He was still smiling.

Radio men pulled and tugged impatiently at his elbow to get him before a microphone for a statement. But newspaper photographers were demanding that he pose for pictures, and Farley motioned the radio boys away for the time being.

"This only happens once a year," he said gently as he "mugged" cheerfully for the cameramen. "Let's be courteous to these fellows."

Case of the Red Garters

POISE is a pearl above price — if you have it, you're master of any situation and no embarrassing incident is going to make you wish the floor would open up and swallow you.

William Beebe, the naturalist, was put to a peculiarly embarrassing test of poise one night while delivering a lecture at New York's swank Town Hall. His friend George Palmer Putnam relates that when Beebe walked out on the stage and started talking, the audience burst into titters. It was disconcerting; he had said nothing amusing and could not imagine what they were laughing at. An unpoised or less confident personality would have been thrown into utter confusion, for there is noth-

ing more devastating than the suspicion that you are amusing and ridiculous in the eyes of people you want to take you seriously.

"At about the third sentence Beebe looked around to see what went on," writes George Palmer Putnam in *Wide Margins* (Harcourt, Brace). "Just one movement of his left foot showed him what was wrong — and brought a gale of laughter from out front. From his left pants leg, over his patent leather shoe, trailed his Boston garters which were bright red.

"Under such circumstances, what would you have done?

"Will handled the crisis to perfection. He stopped talking, and with devastating poise moved his long lean body to the single chair that stood upon the stage. There he hoisted his left foot up on a rung, raised his trousers leg, adjusted the garter and turned back to the footlights.

"It was all done with beautifully calm deliberation. He neither hurried nor was embarrassed. He did not even smile. And with no reference whatever to the matter, he continued with the lecture. Or tried to. But the audience burst into applause."

He Admitted a Mistake

MANY PEOPLE, if they make an error, consider that all is well if they are never compelled to admit it. This common but ungraceful way of "saving face" seems to be pleasantly lacking in most men and women of outstanding charm of personality. They do not need a feeling of being always in the right to bolster their self-esteem.

When S. J. Woolf, eminent portrait artist, was doing a sketch of General Atterbury, President of the Pennsylvania Railroad, they embarked on a discussion of just what is meant by success. Woolf brought up the question as to who had achieved the greater success in life: Stephen Foster, writer of *My Old Kentucky Home* and other immortal songs, or his brother who had been a former vice-president of the Pennsylvania road.

"I think you must be mistaken," said General Atterbury. "I know the names of all the men who held that position and Foster was not among them."

That was all, at the moment. But a couple of weeks later Woolf received a note from General Atterbury, long after the discussion was forgotten. A clipping was enclosed announcing that the Pennsylvania was unveiling a portrait of Stephen Foster. And there was a warm acknowledgement of personal error:

"You were right. Foster did have a brother who was a vice-president of our road. But I had never heard of him. Stephen was surely the more successful of the two."

Do You Try to Make People Over?

I KNOW a woman who is miserably unhappy most of the time; and I have discovered why. She expects too much of people. She attempts to make them all conform to *her* standards, to what *she* considers a proper course of conduct. She is never willing to see the other fellow's point of view. Her first impulse is to criticize.

Mrs. A. will say of a friend, "Alice is so extravagant! Why will she spend so much on those fancy little hats?"

She does not remember that Alice is young, pretty, imbued with some of the natural vanity which is any pretty young woman's right. She earns her own living, and is privileged to spend her dollars as she sees fit.

To a neighbor Mrs. A. will say: "I do not see why you and Harold have to take a cocktail every evening before dinner. It's a habit that is growing on you." The neighbor should frankly tell her that it's none of Mrs. A.'s business, but she doesn't.

Mrs. A. is a born reformer. If you are a Democrat, she wishes to make a Republican of you. If you are a Methodist, why do you not see the greater joy in being an Episcopalian? And Republicans and Episcopalians don't escape. She shows them errors in their lives, too.

It is a sorry way to go through the world — forgetting that others are capable of coping with life in their own way; expecting perfection; never dreaming your own path may not be the only good one.

Once, Mrs. A. said to a woman of her acquaintance: "I can't see how you can live with your husband, knowing what a flirt he is with other women — oh, nothing wrong," she hastened to amend.

"Oh, I know all about his faults," smiled Lydia, the friend, "but he has never for a moment bored me. And that's why I go on living so happily with him."

Mrs. A. didn't understand. She was incapable of that. For she has, as you may have guessed, little imagination. She can never put herself in the other person's place.

Poor woman! She has a sad, doleful time of it, studying your shortcomings and mine, condemning, never praising. When she dies, she will find something radically wrong with the courts of heaven. And she will never know that she managed to get in simply because St. Peter was careless enough to leave the gates a little too much ajar.

— CHARLES HANSON TOWNE

How to Win Self-Confidence

If you lack self-confidence it may be because you fear yourself—and this help is just what you need

by DR. JOHN SUTHERLAND BONNELL

MOST of the destructive fears that distress people today are divers forms of the fear of life. And why do people fear life? The reason is because they are afraid of themselves.

A well-known psychologist says, "The greatest fear of civilized man is himself." This fear of self he projects onto the circumstances, situations and people he meets with in life.

One of the most frequent forms that man's fear of himself takes is a feeling of inferiority. We have heard a great deal in recent years about the inferiority complex. Many people who possess a feeling of inadequacy are said to be suffering from an inferiority complex. The term is frequently used with little knowledge of its real significance.

A true inferiority complex is rarely met with, but one frequently sees people suffering from lesser degrees of inferiority. When the psychologist uses the words "a feeling of inferiority," the pastor would speak of "a feeling of humiliation," for that is the corresponding term in religious parlance.

When inferiority is present in an individual, one may quite definitely look for pride as well. When one intensity is present, we look always for its opposite, present at the same time, either openly or in disguise.

If a man is blatant about his atheism we may expect to find in him a desire for belief in God. If he is constantly protesting his faith we may look for an inclination to doubt. If he is suffering from impulses to suicide we may expect to find in him a marked desire to live and to accomplish something in which he has been thwarted. If he evidences conceit we may expect to find inferiority. If he is distressed

AS IS APPARENT in this article, Dr. Bonnell, who is pastor of the Fifth Avenue Presbyterian Church, New York, strives to bring to the individual a feeling of peace and serenity through practical application of scriptural teachings to the problems of everyday life. The feature is adapted from an address by Dr. Bonnell in the National Broadcasting Company series, "Our Spiritual Life."

by a feeling of humiliation we may be sure that pride also is present.

Any individual who is suffering from a sense of humiliation or inferiority is a very difficult person with whom either to live or to work. He is especially exacting with those who are close to him in life. He is constantly finding fault with the members of his family and with his fellow employees and superiors.

If he is a parent, he will frequently have one of the children on the carpet lecturing and haranguing the child for as long as half an hour. He is the last to recognize where the trouble lies — that it is not in the child, but in the parent.

There is implanted in him such a deep feeling of inadequacy and imperfection that he desires to see in the loved ones in his home the perfection that he himself lacks. Therefore he becomes unreasonably angry at any deviation from the kind of conduct which he thinks ought to be observed.

CONVERSELY, whenever one sees people aggressive, domineering, quarrelsome, it is generally an evidence of the existence of some inferiority, either actual and outward or inwardly subjective. When one meets an individual who is overbearing, restless, and making exacting and unreasonable demands on others, with a temper that breaks forth every now and then in some excess, one can be perfectly sure that there is a deep-rooted feeling of humiliation present in the episode. He is suffering from self-abasement.

In early life such an individual usually bluffs and brags. It is a psychological and spiritual fact that our brags express our fears. We do not boast about what we know to be genuine achievements. It is only in the areas of life about which we feel inadequate that we resort to camouflage and deception.

THE KIND of man who is a tyrant in his own home, in social life is usually intolerant of the opinions of others. He asserts his views with tremendous emphasis and by the weight of ridicule or argument endeavors to sweep away all opposition to his ideas. He seeks to build up his own pride by being critical of others. If he can only put them down, he will rise in his own estimation. He has really lost confidence in himself. He is almost overwhelmed at times by a feeling of humiliation.

Maimonides, a noted Jewish rabbi who lived in the twelfth century, said, "Humility is the mean between arrogance and self-abasement." That golden mean is found in the Christian ideal of character.

Jesus said, "Whosoever shall exalt himself shall be humbled and whosoever shall humble himself

shall be exalted." Jesus is here saying that when a man sets himself up in boastful pride, God will bring him low; but if a man humbles himself in the presence of God, seeking not to enhance his own glory but only to perform the Divine will, him will God exalt.

By "humbling" oneself Jesus does not mean that we should feel humiliation, and by being "exalted" He is not advocating pride. He is extolling humility, the only kind of human behavior that can be truthfully designated "normal" — the golden mean between humiliation and pride.

St. Peter said, ". . . Be clothed with humility: for God resisteth the proud, and giveth grace to the humble. Humble yourselves therefore under the mighty hand of God, that He may exalt you in due time." The apostle is not suggesting that we should constantly be groveling in the presence of God. God does not desire men to come to Him like abject slaves. But he who is humble in the presence of God will never feel humiliated by his fellow man.

EZEKIEL, the prophet, records a vision of the glory of God during which he was overcome by a feeling of awe and fell upon his face. While he was bowed in the Divine Presence, he heard the voice of the Lord saying unto him, "Son of man, stand upon thy feet, and I will speak to thee."

When men humble themselves in the presence of God it is only that they may be able to stand upon their feet, to hear the voice of God and to look the world and their fellow men in the face.

While I was on a visit to a city other than New York, there came to me a businessman who was in great distress. He had been transferred from a small city and a small branch of the firm for which he was working to the corporation's headquarters. His responsibilities had suddenly become very great.

HE HAD undertaken his new work with a fair degree of confidence but discovered, after a few months, that he was having a great deal of trouble with his subordinates. He was tremendously exacting with them. Nobody could please him. All the while he felt that his efficiency was decreasing.

When he came to me he said that the tension had already made itself felt in his own home with his wife and children. When he came home tired from a day's work at the office, having exhausted himself, he had nothing but the dregs of his time and his temper for his wife and children.

"I wish you would tell me," he said, "what is the matter with me. At one moment I feel that I can do the job, that I am entitled to this position, and that it is a fitting reward for all my earlier efforts. At such times I feel that I can do the

work as well as anyone else — or better. At other times I am completely discouraged. I lose confidence in myself. I am afraid to meet my superiors. I am afraid of everything."

I ASKED this businessman if faith in God had any reality for him, and he admitted that since coming to his new position he had almost wholly ceased attending church or offering any kind of prayer.

"Can you tell me," he said, "what is the matter with me? Why haven't I confidence in myself as I once had? Why is there so much tension in my staff?"

I explained to him that his demand for perfection from those who surrounded him was a reflection of his own insecurity and his feeling of inadequacy. "You are alternating between humiliation and pride. What you need is a first-hand experience of God. To Him you will have to surrender your false and childish pride. When one has humbled himself before God he doesn't need any longer to be inferior in the presence of his fellow men."

We discovered in the life of this man a latent inferiority that had been established in his boyhood and that had been brought to the surface of his life by the exacting duties and responsibilities of his new post. This businessman went to God for help, asked God to fill his life with Divine strength so that he might stand on his feet without feelings either of inferiority or of pride. Two verses from the New Testament he found especially helpful.

The life of this businessman became so centered upon God that a new confidence and courage was born in his heart. He wrote me weeks afterward as follows:

> God has become tremendously real to me and I find that the tension has now gone out of my business and my home since I have surrendered my foolish pride and inferiority. At first it was a bit of a struggle but I learned to draw upon the spiritual resources available to me and I remembered those verses from the New Testament: "If God be for me who can be against me?" "I can do all things through Christ who strengtheneth me." They have helped me to victory many a time when my courage began to fail.

TRUE HUMILITY involves an awareness of one's achievements and one's failures, one's strength and one's weakness, one's capacities and one's limitations. True humility prevents our attempting what lies beyond our power and our neglecting those tasks that are within our capacity.

Inferiority and pride lose their power over us when we accept God's judgment of our worth, when we surrender our lives to Him.

Thereafter we shall feel neither humiliation nor pride in the presence of men.

Pointers to Mental Development

You'll find these pages packed with practical counsel that you can apply to your own life

by JILL EDWARDS

PSYCHOLOGISTS constantly stress the importance of the power of the mind over the body. Often in this connection I am reminded of an old Persian tale about a charming Prince who was handsome in every respect, except that he was, unfortunately, a hunchback.

One day, he ordered a statue. He stipulated that it be made exactly like him in every way, except that it be given a straight back, instead of a crooked one. When it was completed, it was set up at the end of the royal garden, and every evening the Prince would stand in front of it and say, "I'm like that. I'm tall and straight and handsome." After a time, he became just like the statue. Of course, that is only a story, but it carries a very important truth. We do, indeed, grow according to our thoughts.

One night I saw Lorado Taft perform a fascinating experiment. He took a lump of clay in his hands. With a few deft touches, he made it into the face of a young girl with good features, but with no particular character. A few pats with his fingers, and he changed it into the face of a disagreeable, discontented middle-aged woman. A few more deft touches, and it became the face of a beautiful, brooding, loving grandmother. This same idea is embodied in our story of the Great Stone Face. You recall Hawthorne's tale of the boy who thought about the great stone face on the cliff, wondered who it could be, and dreamt about it so much that he became himself the man of this noble countenance.

From such stories we can begin to see how important it is for us to develop a personality sketch of ourselves and hold it constantly in mind. It is not a picture of our true selves as we are now, with all

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our faults and failings, so much as it is an idealized portrait of what we know we can be at our very best. This idealized portrait we may vision when we think of ourselves by name and see ourselves objectively. It is a practical end to be kept in view and toward which to work.

The personality picture, moreover, must be consistent. We cannot be everything. A person who tries to be everything to everybody usually ends by being nobody to anybody. One cannot be the world's greatest paramour and the world's most faithful wife. They simply do not go together! William James, the psychologist, puts it amusingly. He says, "Not that I would not be both handsome and fat, and well-dressed and a great athlete and make a million a year; be a wit, bon vivant, and a lady killer, as well as a philosopher, philanthropist, statesman and warrior, African explorer, a poet and saint. But the thing is impossible.

"The millionaire's work would run counter to the saint's. The bon vivant and the philanthropist would trip each other up, and the philosopher and the lady killer could not keep house in this same tenement of clay." Mr. James was a wise man!

Not only must this personality picture be consistent in its attributes, but it must be consistent with the temperaments and abilities natural to the person. It would be discouraging for one of our sons, for instance, to hold the personality picture of a smooth banker who works with his brains only, if he is cut out to be an expert mechanic or engineer, a craftsman. Again, it would be futile for one of us to hold the personality picture of a great opera star, without a note of music in one's make-up.

ANOTHER aspect of the mental field which we should discuss here has to do with learning. Most women today are on their toes about new ideas. Most — not all. I sat next to a prominent club woman at a luncheon the other day. She was a fine woman, you know, *but* she was so difficult to talk to. A famous lecturer had come to our town that week. I asked her if she had heard him.

She said shortly, "No." A magazine article was under discussion at the other end of the table. I turned to her and said, "Have you read it?" Again she said, "No." After one or two more futile attempts I subsided. Then she turned to me and said, "I want you to know, I never go to lectures and I never read magazine articles." Before I could gasp my astonishment she continued, "My husband is an extremely well-informed man and he can tell me anything I need to know."

Naturally, I have great respect for my husband and for his knowledge in his chosen field, as you

have for your husbands in theirs, but I think none of us can afford to be limited in what we can learn by what they can tell us! No indeed, we are all eager to learn for ourselves.

AN IMPORTANT reason for this interest in learning is that the psychologists have exploded the old saying, "I am too old to learn anything new."

Not long ago I read about a thrilling set of experiments which Professor Edward Lee Thorndike performed at Columbia University. He proves in them that the most rapid learning period for a human is between twenty and twenty-five, not when we are young, as we used to think. He says that after twenty-five we learn a little more slowly, but, he continues, this is more than compensated for by the fact that after twenty-five we very much want to learn whatever it is we take up, and also by the fact that we at once begin to *use* what we take up. It is *using* a thing that makes it an integral part of the personality, that makes us grow. This is encouraging news for some of us who have waited until now to develop the abilities that are lying dormant within our own individual designs.

A Chicago artist who had a splendid reputation with his crayon portraits, decided when he was fifty-seven that what he really wanted to do was paint people in oils. So he sublet his studio, went to Paris and studied with great masters. Now he is back in Chicago doing oil portraits and splendid ones, at that.

And there is another artist, a writer, whom I often see in the summer-time. While lying on a raft in the sunshine one day, I asked him just when he started to learn to play the piano. He had come down to Chautauqua, New York, to give a concert. He said that he had always wanted to play, but that he never got around to it until he was forty-four. At that time he bought two pianos. He had one in his bedroom at home and the other in his office; wherever and whenever he had a few spare minutes he practiced. Now he plays the difficult concertos with the important orchestras throughout the country. And that is just a side line with him.

BUT IT is not only artists, authors and professional people who keep learning new things. Quite ordinary people do, too.

What new things are you learning? Are you reading systematically? Would you like a list of books from which to choose the ones you think will help you most in the development of your personality? Such a list is included with this article. They are convenient charts to culture — background maps.

How may one develop and reflect that state of mind called cul-

ture? One way is by reading, for in the thoughts of the best minds the ages have produced is to be found the key to understanding the meaning of life as it has progressed through struggle and achievement, defeat and accomplishment, despair and hope. If we would know our world and see ourselves as living, acting parts of it, we must come into acquaintance with the best that has been thought and said throughout the ages.

Culture is a state which the personality can enjoy, or reveal, through a wide background of experience. An effort to give the effect of culture, without having it through actual experience with the arts, sooner or later shows itself ridiculous.

Although most of us are alert and eager to keep up with new things, perhaps we are not so careful to aim at what a prominent educator calls "getting a mastery." This man claims that, in each one of us, there lies a talent or a combination of abilities which, if developed consistently over a period of years, will make us an authority in some particular field.

Now, attaining such a mastery does many things for us. In the first place, it integrates our knowledge. I do not mean that we should not be interested in a great many things. We should, yes, but my point is that if we have a mastery of some one thing, it orients us and steadies us. It gives us a set of pegs, on which we may hang in an orderly manner all the scraps of information we pick up as we go along.

Back To School

I REMEMBER, many years ago, I had a Negro cleaning woman of whom I was proud because she was going to school one night a week. She was learning to write her name. When I came back to town after the summer and took her on again, I found she was planning to go back to school. I said, "Jessie, that's fine. You're going to learn to read this time, aren't you?" She replied, "No ma'am, A'se goin' to learn to write. Ah wants to write mah name." I said, "Why, Jessie, you learned to do that last year." And she replied, "Yas'm, Ah learned, Ah learned good, but Ah done got marri'd ag'in!"

AGAIN, having a mastery gives one that valuable asset, self-respect. To be an authority in at least one subject does something for the expansion of the personality.

Many years ago, I knew a woman who loved her children but had no particular system about raising them. She simply thanked her lucky stars if she kept them alive from one day to the next! Naturally, she was nervous and irritable. One day she started reading a book called *The Modern Parent*. It interested her so much that

she read other books on child psychology. She tried out the theories on her own youngsters with success.

Later, she was asked to lead a mothers' meeting at the school, because it was becoming known in our community that this woman knew all about modern methods in child training. Then she was asked to go up to the nearest large city and give a radio talk. Some months later she wrote an article and it was accepted by a parents' magazine. All of us who knew her forgave her for keeping, in full view on her living room table, that particular copy of the magazine, with her name in print on the cover. Having a mastery made that woman over. She had a right to be proud.

Yes, it is a good idea to be interested in many things but, at the same time, to concentrate on one. Years ago I heard a story about a man who concentrated. The first time it was told to me I thought it mildly funny. When I thought of it ten years later, it seemed pathetic. Now, twenty years later, I think it glorious!

When I was a young girl, I took a bicycle trip with my father and brothers through southern England. We were visiting twelfth-century churches, and in one old church we came across a sexton who, we were told, had worked for fifty years without a holiday. At last he was given a day off, and he used that precious day to trudge twelve miles to see how they took care of their graveyard in the next village!

As I said, ten years ago I thought that was pathetic because, at that time, I believed everyone should be broad-minded. Now I think it splendid because that man had a mastery, something in which he was supremely interested. That something he had made me remember him all through these years when I've forgotten every other sexton we met on the whole trip!

ANOTHER personality pointer in this connection is the admonition to stop regretting that we had no formal schooling after a certain grade; that we did not go to high school or college.

Lack of education is not an adequate excuse for social maladjustments. It is too easy to shrug helplessly and say, "Of course I don't fit in, but then it's not my fault. I never had a chance to finish school." Formal schooling is no open sesame to the ambitions we all have: beauty, admiration, love, importance in the community. It is a help — I do not belittle education at all — but it is foolish to sit down on our haunches and say, "Well, twenty years ago I didn't do that; so there's no hope." Even if we finish college, our formal learning stops at about twenty-two. There are many, many years between twenty-two and eighty.

Knowledge will do nothing for us unless we do something about it. Every bit of it should be used as soon as possible. If we will use it in between times and thus bring something with us when we come again to receive knowledge, the knowledge will have fertile soil.

If we are studying current events, for instance, facts will go in one ear and out the other, unless we read the papers systematically and digest at least one good weekly magazine. Once we have actually done something ourselves, been active, then the radio talk on the present situation in Europe will mean something to us. We will not listen to the speech and forget it immediately, but it will penetrate into our minds and mingle with what we already know; modifying and enriching our knowledge, and giving us something with which we can go forth and gain more learning from our next attack of reading or listening. And all of this will enable us to talk with people, which is, after all, our object in developing a friendly, cooperative personality.

Join or form a small group for the study of conversation. It makes learning so much easier. A great deal of will power must be exerted to do things alone. A club makes study seem more worth while when we know that the little group is waiting eagerly to hear what book we have read this week, what movie we have seen, what interesting ideas we have evolved, what progress we have made in the state of personal expansion.

100 Worth-while Books

THESE ARE books that every American, between the ages of 20 and 45, ought to read. Selected by a Committee of Ninety-Six educated men and women all of whose names are found in *Who's Who in America.* Arranged in order of their popularity with the Committee. First published by the Horton Publishing Company, Spokane, Washington.

"*Better read the best books first else you may not have time to read them at all.*"

1. SCOTT, *Ivanhoe.*
2. DICKENS, *David Copperfield.*
3. HAWTHORNE, *The Scarlet Letter.*
4. HUGO, *Les Miserables.*
5. FRANKLIN, *Autobiography.*
6. HALE, *Man Without a Country.*
7. WALLACE, *Ben Hur.*
8. SHAKESPEARE, *The Tempest, King Lear, Hamlet.*
9. BOSWELL, *Life of Johnson.*
10. BUNYAN, *Pilgrim's Progress.*
11. BALZAC, *Pere Goriot.*
12. EMERSON, *Selected Essays.*
13. LYTTON, *Last Days of Pompeii.*
14. THACKERAY, *Henry Esmond.*
15. STEVENSON, *Treasure Island*
16. THACKERAY, *Vanity Fair.*
17. CERVANTES, *Don Quixote.*
18. HOWELLS, *Rise of Silas Lapham.*
19. MEREDITH, *Ordeal of Richard Feverel.*

20. Goldsmith, *Vicar of Wakefield.*
21. Dana, *Two Years Before the Mast.*
22. Cabot, *What Men Live By.*
23. Thoreau, *Walden.*
24. Kingsley, *Westward Ho!*
25. Bok, *Americanization of Edward Bok.*
26. Defoe, *Robinson Crusoe.*
27. Bryce, *The American Commonwealth.*
28. Burroughs, *Accepting the Universe.*
29. An Autobiography, *Education of Henry Adams.*
30. Dostoyevski, *Crime and Punishment.*
31. Mark Twain, *Huckleberry Finn.*
32. Carlyle, *Heroes and Hero Worship.*
33. Swift, *Gulliver's Travels.*
34. Wharton, *Age of Innocence.*
35. Hudson, *Far Away and Long Ago.*
36. Arnim, *Elizabeth and Her German Garden.*
37. Tolstoi, *Anna Karenina.*
38. Maeterlinck, *Life of the Bee.*
39. Mark Twain, *Innocents Abroad.*
40. Burroughs, *In the Catskills.*
41. Brontë, *Jane Eyre.*
42. Craik, *John Halifax, Gentleman.*
43. Stevenson, *Kidnapped.*
44. Cooper, *Last of the Mohicans.*
45. Wallace, *Lure of the Labrador Wild.*
46. Blackmore, *Lorna Doone.*
47. Charnwood, *Life of Abraham Lincoln.*
48. Alcott, *Little Women.*
49. Eliot, *Mill on the Floss.*
50. Macaulay, *Selected Essays.*
51. Malory, *Morte d'Arthur.*
52. Thackeray, *The Newcomes.*
53. Eliot, *Romola.*
54. Irving, *The Sketch Book.*
55. Green, *Short History of the English People.*
56. Wells, *Outline of History.*
57. Dumas, *Three Musketeers.*
58. Mark Twain, *Tom Sawyer.*
59. Addams, *Twenty Years at Hull House.*
60. Harris, *Uncle Remus and His Friends.*
61. Grayson, *Adventures in Friendship.*
62. Wister, *The Virginian.*
63. King, *Rational Living.*
64. Benson, *From a College Window.*
65. Lowell, *Among My Books.*
66. Slosson, *Creative Chemistry.*
67. Bennett, *How to Live on 24 Hours a Day.*
68. Washington, *Up from Slavery.*
69. Service, *Spell of the Yukon.*
70. Roosevelt, *Letters to His Children.*
71. Parkman, *The Oregon Trail.*
72. Van Dyke, *Days Off.*
73. Hardy, *Far from the Madding Crowd.*
74. Fiske, *Critical Period of American History.*
75. Parkman, *Pioneers of France in the New World.*
76. Van Dyke, *The Gospel for an Age of Doubt.*
77. M. Arnold, *Selected Poems of Wadsworth.*
78. Crothers, *The Gentle Reader.*
79. Scott, *Lady of the Lake.*
80. Burroughs, *Wake Robin.*
81. Kipling, *The Seven Seas.*
82. Austen, *Pride and Prejudice.*
83. Ford, *The True George Washington.*
84. Carlyle, *French Revolution.*
85. Conrad, *The Nigger of the Narcissus.*
86. O. Henry, *Four Million.*
87. William Penn, *Fruits of Solitude.*
88. Lucas, *The Open Road.*
89. Tarkington, *Penrod.*
90. Darwin, *Voyage of the Beagle.*
91. Hardy, *Tess of the d'Urbervilles.*
92. Muir, *Mountains of California.*
93. James, *Portrait of a Lady.*
94. Barrie, *Margaret Ogilvy.*
95. Galsworthy, *Fraternity.*
96. Kempis, *Imitation of Christ.*
97. Fiske, *The Idea of God.*
98. Pope, *Essay on Man.*
99. Stevenson, *Virginibus Puerisque.*
100. James, *The Will to Believe.*



Streamlining the Male

First impressions are mighty important—and that's where proper clothes play their part

by KATHERINE FLYNN

YOU MAY not wholly agree with the old Dutch proverb which says that "clothes make the man," but unless you are just naturally contrary you must admit that they go a long way toward stamping him; so much so, in fact, that when you meet a man for the first time, whether you are conscious of doing so or not, you form your first impression of him from his clothes, his personal appearance.

Since we live in a competitive world, it would seem highly important then for the man who wants to get places to give some thought to the business of making that first impression a good one.

For some reason the average American male considers it "sissy" to pay too much attention to dress. He usually has a set of cut-and-dried convictions about the sort of clothes he likes and these are the clothes he wears. Regardless. Whether they please the little woman or those who have to look at him every day causes him little concern, for a man, as a rule, does not dress to please others. He dresses, primarily, to please himself, and you don't have to take our word for it — ask your tailor. This doubtless explains why the wrong men wear brown suits, why the man who has never bothered to practice girth control steps blithely out in a belted coat with a trick back and pockets in queer places, and why the man whose figure follows the lines of a roll-top desk orders up a replica of a suit that looked marvelous on some movie star.

TIME WAS, of course, when men painted and powdered and wore fancy pants. Far be it from us to advocate a revival of that custom. But we do suggest this: That it might profit the average man occasionally to take stock of himself and consider his appearance in its relation to personality and success.

Frequently, and without being aware of it apparently, a man wears clothes that really do him wrong by accentuating certain bad points of his physique. A little time spent on learning how to dress to minimize his bad points and emphasize his good ones would, it seems to us, pay dividends. There are numerous tricks which can be employed. For example:

The short, slender man will look inches taller if he wears a suit coat that is cut with a low waist line to make the upper half of his body seem longer, and the bottom barely covering his trousers pockets, thus leaving a greater length of trousers exposed.

The man who is unusually tall and leggy needs just the reverse — a coat that is high enough in the waist to shorten his body, and one that hangs well below his side trousers pockets.

A LOOSE-FITTING, single-breasted coat will do a great deal more for a fat man than a closely-fitted coat. The latter merely accentuates his weight. A single-breasted coat, left casually unbuttoned, will also hide a "bay window" much more effectively than a double-breasted coat which must remain buttoned. As a rule, a double-breasted coat will make a man who is straight up and down, but stocky, look slimmer. But if he is short or overly heavy he should beware. The double-breasted effect may make him look like an over-sized sausage.

Then there is the matter of coat lapels. They should be of the right shape and proportion. Men who are tall and lean can wear wide, pointed lapels, but the man who is round of face or who is heavy of build should wear a narrower, longer lapel, with conservative notch. The same applies to the shirt collar. And, incidentally, a bad-fitting or unbecoming collar can do a lot to mar a man's appearance. The man with a long skinny neck looks best in a soft roll collar with a high seam inside, whereas the man with a short, thick neck will find a flat collar more flattering. Also it should be comfortably loose so that his neck will not bulge over it.

When it comes to hats, the wise man will take a good long look at himself in the mirror before he makes his purchase. The important thing to consider is the shape of his face. If he has a square or double-chinned countenance he needs a wide brim. If his face is wide across the eyes and tapers to a pointed chin, he should wear a medium-brimmed hat. The rolled-brim Homburg looks best on a long, lean face. The snap-brim, medium to dark gray felt, creased at the top and pinched in front, is practically always a safe bet because it is usually becoming to men of any age.

THE ABOVE tips come from one of Hollywood's most famous tailors who has outfitted such men as Clark Gable, Warner Baxter, Gary Cooper and other stars.

An actor, of course, regards clothes as a matter of business. One of the first things he learns is the importance of dressing the role he is to play. Many an actor has secured a role merely because he *looked* the part. And that, it seems

to us, is an important thing for any man to remember. If you are engaged in or expect to engage in the profession of law, medicine, banking, dress the part. In other words, dress in a conservative, dignified manner. The lawyer or the doctor who gets himself up like a playboy is not likely to inspire confidence in prospective clients.

People naturally expect actors to wear eye-catching clothes, and in Hollywood where sports clothes are the order of the day, one sees colors that would put the rainbow to shame and trick styles that are definitely in the wacky class. The average man would be misguided indeed if he attempted to incorporate such clothes in his own wardrobe.

"The keynote of any man's wardrobe should be comfort," a well known Hollywood tailor says. "Let's have suits that are more conservative as to cut and colors that are less flamboyant. Browns are best on men who have olive or sallow skins. Blonds should stick to blues and grays."

CERTAINLY there is a place for color in every man's wardrobe but it should not be used with too heavy a brush. One of the biggest clothes errors the average man is likely to make is combining with suits the wrong colors in shirts and ties.

The white shirt, naturally, goes with any suit. Light or medium blue is best with blues and grays. It is best to keep the shirt stripe in a tone that harmonizes with the color of the suit, and the tie in the same or a contrasting tone. White or buff-colored shirts should be worn with brown, and the accompanying tie in shades of wine red, brown, tan, and certain shades of green. But go easy on the green. The wrong shade can be an awful eyesore.

INASMUCH as the fundamentals of a man's wardrobe change very little from year to year it is a comparatively simple matter, or should be, for a man to assemble a good basic wardrobe. We asked John Payne, who is one of Hollywood's best-dressed younger stars, what such a wardrobe should consist of. The following is his idea, designed for the average young man who does not have a great deal of money to spend on clothes.

One dark suit in navy blue or blue with a very fine pin stripe, because it will serve all occasions. If the suit is single-breasted, he should be careful about the vest. It should be properly cut so that it will fit snugly around the waist.

The second suit should have color, depending upon taste. A shetland or a sturdy tweed is a good bet, favoring brown if the man happens to be dark, and a more neutral shade if he happens to be medium or light. This suit

should be single-breasted and conservative as to cut. For the man whose tastes do not run to tweeds, a herringbone weave in medium gray or gray-blue is recommended.

If the young man's habits are such that he has occasion to wear it, one good sport coat — not too noisy in pattern — is a good investment. This can be worn with flannel trousers, a gray or white shirt according to preference, and a dark pin-dot tie. For the city dweller whose outdoor activities consist largely of a Sunday walk in the park, a double-breasted gray flannel suit of conservative cut will perhaps be more desirable.

Since an overcoat is supposed to last more than one season it is well to choose something in medium gray or black. For the average young man, a trench coat will also come in handy and they are not expensive. One pair of brown brogues in good dark leather and a pair of severely tailored black shoes are essential.

"The above can be elaborated as much as desired," says Payne, "but with such a wardrobe the average young man can get by nicely and he will also look well-dressed. I have not included evening clothes. These follow definitely prescribed rules and a man could scarcely stray from them if he tried."

And there you have it — a few tips to John Doe on how he can improve his personal appearance. And though we are putting this last, it is really *first* in importance. Whether it's business or pleasure you are dressing for, a neat, well-groomed appearance is absolutely essential to any man's physical attractiveness, and is a very necessary first aid to making that first impression a good one.



Answers to "How Smart Are You?"

(*from page 26*)

1. None. **2.** Amelia Earhart. **3.** Clemenceau, Lloyd-George, Wilson, Orlando. **4.** One gained at prohibitive cost, hence equivalent to defeat. **5.** Face and jaw, particularly the latter. **6.** No, an airplane can only zoom upward. **7.** Antonio Stradivari. **8.** Coins. **9.** Mars. **10.** No, at increased speed.

11. Ice. **12.** Ten. **13.** Valve. **14.** A bluff bid. **15.** *Alice in Wonderland.* **16.** No. **17.** Mules. **18.** *Abie's Irish Rose.* **19.** Blighty. **20.** Eight.

21. Johannesburg, S. Africa. **22.** Latter Day Saints. **23.** Lloyd's of London. **24.** Fifty-two. **25.** Boston cream pie. **26.** Thomas. **27.** Will Rogers. **28.** Xantippe. **29.** No. **30.** Cigar stores.

31. St. Simon Stylites. **32.** Without straw. **33.** E. **34.** An art character created by Charles Dana Gibson. **35.** Cowboys. **36.** The penal colony that includes Devil's Island. **37.** To measure wind velocity. **38.** Haroun-al-Raschid. **39.** Sulphur. **40.** Florenz Ziegfeld.

41. Euclid. **42.** India, Austria. **43.** George Washington, Thomas Paine, Robert Morris. **44.** Full house. **45.** One, Andrew Johnson; he was acquitted. **46.** Guano. **47.** Prussian province. **48.** Admiral Farragut. **49.** Fifteen. **50.** Stanza of 8 lines.

Self-Starters for Stalled Minds

To earn $5,000 a year or more, you have to produce ideas; here's how to get them by mental induction

by DONALD A. LAIRD, Sc.D.

Author of "How to Use Psychology in Business" and many other books

DO YOU want to earn $5,000 a year? That is a foolish question, of course. We all know what the answer is.

The important question for the average man is this: "What do I have to do to earn $5,000 a year?" That is not so foolish. The answer to this sensible question has recently come from the psychologists' laboratories. The answer, briefly, is: *find how to get new ideas out of that head of yours.* Not queer ideas, eccentric notions, or goofy inventions — but workable new ideas which will help others and make you famous.

Dr. Frederick L. Wells has been studying many angles of human nature from the Boston Psychopathic Hospital for years. One of his many discoveries which is of greatest interest to the average man or woman was made during the depression.

Dr. Wells experimented with a group of people who had been able to earn $5,000 or more during the depression, steadily, year after year. This was money they *earned* — it was not inherited or from investments. He gave this unusual group of people all sorts of psychological tests, and compared them with other people who had just as good an education and just as fine an opportunity to earn that sum, but who had not been able to earn as much as $5,000 each year.

There was one quality Dr. Wells found the $5,000 a year group had, to a man, which the other group did not have to any great

Six Ways to Get Ideas

1. Search for important general rules and put them to work.
2. Criticize your own old ideas.
3. Devise improvements in some daily routine, such as dressing; then try to figure out how similar changes could apply in your daily work.
4. Seek as many friends as possible whose fields of work are different from your own.
5. Learn to *direct* your daydreaming in a daily Rambling Thought Hour; relaxation helps inductive thought.
6. Read outside your own field; don't mind only your own business, but learn something about the other fellow's too.

extent. This ingredient was *the ability to get ideas.* It is closely related to what many people call "creative imagination." It largely explained why these people had made such satisfactory earnings during the depression.

While Dr. Wells was busy with his investigations in Boston, Dr. L. L. Thurstone in Chicago was working intensively on his research into the basic factors of brain power. The Chicago psychologist emerged from his mass of data with the discovery that one of the seven primary factors of brain power is *induction.*

INDUCTION, originality, inventiveness, creative imagination, all have certain things in common, things worth knowing, whether we want to get into the $5,000 a year class or merely to develop our brain power. Considered narrowly, induction is the finding of some rule or principle. Broadly considered, it means finding the general rule or principle and then putting it to work.

Some people have their heads chuck-full of bright ideas, of half-baked notions, all the time. That does not imply, however, that they have good powers of induction. Induction, in fact, should put a brake on woozy notions. As it may slow down the number of brilliant thoughts such people get, it should at the same time improve the quality of the ideas, so they really become workable and useful. Improving our mental induction, therefore, does not always mean getting *more* ideas, but rather, getting *better* ideas.

While we are urging ourselves to incubate ideas, it is thus plain that we should discriminate unusually well. My students are usually flabbergasted when I explain to them how the work of celebrated Ivan Pavlov on the brain of man and animals shows that the brain's primary job is *not* to generate ideas, but to distinguish the good from the bad, to discover what is essential and what is misleading.

Don't clutter up your head with a horde of petty, insignificant things, but *search for the important general rules and put these to use.* You can be a walking encyclopedia of useless information and still rate zero or minus on inductive power.

WITH MOST persons, however, the crux of the problem is, "How shall I start to get ideas?" A good start in getting new ideas is to criticize our own old ideas. This usually results in a half-dozen ideas springing up where only one grew before. Examine some of the things you do, ask yourself why you believe some of the things you believe, and, lo! You will find many ideas beginning to sprout.

A little level-headed personal faultfinding with yourself is good yeast for raising ideas. Most of our faultfinding is aimed at others —

at the boss, the neighbors, our rivals — and when it is others we are aiming our shafts at, the natural inclination is to be bitter and complaining, and no more. But when our shafts are directed toward ourselves, then the situation is different and our attitude becomes one of charity rather than unfriendly criticism.

Probably that is why so many find it easy as eating cherry pie to pick all sorts of fault with the way their boss does things, but never reach a constructive conclusion about it. When the shoe is on our own foot, then we tend more to think along the lines of "What can be done about it?"

TAKE THE usual routine you follow when dressing, for instance. You could doubtless save time, wear on clothes, and improve your appearance if you gave this daily detail some constructive thought. The late Major Frank Gilbreth, pioneer in industrial psychology, did just that thing — and ended up by learning how to shave himself with two razors, among other improvements.

Right now, take a few minutes and review in your mind's eye what you usually do when dressing, and figure several ways in which you could make it better, both in saving time and in the end results. You will hit upon some changes which are worth adopting — then, and this is the impor-

What's the Next Number?

HERE IS a test of your powers of mental induction: Each row of figures has some underlying principle which, when you discover it, will enable you to fill in the blank spaces with the numbers that come next in order. Take all the time you want; do not turn to the answers, which will be found on page 76, until you have arrived at your own answers or given up.

Group One

2	4	6	8	10	....
39	34	30	25	21	....
52	44	36	28	20	....
15	18	24	33	45	....
74	71	65	56	44	....
60	57	52	49	44	....
64	55	46	37	28	....

Group Two

27	31	39	51	67	....
84	79	69	54	34	....
47	44	38	29	17	....
34	38	46	58	74	....
47	42	39	34	31	....
51	49	45	39	31	....

Group Three

16	17	15	18	14	19	...	...
1	4	9	16	25	36	...	...
3	6	8	16	18	36	...	...
21	18	16	15	12	10	...	...
4	8	10	20	22	44	...	...
15	16	14	17	13	18	...	...
20	17	15	14	11	9	...	...

tant crux of induction, *figure out how similar changes could be made in your daily work.* The essence of induction is to apply things which work well in one situation to other situations which are analogous.

MANY of the epoch-making inventions of the world are produced by apparently ordinary people who used induction to apply something which worked out well in one field to another. That is why so many of our important inventions have been made by men who were not familiar with the field in which their invention was made.

The spinning frame was not invented by anyone in the textile industry, but by a barber. A teacher, Eli Whitney, and not a cotton planter, invented the cotton gin. The geological significance of fossils was discovered by William Smith, a surveyor. Joseph Priestly, a preacher, discovered oxygen. Microscopes were first made by Anton von Leeuwenhoek, a janitor.

A portrait painter invented the telegraph. George Stephenson, a coal miner, invented the steam locomotive. Herschel made his telescopes in odd moments between playing in a dance band.

A Chicago street contractor was the man who invented the Pullman sleeping car. It was a dry goods clerk, Eli H. Janney, who invented the automatic coupler for use on railroad cars. Thomas S. Hall, a cloth manufacturer, invented the block system which speeded railroad traffic and made it immensely safer. Moses G. Farmer, just a plain schoolteacher, invented the electric locomotive.

These men took ideas with which they were familiar and merely applied them to another field, railroading, and not only made money for themselves by this mental induction of theirs, but saved many lives as their ideas were put into practice and railroads became vastly safer.

CROSS-BREEDING of ideas like this is induction. Old-time textile men were pretty well satisfied with their plants, but a barber who knew only a little about making textiles, did use his head to combine some things he had observed, and, presto! the spinning frame resulted.

We get ideas by induction when we shift our circle of friends, or enlarge the circle, to include people who work in other fields. From these divergent fields we can pick up ideas — if we have our heads geared for induction — which may have amazing usefulness for our own bread-winning. It is inductive suicide to have most of our associations with those who have the same interests and work that we do.

Specialized reading, like specialized human associations, is

bad for our inductive development. Wide reading helps induction by supplying us a variety of ideas for cross-breeding. Medical inventions have been made by engineers, and electrical gadgets have been invented by physicians. Get over the fence and into other fields regularly — that is a dynamo for getting ideas.

Extend your eyes and your ears into matters which are new for you. And each week figure out how some idea gleaned from one of these alien fields can be put to use by you in your own field.

THERE IS always a market for practical products of mental induction. A young graduate from the University of Iowa combined things he learned about ice cream and about candy shortly after he got out of college, and made a fortune with his Eskimo Pies, forerunners of a horde of candy-ice cream combinations. A western movie manager combined elements of games and produced — and patented! — "Bank Night," which still brings him in thousands of dollars in royalties each week. A man in Pennsylvania has just recently improved that old standby, closet hangers for men's and women's suits, and a single New York City store sold more than $500 worth of them in a single week as a starter.

A cigarette man got the idea of combining cooling, soothing men-

Self-Starters

➠ LET YOUR inductive abilities go to work on these; see how many practical ideas you have left over after you have examined these suggestions. How many could be made to apply to your own field?

What may enable us to see through fog?

How can sidewalks be made easier on feet?

Can we make shade trees grow faster?

How can auto parking be simplified?

Can a house be heated without causing drafts?

Could newspapers be made easier to read?

How can the appearance of our highways be improved?

Why doesn't paint last longer?

Why couldn't underwear and stockings be made of paper?

Does electricity have to be carried through wires to our houses?

Iron should be made that does not rust away.

What new kinds of musical instruments could be devised?

What color scheme for an automobile is suggested by a sunflower?

Why couldn't rubber tires be used on railroad trains?

It should be possible to make a handier package for cigarettes.

Why do pencil leads have to break?

Could soap be made to be less slippery when wet?

thol with tobacco, and such mentholated cigarettes are at the present writing still gaining in sales each week. At the close of the world war a young lumberman in Minnesota got the idea of applying some principles of the vacuum bottle to houses, of insulating them so they are warm in winter and cool in summer; on this idea Bror G. Dahlberg started a company which has grown to international scope, and house insulating provided many jobs the country over right through the depression.

A DISCOURAGING finding made by Dr. Wells was that even among his $5,000-a-year men, creative induction became weaker with increased age. The older men had less of it than the younger men possessed. Why? Probably for the reason that early education — all their education, in fact — had done nothing to ingrain in them the inductive habit of mind. And with disuse, it inevitably becomes weaker year by year. With continued use, however, it becomes stronger.

Recall the game of billiards. In this pastime it is the good shot who gets most practice. Every "hit" earns another try. That is the way it works with "brain power." Those who make good use of the different factors early in life get more and more practice, and become stronger and stronger, while those weak at the outset — and *who make no effort to improve* — get less and less practice, and inevitably skid downgrade. A Steinmetz or an Edison continually becomes better through sheer practice, while you and I will steadily go down — unless we force ourselves to exercise these functions of our brain power.

HIGH-POWERED executives and top-notch scientific workers take a definite time each day for their inductive exercises. It is a period when the executive's secretary protects him from interruption, when the scientist locks the door of his laboratory. Other people reach the same result by setting aside a definite time for their Rambling Thought Hour. Such an hour is not one for idle daydreaming, but for *directed* daydreaming, in short, for inductive functioning, and is often more productive of profitable suggestions than ten High Speed Hours.

In this day and generation, particularly, we need a Rambling Thought Hour, for its relaxation as well as for its inductive fruits.

Relaxation helps inductive thought. But for verbal reasoning it is muscular tension which helps. Both relaxation and tension thus have their part to play, but they should not be mixed up. Relaxation for creation, tension for persuasive speech, could well be your guide.

Are You Sure It's a Barrier?

If something seems to be holding you back, be sure it isn't a pencil line that you have drawn yourself

by CONSTANCE CAMERON

SO LONG ago that I can't remember where I saw it or who wrote it, I read a story about a little bug who could get nowhere. At least he was certain he could get nowhere. There was a queer, circular obstruction around him and he concluded it was insurmountable. He would run to it and stop, dash to another curve of it and stop, until finally he grew so discouraged he didn't try any more. But the circle was only a pencil line someone had drawn around him on the white paper where he'd been sitting.

I've never forgotten that bug in his circle because never a day passes that I don't see a human being butting his head against a pencil line. We all do it. And we're much more stupid than the little bug, because we draw our own line.

The bug was in my mind all during my conversation yesterday with a man who told me, with a look of resigned misery in his eyes, that he hates the work he's doing, that he has always wanted to go to far places, that he had just turned down an offer to go to Alaska because he has a wife and child.

Now that seemed like a stupid line to draw around himself when Alaska harbors other men and their wives and children. The truth is that his wife and child are not the pencil line. The line is his own unsureness of himself. He could pack up and go tomorrow if he had the courage to tear up old roots.

THEN there's our friend Douglas who came one afternoon and said he wanted to talk to me about Virginia. But he didn't, really. He wanted to talk about Mary —and Mary is the dream-girl he lost many years ago.

"I want a home and children and happiness of a sort—but I can't go through with it." His eyes went to the walk leading to our front door, but he wasn't seeing that walk, he was looking backward down a path of lonely years. "Virginia is a lovely woman," he said, turning back at last. "But she isn't Mary. I guess it will always be Mary with me."

It's hard to talk to a man who has lived with a dream for years, embroidering on it until it is more real to him than any actuality. It was going to be difficult to make

him realize that usually the reason a dream remains beautiful is because it has never been realized!

If Douglas could only realize that Mary is his dream, and that upon that dream of perfect womanhood he can still fashion reality with Virginia, he could step out of his self-imposed circle tomorrow.

As we grow older we should be able to pause every little while and review our lives and say of every difficult situation: "Is this really a barrier between me and success, or happiness, or is it just a line I've drawn around myself?"

Stop right now and go over the things which seem like barriers, obstacles, problems to you. Jot them down on a pad, if that will make it clearer. Then take each one and decide whether it really IS a problem, or whether it's just a pencil line you've drawn around yourself. If you find that many of them *are* pencil lines, remember that Courage, Honesty, Determination and FAITH are the greatest little erasers in the world. Wipe out those stupid lines and be on your way.

Remember, only little bugs are stopped by circles drawn around them!

He Used His Head

AN EMERGENCY arose in a certain home which required the presence of the family's favorite doctor, a specialist. He was not in his office and it was known that he had taken a cottage in the country for the summer. The telephone there was in the name of the owner of the cottage, and nobody knew what the name was.

It was learned that the doctor had an associate, another physician, who might know the telephone number, but nobody could recall this other doctor's name.

A friend of the family who chanced to be there said he would undertake to get hold of the doctor. He knew that the big building in which the doctor's office was located was a hive of real-estate agents and people in the building trades. So he took the classified telephone directory and looked under real-estate agents until he found the name of a man whose office number indicated that he was on the same floor and close to the doctor's office.

He called that number on the telephone, and requested the real-estate man to look across the hall and see what doctor's names appeared on the glass door at room No. 624. In that way he got the name of the associate of the doctor they were seeking, and from him they obtained the telephone number at the doctor's cottage in the country.

— FRED C. KELLY

Unless You're Truly in Love—

You'd better not jump at the first offer of marriage—it's smart to be a little choosey

by ELEANOR EARLY

FOR SOME time I have had my friends under such scrutiny as would give a guinea pig the heebie-jeebies; and I have been cultivating a psychiatrist, who makes up questionnaires on people's Love Lives and solicits answers like Dr. Gallup.

Most of the girls I know get by pretty well with men. But most of the girls the psychiatrist knows do *not*—and all he hears is misery. He is a probing man, filled with inquisitiveness and tenderness. Recently he concluded a five-year study of 634 couples, happily and unhappily married. And now he is working on what he calls a *psychological yardstick*, with which to measure personality traits and behavior patterns. With this scientific yardstick, the Doctor can predict the probable success or failure of a marriage. And if everybody listened to him, hardly anybody would get married. Then, of course, we wouldn't have so many divorces—but we wouldn't have so many nice families either.

"Girls," he says, "are brought up to believe that their biggest job is to hook a man who will support them. They may have to work for a while. But it is all to the good, because employment gives them a chance to buy tempting bait, and angle in promising waters."

By *tempting bait* the Doctor means cock-eyed hats, and up-lift bras, and crimson lipsticks. By *promising waters*, he means the girls hook their prospects in offices.

Well, it is a mistake to assume that most women like to work, or dislike being supported. Many of them—though not in love with any particular man—and plenty able to take care of themselves, regard marriage as something to make, if able. Personally, I think the girls are cuckoo—though

A NOTABLE LIST of books have come from the typewriter of Eleanor Early—and all of them are characterized by the blithe and merry style of writing that you'll discover in this little feature extracted from her popular book, *She Knew What He Wanted*, copyright, 1941, and published by Waverly House, Boston. Among her other volumes are *An Island Patchwork*, *Ports of the Sun*, *A New England Sampler* and *Lands of Delight*.

some of them do very well by themselves . . . And who am I to talk?

Very few marriages between completely adult men and women turn out badly. It is the kids who didn't know what it was all about who wake up, and are sorry.

Unless you are *truly in love* — unless you *terribly* need a meal ticket — unless you are lonely beyond words — you'd better stick around. Take time to be choosey. Get yourself a job — a job with a future. And fill your spare time with interesting things.

Maybe you are sick of hearing about hobbies, and how much they'd do for you. But girls who never have time to think about themselves (morbidly speaking, I mean) never get neuroses, seldom get low, and usually get happy. And when I say hobbies, I don't mean porcelain horses, or china teacups.

I MEAN the things that money can't buy — the things you use for conversational fodder. Try making a hobby of history or biography, psychology, or cooking, or traveling. Maybe you can't *really* travel, but you can cover a good deal of country in books. Read movie and play reviews — and, as often as you can, go to the theater. I know a man who reads the reviews so religiously, you'd hardly know he hadn't been to all the best plays. This is a compromise amusement, and a good intellectual pastime. Go to free exhibits and the museums — and make the most of your public library.

Daily papers, magazines, and newspapers will teach you how to talk. And self-improvement through reading will make any girl interesting. Choose a limited period, or a single author, and say to yourself:

"I am going to learn about the Elizabethan Era . . . or the French Revolution . . . or the works of Ernest Hemingway" . . . and pretty soon you will know so many things, you'll be like the people in the encyclopedia ads.

MAYBE YOU think a hobby has nothing to do with beauty. But it has. The variety of a girl's interests reflects itself in the vitality of her face, and there is something awfully successful about vitality.

Popularity depends not so much on charm, or on goodness, but on vitality. When I was a kid I used to go to the Dartmouth Winter Carnivals, and I remember it was always a girl with *joie de vivre* sticking out all over her who was chosen Queen.

That was back in the days of Ella Wheeler Wilcox, who was called the Poetess of Passion, and when I had scarlet fever I memorized an epic that began *Last night I roamed the city streets and smiled at men.* There was something in it about *the ancient sin in my young eyes,* and when I recited it to my night

nurse, she gave me a triple bromide . . . But what I started to say was this — Mrs. Wilcox wrote a poem that is by way of being a classic:

Laugh, and the world laughs with you;
Weep, and you weep alone;
For the sad old earth must borrow its mirth,
But has troubles enough of its own.

A light-hearted girl is a joy forever (and a light-headed one is a pain for aye) . . . But, of course, different men like different types. And a little generalizing won't do us any harm. Anyhow, I want to tell you about Tawheada.

Tawheada was the belle of Cairo. And she weighed 300 pounds.

Arabs are not in the least interested in any women but heavyweights. And Tawheada, by reason of her amiable obesity, was the most popular woman in Egypt. I met her one night at a party at Shepheard's Hotel, where she held my hand and murmured pityingly.

"Pauvre enfant! . . . Poor little one."

I was so thin, my dragoman explained . . . and I hadn't any husband.

BEFORE leaving the States, I had interviewed Edna Wallace Hopper, the perennial flapper. And Edna, bouncing up and down on a hotel sofa, had proclaimed enthusiastically how she kept thin. Carrots, I think it was — carrots and shredded cabbage.

Now, I thought it would be a good idea to find out how Tawheada kept fat. My dragoman asked if he might take me to call, and Tawheada came back with an invitation to the wedding of a grandniece.

Tawheada — and I should have told you before this — was 60 years old. She had skin like a young girl — firm and smooth — and beautiful red hair that shone like the burnished copper in the bazaars and it was as soft and smooth as a child's.

THE NIECE was married that night near Gizeh, where the pyramids are, and we drove out in Tawheada's limousine. In her youth, Tawheada was in a harem. But later she married a merchant reputed to be the richest man in Cairo. Although he was a Moslem, he had no harem — only one wife, and four French mistresses, which was considered more fashionable.

When he married Tawheada, he was a widower and getting on, so he sent the mistresses packing, and settled down to monogamy. But even monogamy was too much for the old gentleman. And after a month of wedded bliss, he sighed a deep sigh and died in his sleep. Tawheada had observed the traditional period of mourning. And now she was back in circulation.

Driving out to Gizeh, she talked of her niece and the preparations for the wedding. Aunt Tawheada,

I gathered, was footing the bills. The dragoman translated, and I got what I could.

For weeks the bride had sat in darkness, and taken mud baths to bleach herself. To get fat, she had eaten barley, honey, and little, roasted mice.

She came riding on a camel, in from the desert. And she had on as many clothes as an Eskimo. Gold necklaces swayed beneath the chiffons, and bracelets clicked on her bare, brown ankles.

Her groom met her, and took her to his house. At the door he broke an egg to insure fertility. And as he unwound his bride, he threw out her clothes, one by one, while the wedding guests cheered. . . . But we were talking about what men like in women — and I mentioned Tawheada to show that you never can tell.

Tawheada gave me the secret of her weight, which was mostly nuts. Egyptian nuts and honey — and all meats and vegetables cooked in oil.

She was an amiable person, and enormously easy-going. Tranquil serenity is a comforting quality. And though some men might prefer the more secular charms of little Edna Wallace Hopper, I think at the end of a tough day at the office, the gentle ways of Tawheada would be more consoling than the metallic lures of a perennial pixy.

Tawheada's voice was ever soft, gentle and low — *an excellent thing in woman*, as Mr. Shakespeare once observed.

Reading the biographies of lovely women, one is impressed by the way men loved their voices. They said Bernhardt had a *voix d'or*. It was Maintenon's voice that charmed the King. And Ninon's was like the "music of little birds."

IF YOU can't talk, acquire the art of being an absorbed listener. And make yourself agreeable to everyone with whom you come in contact. You remember what Maintenon said: "I was sensitive to the praises of the King, and I was *just as sensitive to those of a laborer. There was nothing I should not have been capable of doing or suffering to get well spoken of.*"

Somewhere I read that the Irish value the good opinion of the pigs in the streets, and — being Irish — I think it's true. Be ingratiating then. Be cheerful — if possible. Don't argue — much. Don't slander — ever. And *never* talk about your troubles.

People are attracted to you by your manner more than by your looks. Pretty ways are a big help. And men care less about what a girl says than the way she says it.



If You Want to Please Women—

"IF MEN only knew what girls really think about them!" said a psychology teacher at Bates College, in Lewiston, Maine. So two girl students made a comprehensive survey of "things women wish men wouldn't do." If you're of the masculine gender, stay calm while you read these three lists of high and low crimes that offend the fair sex:

High Crimes — Don't:

Be late for appointments.

Boast.

Walk on the inside when accompanying a woman.

Consider the opinions of your sex vastly superior to those of the fair sex.

Talk continually about the wonderful things you can do.

Blow your automobile horn instead of coming to the door for your girl friend.

Be so conceited that you think every woman is on your trail, object: matrimony.

Domineer. Rather, conceal the fact that you're master in your own home.

Be careless about personal grooming.

Be stingy.

Clean nails in public; use toothpicks; wear hats in house.

Argue with your wife or hold her up to ridicule.

Keep on reading when guests call.

Be careless about shaving.

Misdemeanors — Don't:

Wear socks without garters.

Talk about business all the time.

Leave ashes except in ashtrays.

Neglect to open car doors for women.

Feel inferior if you have to help with the housework.

Put sticky hands on the back of a girl's dress when dancing.

"Kid" the waitresses in restaurants.

Talk about other girls whom you have had as dates.

Use potent hair tonic.

Indulge in fast, spectacular dancing without asking if your partner enjoys it.

Fail to dress formally when girls are required to.

Petty Offenses — Don't:

Take your coat off at parties.

Look with disapproving eyes at women who are slightly unconventional.

Attribute all bad driving to women.

Wear violent-colored socks or berets.

Repair Your Personality Leaks

Chances are you know what's wrong with your friends, but have you checked on your personal shortcomings?

by MARGERY WILSON

Author of "Charm," "The Woman You Want to Be" and other books

YOU PROBABLY have a better personality than you think you have! But you may be letting its effectiveness leak away from you in little ways. Haven't you a friend or a member of your family of whom you say, "Oh, if she only wouldn't do thus and so, how charming she would be!" But seldom will anyone tell us of our little personality leaks. It is, alas, a case of "your best friend won't tell you."

Unless you are one of a large and frank family or belong to an unusually honest clique in sorority or social life, you have probably picked up one or more unattractive mannerisms, attitudes and sins of omission, as well as commission, that you'd be much better off without.

It's so easy to see these things in the other person. You know just exactly why Mary doesn't get on better. It's perfectly clear to you why Alice's husband is drifting away from her. It's as plain as the nose on your face why Philip didn't get that appointment he wanted and had been counting on.

But have you ever turned the bright light of your penetrating analytical powers on yourself? Our own failures are so baffling — to us. We mean so well. We know we have talent. We're not without some looks. But — why don't we click?

One heartening fact to bear in mind is that people do not get across because they are perfect. They succeed *in spite* of their faults because their virtues have gathered sufficient electrical charge to overpower their negative qualities.

But few of us have the power to climb over the obstacles we place in our own path.

It's a great deal more intelligent to give ourselves every possible chance by consciously removing as many of these obstacles as possible.

FIRST, let me sound this warning. If checking yourself over according to the contents of this article is going to strike terror to your heart and cause you to be fearful lest you offend in these ways, just pass by these pages. It is far better to do the wrong, even unattractive, thing in a free un-

conscious way than to be self-consciously perfect.

The final effect of charm is complete unself-consciousness as shown in freedom of expression and openness of countenance. Anything, no matter how seemingly virtuous, that robs you of this relaxation is detrimental to your personality.

LET'S SEE if we can improve our general effect and free more of our charm by the simple elimination of small habits that are like the little foxes that spoil the vine. Let's make a game of it and take what good we can from it — refusing to feel inferior or restricted just because we find ways in which we can improve. Let's wear each new idea we gain as though it were a becoming hat — and let it sink no deeper.

Have you ever seen a young man paying marked attention to a girl and then suddenly lose interest in her? Often it is nothing more than that she has changed into a different person right before his eyes. She was relaxed, poised, open, expressive, her eyes warm with an interest in matters beyond selfish interests.

She may see him glance admiringly at another girl and instantly she starts comparing herself with this other one, usually to her own loss. Women have so little confidence in themselves! The lovely open look changes to a furtive fearful one. She tries bravely to carry on but a chill has descended. She wonders how to recover the warmth of a few seconds ago.

The young man is puzzled. It is as though this lovely one who fascinated him has disappeared and a hard, calculating, feline female has taken her place — or as though a curtain had been drawn, robbing him of a view of beauty.

High up in the list of personality leaks is *fatigue*. Sheer tiredness is at the bottom of so many sins against charm. We do not trouble to be nice to Mrs. Newcomer — we're too tired. We don't put ourselves out to be agreeable that little extra instant because we are subconsciously trying to save our strength.

We become cross just as children do when they're tired. Our patience is short when our energy ebbs. Fear thoughts lodge easily in the tired mind and tighten our muscles, actually giving our faces a different appearance. And as for magnetism — fatigue is a short circuit that drains the force of our presence.

WE DEVELOP strange little compensations for our shortcomings — mannerisms that take more energy than we're trying to save. For instance, when we're tired and nervous, we start drumming on the table — one of the most annoying habits in the world. Silver fiddlers — those confessedly inad-

equate people who cling monkey fashion to something — sit at the table and turn a knife over and over, or arrange and rearrange the silver in alternate rows.

Others will pick at the cuticle of the fingernails — or at the base of the palm. Or, run the tongue incessantly over the teeth. Or, say at intervals while someone else is talking, "uh-huh, uh-huh, uh-huh."

We start dropping the endings of our words, marring our speech, when our vigor runs low. We do and say only enough to slide in and out of necessary situations. We start talking about "comin' and goin'!" We immediately accumulate a whole list of minus qualities instead of plus ones. We do as little as possible instead of as much as possible.

These Faults Are Easily Corrected

Fatigue
Overemphasis
Selfishness
Jealousy
Awkwardness
Tactlessness
Slovenliness
Absent-mindedness
Mannerisms
Raucous laughter
Stiffness

Genius, Edison once said, is nine-tenths perspiration and one-tenth inspiration. Some such ratio applies to the effective personality — of which nine-tenths would be the direct outcome of action, interest and energy, and one-tenth attributable to some special quality or talent.

When the charming woman discovers that she has an extra ten minutes, she immediately uses it to pay some attention to someone else — either by note or telephone. The unsuccessful woman wonders how she can amuse herself for those ten minutes or uses it to rest from her own chaos and laziness.

When we're tired, our thoughts hover around the self in caressing, commiserating fashion, actually shutting out the rest of the world. Then it is we fail in those little responses of voice and expression that draw other people to us. When the attention is really on the other person, the eye kindles with a light of appreciation, of wit, of awakened ideas and responses that keep the other person interested in us. But when, through fatigue, the attention is on self, the mind wanders away from charmingly broad interests and comes back to the pronoun "I."

The sin of thinking of the self so much lies not in its being selfish or vain, but in the fact that we suffer the consequences of this *separation from the broad stream of energy and interests outside ourselves.*

Wondering what we look like at all times and stealing furtive glances at ourselves in mirrors and glass windows is evidence that our

interests are too close to home for the health of our personalities.

Don't let your mind wander from the thing or person at hand. Train yourself to hold one thing in mind as long as you wish. This bit of discipline will pay enormous dividends in poise and accomplishment. A sloppy, floppy, vagabondish attentiveness is a real leak.

Don't let fatigue rob you of your personality. Go to a doctor for a thorough check-up every six months, if possible; every year, without fail. There are a number of simple ways in which to increase our energy. Drink plenty of water. Water drinkers are likely to be more extraverted than the dry ones. Breathe deeply. The value of

Do You Have These Personality Leaks?

Do you let your attention wander just because you're not highly entertained?
Do you pick at your clothes or fingernails?
Do you scratch your head absent-mindedly?
Do you drum on the table or chair arm?
Do you answer your mail promptly? (A feeling of guilt will drain your personality.)
Do you let yourself remain tired? (Get to the bottom of fatigue. Something can always be done.)
Do you try too hard to please? (Diffidence is a negative quality.)
Do you have a flat, nasal quality in your voice? (Nothing is more unattractive.)
Do your thoughts fly to yourself when it becomes plain that someone must get left?
Do your clothes stay put or must you constantly be arranging them?
Do you belittle yourself in conversation?
Do you think you're quite unimportant?
Do you expect the worst for yourself?
Do you, when some untoward thing occurs, say, "Well, I would! Awkward me! I'm just the type!"
Do you laugh shrilly and nervously? Explosively?
Do you have a stiff little self-conscious laugh? Afraid to open your mouth?
Do you offend good taste just for a laugh?
Do you try to be the clown of the party?
Do you have a "defeat posture," slumped and flat-chested?
Do you permit yourself to be and to feel awkward?
Do you take every slight to yourself?
Do you breathe shallowly?
Do you interrupt and take the floor when other people are speaking?

oxygen is beyond all description. Brush your body with a dry brush. It stimulates your skin to a breathing glow. And, since we have more surface than anything else, we should pay some attention to it.

Then there are the frowners. They always look irritable though they may just be trying to show their superiority by expressing distaste for something that has just occurred. They should realize that a frown is no mark of superiority.

Helen R. was a case in point. She seemed to have everything, yet she couldn't hold her friends. She was dainty in her personal habits. She was pretty, had broad mental interests, was not at all self-conscious. But she had the most annoying habit of overemphasis.

She overdid the good rule of clarity and made such an effort to be understood that it made the other person seem stupid. It isn't at all flattering to be talked to as though one were a half-wit to whom ideas must be made especially plain. Helen would slide her voice up and down like a trombone, to emphasize some word. And her eyebrows went up and down like elevators carrying their excess burden of emphasis. In short, she overacted.

What a pity! What a crime! Here was a girl endowed with almost all that life could give her in personal equipment ruining it all by a *personality leak.*

Helen's sister left her husband because he hummed while she talked to him. She said it made her feel unimportant to the point of inferiority. He declared she was just sensitive — that he didn't mean a thing in the world by it.

That's just the trouble with most personality leaks — we think they don't mean anything, that they're unimportant. But the details of our habits *are* important.

SO OFTEN we think we have so many good points that we can indulge ourselves in one or two unbecoming defects. But when our entire effect is being ruined by some sloppy detail, no one stands around counting up our virtues. They just say, "Isn't it too bad!" I once knew a man of many delightful qualities, but he had such a bad habit of interrupting people and finishing their sentences for them that no one wanted him at a dinner party. A mutual friend said of him, "John is like a glass of good wine with a drop of kerosene in it — you simply can't drink it."

✧

Answers to the Mental Induction Test

(*from page 61*)

GROUP ONE: 12, 16, 12, 60, 29, 41, 19. GROUP TWO: 87, 9, 2, 94, 26, 21. GROUP THREE: 13 — 20, 49 — 64, 38 — 76, 9 — 6, 46 — 92, 12 — 19, 8 — 5.

Are Your Lips Lazy?

DO PEOPLE often ask you, "Would you mind repeating that — I didn't quite get it?" Sometimes they don't say it but come back with a doubtful reply that indicates that (1) they are crazy, or (2) they completely misunderstood you.

If such things happen to you, don't be too positive that your listeners are hard of hearing. Perhaps you have lazy lips that muffle your speech and, what is worse, keep your personality buried under damp blankets. Voice experts say that few of us are not guilty at times of slurred, slovenly, careless enunciation. Yet practically anybody can speak crisply, forcefully and distinctly if he makes the effort to give proper form to each sound in every word.

Try this test: Open your mouth a very little bit, and, moving your jaw, tongue and lips as little as possible, speak a few sentences.

It is like talking through moist cotton, isn't it? You have heard people talk in just about that way, and probably had trouble in understanding them. They're suffering from stiff jaws, lazy lips, sleepy tongues! No wonder their words sound mumbled, shut in, or swallowed.

If your speech is not as clear and distinct as it might be, the New York Telephone Company has prepared some simple exercises for your lips, tongue and jaw which will make them flexible and more quick and sure to do their duties.

Lip Exercises: (1) Extend them forward in open circular form; then let them relax and return to normal. Repeat several times. (2) Starting with lips closed, puff them apart with the breath, as for the sound of "p" in the word "Part," and repeat this rapidly. (3) Repeat, adding the various vowel sounds in order, as "pah," "pay," etc. (4) Again repeat, substituting the "b" sound, as "bah," "bay," etc.

Tongue Exercises: (1) With mouth well open, curve tip of tongue upward to touch gums just back of front teeth, and return to normal. Repeat several times, gradually speeding up. (2) Repeat, sounding "lah" each time the tongue is lowered. (3) Again repeat, using successively the sounds "tah," "nah," and "dah."

Jaw Exercises: (1) Drop the jaw, with muscles relaxed, far enough to permit inserting the tongue sidewise between the teeth. Return to closed position and repeat several times. (2) Repeat, sounding the syllable "mah" each time the jaw is dropped. (3) Repeat, using the sounds "mah" and "moh." Avoid any forcing down or stiffening of the jaw. It should drop loosely.

Popularity Hints from Hollywood

Friendliness is one of the greatest assets you can have, as proved by many famous motion picture stars

by GRACE MACK
Noted Hollywood Writer

"EVERYBODY falls for Peggy." "Bill is just naturally popular."

You have often heard comments like this about someone you know and doubtless you have done a little private wishing that such a comment could be made about you. And why shouldn't it be? *Popularity can be had.* You, no matter who you are, can achieve it; at least in sufficient degree to make your life pleasanter. It all depends on whether you're willing to invest a little time and effort.

"Aw g'wan!" you scoff. "I could never learn to be popular. I simply haven't got what it takes."

What, actually, *does* it take? Beauty? Talent? Wit? Social position? Wealth? You could have all of these things and still be as unpopular as poison ivy.

In my everyday work I am constantly coming in contact with people who are outstandingly popular — on the screen. Not all of them are equally popular in private life. Some of them are even more so. Don Ameche, for example. Out of curiosity I asked various people why they liked Don — one of the prop boys on the set, the script girl, a waitress in the studio commissary, a reception clerk at the broadcasting station, stars with whom he has worked. Each one gave practically the same answer. I'll quote the waitress.

"Nobody could help liking Mr. Ameche," she said. "He always has a smile and he's always so friendly. He's just as gracious and friendly to unimportant people like me as he is to the big shots."

I HAVE NEVER known an outstandingly popular person who wasn't, first of all, a friendly person. And a friendly person, I have also noticed, is usually one who *likes* people. Will Rogers has often been quoted as saying that he never met a person he didn't like. And because he so genuinely liked people, and showed it, the world was instinctively drawn to him.

Jean Harlow's personal popularity was largely due to her friendliness. People who didn't like her on the screen almost invariably changed their minds about her when they met her personally. Her sincere friendliness won them

over. There was never anything aloof or standoffish about Jean. She was just as charming, just as friendly to the newsboy who sold her a paper, to the shopgirl who waited on her, to the unimportant people around the studio as she was to the more important personages.

If, then, you want to be popular, put this at the top of your book of rules: *Be friendly.* Practice on everybody you meet until friendliness becomes a habit. When you're doing your shopping or having your lunch, say something pleasant to the person who serves you. When you stop in at a filling station for gas, be gracious and friendly to the attendant. Thank him for whatever service he gives you. Ask friendly, interested questions. Get the people you meet to talk about themselves.

YOUR popularity is determined by the extent of your ability to attract and interest those with whom you come in contact. In other words, it's merely a matter of pleasing others, and one surefire way to please others is to make them pleased with themselves.

Have you ever noticed that you usually like the person who pays you a compliment? Even so simple a thing as "That's a very becoming hat you're wearing, Miss Jones," or "You tell a story very well, Mr. Smith," will color your regard for the person who says it. And this works both ways. Remember that. One of the most subtle compliments you can pay anyone is to be interested in what he has to say, and show it.

A GOOD memory is also an excellent first aid to popularity. Train yourself to remember names. Try also to remember the little likes and dislikes of the people with whom you come in contact. If Mr. Gillingwater likes salt on his grapefruit or nutmeg on his ice cream he will adore having you remember this little eccentricity. One of the most successful salesmen I ever knew attributed his success to the fact that he always made it a point to find out *and remember* a client's hobby or some special like or dislike.

A well-behaved memory will help you to be tactful and prevent you from blurting out thoughtless remarks that may wound and offend. Remembering birthdays and anniversaries will do a lot toward upping your personal stock. It isn't necessary to send a gift. A telephone call or a friendly little note will do the trick.

And then there is the matter of manners. Train yourself to be courteous. People will like you better and you will like yourself better if you remember to say "Please" and "Thank you" to anyone who has served you in any capacity — a friend, a servant or

The Affair of the Unshaken Sauce

PROPER attention to details can do much toward promoting friendliness and popularity, whether it be in relationships between individuals or between institutions and the public. An example of the latter is to be found in a letter written by Percy Waxman to Frank Case, manager of New York's Algonquin Hotel, and reported in Case's popular book, *Tales of a Wayward Inn.*

Casually strolling into the Algonquin one night for dinner, Waxman asked the waiter to bring him Worcestershire sauce with the meat course, and added, "Please don't shake the bottle."

A week later he again visited the hotel and was served by another waiter who promptly brought a bottle of Worcestershire which he placed on the table with the murmured words, "Not shaken."

"From that day to this," Waxman went on, "I have never had to ask for unshaken sauce at the Algonquin."

a stranger who has been kind.

As a part of your popularity program, check yourself for a week and see how many times you remember to let kindness and graciousness shine out of you, and how many times you forget to remember to be courteous. At the movies, for example, are you gracious enough to rise when people try to pass you to reach their seats or do you remain stubbornly seated, glaring as you let them climb over you?

When someone pays you a compliment do you say "How nice of you to tell me that," or do you treat it as a joke and act as if you thought the person was trying to kid you? When somebody makes an unkind remark about someone you know, do you add your bit of gossip or do you keep silent, or change the subject? Little things? Certainly. But they all play a part in making you liked or disliked.

INCLUDE also in your design for popularity a sense of humor. Learn to laugh when inconveniences arise. And learn to laugh as heartily when the joke's on you as when it's on somebody else. If you are a wit yourself, never use it to make another uncomfortable. One of the most popular girls in Hollywood is Patsy Kelly.

I asked a friend of Patsy's the reason for her popularity.

"No matter what happens," she said, "Patsy's always a good sport. And she isn't afraid to laugh at herself if she happens to be on the receiving end of a joke. She has a true Irish wit but she keeps it sheathed in velvet and would never dream of using it at the expense of somebody else."

This, of course, comes under the heading of consideration for others which should certainly be an item on your popularity program. And while this may sound

slightly girl scoutish it is nevertheless true that once you acquire the habit of going out of your way a bit to be considerate of others, you'll find them doing the same thing for you.

You know the old proverb — he who rows his brother across the stream will himself arrive. If you take the trouble to be nice to the person who, seemingly, doesn't matter much in your scheme of things, you may one day discover that he has friends who do.

If popularity is your goal never start a conversation with someone you haven't seen for some time by saying: "You've been taking on weight, haven't you?" The only person who is likely to react favorably to such a remark is someone who is built along the lines of a string bean. Weight and age are two subjects which it is just as well to avoid.

Constantly talking about your ailments is a practically sure-fire way to make yourself unpopular. Bragging about your conquests or your accomplishments, or trying to top the other fellow's story by one you consider much better will also do the trick.

As I said in the beginning, popularity can be had. In order to get your share you may have to erase some of your pet habits and create some shiny new ones to take their place, but if this results in your being better liked by even a few people won't it be worth the effort? Try it and see.

Want Something? Ask for It!

SOMETIMES the way to get what you want is the pleasantly simple one of just asking for it.

A poor young bookbinder named Michael Faraday wanted passionately to escape from his trade to enter the fascinating world of science. In the England of his day, however, science was almost the exclusive property of wealthy, gifted men who alone had the knowledge and laboratory facilities to teach Faraday what he wanted to learn.

Outstanding among contemporary scientists was Sir Humphry Davy. He was the one man in all the world who could give Faraday what he wanted. But Davy was famous, busy, remote — a combination Einstein and Edison — certainly not the man to waste time on an impecunious bookbinder.

This thought failed to dismay Faraday. He sat down and wrote a letter to Sir Humphry, explaining that he wanted to study science, asking for suggestions in carrying out his ideas. Promptly came Davy's response, an invitation to visit him. The two chatted for a few minutes and Davy asked Faraday if he would like to come to work as his assistant. Within a few years Faraday had become an immortal name in the field of electricity.

Michael Faraday, dreaming of science, knew what he wanted — then went out and asked for it.

Stunts for Your Next Party

by

Ruth Ann Douglas

A Question of Speed

HERE'S one that will have the bright members of the party scratching their heads for a few minutes — longer than that, if they happen to start off on the wrong tack in solving it.

"A car covers one mile at a speed of 15 miles an hour," you state the problem.

"How fast will it have to go the next mile in order to average a speed of 30 miles an hour for the two miles? There's no trick in the wording."

After they have worked on it a while you might tell them that the answer is *not* 45 miles per hour. Solution below.

How's Your Addition?

YOU need a deck of cards for this trick, although in a strict sense it isn't a card trick at all. Three aces, three deuces, and three treys are laid out in this order:

A 2 3
3 A 2
2 3 A

Counting the ace as 1, it is immediately seen that each vertical and each horizontal row adds up to 6. So does one diagonal row, but the other totals only 3.

Moving only three cards, can you rearrange the order so that the cards in all straight line combinations — diagonal, vertical, and horizontal — add up to 6?

The Yankee Shopper

A YANKEE customer went into the corner store to buy half a barrel of vinegar. We don't know why, unless his family was partial to salads. The storekeeper had a barrel on hand which was approximately half full, but the proprietor was a Yankee too — he insisted that the barrel was more than half full, and his canny customer was equally certain that it was less than half full. For sanitary reasons they couldn't put a measuring stick into the barrel, or touch or pour out the contents in any way. Yet in about thirty seconds they found out which man was right.

How did they do it?

Answers

The car would have to cover the second mile in 0 seconds — nothing flat. It would therefore be impossible to average 30 miles an hour under the conditions. It takes 4 minutes to cover the first mile at 15 m.p.h. It would take 4 minutes to cover two miles at 30 m.p.h., but the 4 minutes have already been used up. Simple, isn't it?

Take the bottom row of three cards and move them to the top, like this:

2 3 A
A 2 3
3 A 2

They tipped the barrel until the vinegar was just ready to flow out. If any of the bottom can be seen, the barrel is less than half full; if none of the bottom is seen, the barrel is half full, or more.

How to Have a Slim Figure

It requires will-power to lose weight, but you'll find results worth the effort if you use these safe methods

by SONIA LEE

Famous Hollywood writer and friend of the stars

LET'S SUPPOSE that you are overweight and you decide to take off *one pound* of fat by exercise. Fine! Are you prepared to run thirty-two and a half miles at a dog-trot? That sounds like a lot of work, so we'll allow you a substitute: you can scale the Washington Monument nineteen times and get the same results.

That is the amount of exercise needed to reduce a single pound of fat, as calculated by Dr. G. G. Deaver of New York University. You can, of course, enter a steam cabinet and reduce your *weight* a pound or two at a single sitting, but that represents a moisture loss which is regained with a drink of water.

There is one form of exercise which will help you reduce at comparatively small expenditure of energy. It consists of pushing back your chair and walking rapidly away from the dinner table. Dr. Deaver calls it the "mind over platter" theory.

A staggering amount of misinformation, about evenly divided between the useless and the harmful, has been fed the public since the weight phobia hit America — particularly feminine America. Fads in the field have flourished and the voice of the quack has been loud in the land.

You probably remember powders and liquids which, dissolved in the bath, were supposed to melt off five pounds at a crack. There were creams and lotions which, massaged into the anatomy, were claimed to make you slim overnight. There were twenty-one day diets and seven-day diets; there was the baked potato and buttermilk diet; there was the banana and milk diet, and any number of other nutritional fantasies.

SOME PILLS and nostrums were effective in reducing weight — and in making invalids of their users. You could take a pill and go blind, or go immortal, if the coroner reported that the stuff contained dinitrophenol, a drug which literally burns up the body. Government regulations caught up with a number of these dangerous preparations.

There are only three methods

which may safely be considered in reducing: *diet, massage, and glandular injections*. And before going in for any one of them, the first rule of reason is to consult your family physician. He will protect you from any current absurdity, such as eating only onions for two days each week as a "cleansing diet" — don't scoff; I know a man who fell for that diet and who has now developed a permanent aura.

YOUR PHYSICIAN will chart a diet for you which is custom-built to your particular physical condition. But for the large majority of women who are unable to be under the constant supervision of a physician for months on end, there are certain rules they can follow in order to achieve figure beauty.

First, what are the right measurements for you? Lou Hippee, trainer and physical instructor at Warner Brothers studios, has worked out a beauty scale which every woman can apply to herself.

Your wrist is the barometer to the ideal measurements for you. Measure its size. Here is what the rest of your proportions should be:

SHOULDER — 2¾ times the size of the wrist. (Measure from shoulder bone to shoulder bone, on top of the shoulders — that's the *clavicle* bone, for your information)
CHEST — 5½ times wrist size. (Measure all around, but above the breasts)
WAIST — 4¼ times wrist size
HIPS — 6 times the wrist size
KNEE — 2¼ times the wrist size
THIGH — 3½ times the wrist size
CALF — 2¼ times the wrist size
ANKLE — 1¼ times the wrist size
NECK — 2¼ times the wrist size

Before beginning your reducing régime, note carefully the effect individual foods have on you. Certain foods will put weight on one person and won't add an extra ounce to another. If you get that tight, constricted feeling around your waist, then that is a food you ought to shun. Stick to foods that don't weigh you down, that don't make you feel lethargic. And remember that it is *only when you become hungry* that consumption or reduction of body fat really begins — the body starts drawing on its reserve of food which fat represents.

THE FIRST rule of diet is not to cut out all starchy and fattening foods. The body requires a certain amount of sugar and fat to keep up its work. Fat can be built up from *any* food and stored in the body; experts tell us now that most fat probably does not come from carbohydrates, but from fats themselves. It is well to reduce markedly the potatoes and candy you eat, but don't deprive yourself entirely.

You can get thin via diet without becoming a problem child to your family. Eat what everyone else does, but reduce your usual consumption of food by one-third.

If you eat three pieces of toast at breakfast usually, eat only two. If you eat approximately six ounces of meat at dinner customarily, eat four. And everything else in proportion.

Eat bulky vegetables in quantity. Avoid pork products, nuts, rich desserts, fried foods. Include some butter in your diet. Your system needs the vitamins.

AN EXCELLENT aid to reducing is the juice of two lemons in half a glass of water about half an hour before breakfast. The lemon juice is an alkalizer and guards you against the high acid content of your system during reducing. In addition, it helps elimination. Lemon juice also acts as a stomach astringent. You want and you need less food if at least this quantity of lemon juice is on your diet.

Do not drink liquids an hour before and an hour after meals. That means that soup, coffee, tea are not on your mealtime menu. That lemon juice in the morning is the only exception to the hour rule.

Don't drink alcohol in any form. Don't eat until your waistline feels tight. Take a brisk walk daily.

You should lose not more than two pounds a week. If you do, you'll get that old, drawn, blue starvation look around your mouth and eyes.

There are any number of common-sense methods which make cutting down on food a painless process. For instance:

Never have the roast or reserve platters of food on the table — that keeps optical temptation out of your way.

Never take second helpings.

Have your wife or your maid or yourself fill your plate with modest servings — don't overload them.

Serve potatoes one day, bread the next — not both at once if you are going slow on starches.

Don't feel that you have to eat everything on your plate just because it's there, even if you aren't hungry.

Have at least one food at each meal which fills without fattening, say, celery or turnips, and eat all you want of it.

IT MIGHT be well for you to consult a calorie list, which you will find available in any public library, and acquaint yourself with the caloric values of various foods. The calorie is a heat unit. The human system requires just so many calories to keep in condition in relation to the amount of energy you expend.

When you are reducing, twelve to thirteen hundred calories are enough for you if your life is comparatively inactive. The average person not on a diet consumes anywhere from two to four thousand a day. But to reduce on calorie count is a lot of trouble. If you have a general knowledge of what foods are high in calorie value and which are low, you can approxi-

mate your intake — without complicating your life or the lives of the members of your family by weighing and measuring.

Don't diet down to an arbitrary weight. The right weight for you is the weight at which you look your best.

As Mr. Hippee points out: "Two women of the same height and age should not necessarily weigh the same. Take Joan Blondell, for example. In proportion, Joan has to carry ten more pounds than Anita Louise because her bone structure is heavier. Anita Louise can be very slim and yet look round and curved and feminine because her bones are light."

There is a mental factor in reducing. If your mind is lethargic, if you have psychic inertia, then your body will reflect the same inactivity by piling up pounds.

HIGHLY EMOTIONAL women are rarely fat. The motion-picture stars are generally thin because their emotions keep them so. The only reason they have to diet at all is that they have to be from ten to fifteen pounds underweight. The tricky camera adds that much to their figures.

So, as a help to your reducing program, stimulate your mind, and this increased interest, activity and speeded-up emotional tone will have a salutary effect on your figure. Much obesity comes from nervous nibbling by "people who are restless because their lives are unsatisfied and who may be seen nibbling candy, nuts, crackers and the like," according to Dr. Mark F. Lesses and Dr. Abraham Myerson of the Boston State Hospital. They gave seventeen obese patients doses of benzedrine sulphate, a "cheering up" drug often given to lunatics to prevent attempts at suicide. The sense of well-being diverted the fat patients' interests from food to the world at large, and they ceased nibbling and lost weight.

THE SECOND method by which figure beauty may safely and sanely be achieved is massage.

Masseurs and masseuses have reaped a harvest of dollars with their claims of ability to reduce a patient from five to ten pounds a week. What usually happens in cases where they succeed, is that they put their patients on a rigorous diet, and claim the results for their manipulations.

Massage will reduce your *measurements*, but not your weight to any degree, for the pounding, spanking and kneading your body gets makes your fat and your muscles more compact. With massage there is usually a routine of electric cabinets, steam rooms, and electric contrivances which induce free perspiration. In effect, your body is dried out. This drying out does not represent true loss of weight — for the moment that lost

moisture is replaced, you're right back where you started.

Massage is particularly helpful in smoothing out and breaking down those stubborn accumulations of fat on a woman's thighs, and in taking care of that middle-aged bump at the back of the neck.

The various rollers, pinchers, patters and other mechanical devices guaranteed to reduce you, are practically a total loss. They don't penetrate far enough.

THE THIRD method of reducing weight is by glandular injections, popularly called "shots." Unless you have glandular unbalance, "shots" will destroy the normal functioning of your body. They'll make demands on your nerves and your body which are likely to affect your entire personality.

In addition, the moment you stop, and your body has a chance to stabilize itself, you'll gain back your weight.

An ethical physician will not advise them unless you have a glandular trouble which causes your overweight. Your family physician will probably refer you to a colleague who specializes in glandular disturbances — an endocrinologist. Overweight through glandular unbalance is serious, and should be given as much expert attention as a properly catalogued major illness.

Weight reducing is by no means a quick procedure. That is, if you have respect for your body and want to continue to be healthy and happy.

But Americans are notoriously impatient of delay, resentful of anything which shows slow results. To this national characteristic — a lack of patience — the manufacturers of nostrums and inventors of gadgets for magic weight reducing, have catered.

If you're fat, by all means, reduce! You'll be happier because you'll be more beautiful, more self-assured, more poised. And if you'll consult any insurance table, you'll find that your expectancy of life is longer if you are slim.

But reduce sanely and slowly! Don't believe every cock-eyed notion about reducing. Use your common sense!

✧

Doughnuts to Dollars

FIVE YEARS ago L. C. Brown of Oklahoma City was broke and in debt. He had an idea and a cash capital of $5, enough to buy ingredients for making ten dozen sacks of corn chips. He and his wife turned them out on a kitchen stove, finishing at midnight, and early the next morning Brown left the product at a few groceries on consignment. They caught on. He branched out into potato chips, left some of the nourishing peel on to make them different, now has a business doing $60,000 a year and employing 19 people.

Say It Tactfully and You'll Be Loved

NO OLD person ever wants to be told that he's an old person. Say *older* in referring to your elders; it's truthful flattery.

Contrariwise, don't refer to persons not so old as yourself as *younger* people. There's a faint implication that you are looking down upon their inexperience from the eminence of your advanced age. Call them *young* people and everybody will be happy.

Which of these sentences is more tactful: "That dress looks beautiful on you," or "You look beautiful in that dress"? The winner in this sentence test of tact is the first statement, which implies that the wearer imparts beauty to a dress which otherwise might be drab and commonplace. The less flattering second statement implies that the wearer looks beautiful because she is wearing the dress, not because of her own charm.

A little criticism is a dangerous thing, but when you do feel that you must criticize someone you can pull the sting of your comments by preceding your criticism with a disarming but sincere acknowledgment of some virtue (everybody has virtues if you look for them) in the person criticized.

Subjects the tactful girl never talks about: The good time she had on a date with another man. The fact that a handsome movie star just thrills her to death (when she sees the movie with an unhandsome escort). Art and music in the company of a football star, or football and athletic prowess while lunching with a bookish young man who thinks that turning pages is violent exercise.

Everybody has had the experience of making an appointment to meet a comparative stranger or a person last met years before. You wonder whether or not you'll recognize the person, and when you arrive at the meeting place (often a crowded spot such as a hotel lobby) you think that the woman in the green hat standing by the pillar is your friend but you aren't sure. What will you say when you approach her: "Aren't you Susan Smith?" or "Susan Smith, I'd have known you anywhere!"? Something along the latter lines, if you want to knit a friendship. You can't go wrong. If it isn't Susan Smith there's no harm done, and if it is Susan she will be flattered by your instant recognition.

Sex Aspects of Marriage

Husbands, wives, and those who are about to marry, will welcome this discussion by a famous counselor

by PAUL POPENOE, Sc.D.

Miss E. is a stenographer who writes me about her proposed marriage. She is 27 years old and has been going for a year with a young man who, she thinks, would be a satisfactory husband. He has proposed to her, conditionally:

"He says that the most important thing in marriage is a good sexual adjustment and if people really take marriage seriously, they won't marry until they have found out whether they are well adjusted sexually. They might get along all right in other ways, but if they are sexually maladjusted the marriage would be a failure. He claims that people with high ideals of marriage wouldn't be so stupid or so reckless as to enter into it without knowing that they could make a go of it in this way.

"He therefore insists that we must have intercourse; and if we find we are adapted to each other, we'll go ahead and marry. If not, we'll know that we have averted a tragedy.

"I wasn't brought up this way, but I want to do the scientific thing, Dr. Popenoe. What is your opinion?"

This idea of trial marriage in the most limited sense possible is a common one, which shows a complete misconception of what sexual adjustment in marriage really means.

It is often supposed that sexual adjustment is something fatalistic; that it is a coincidence rather than a process; that it exists or it doesn't; and if it doesn't there is nothing you can do about it.

This is merely part of the ultra-romantic and fatalistic view of marriage in general, which supposes that two people may be "meant for each other" and that if they are, they will sail along in effortless bliss; if they aren't, the only thing to do is to get a divorce.

THE AUTHOR is General Director of The American Institute of Family Relations in Los Angeles, has served as editor of the *Journal of Heredity* and as executive secretary of the American Social Hygiene Association. He is an authority on genetics and kindred subjects and has written numerous valuable books.

It is an ignorant and infantile view of life, fostered by the widespread delusion that sexual adjustment depends on some physical, anatomical or congenital condition. This is far from the truth. Sexual maladjustments are in almost every instance psychological in origin. Those that are based on anatomical peculiarities or incompatibilities are almost unknown in everyday life. A competent premarital examination will prevent most of the few that might otherwise occur.

This trial marriage scheme also ignores the fact that sexual adjustment is *normally* not perfect at the outset of marriage.

In many cases the husband finds, on first trial, that he is impotent, because of his nervousness. In a still larger proportion of cases, the wife derives no satisfaction from it.

MAKING a study of 1,000 educated married women some years ago, Katherine Bement Davis was told by one-fourth of them that they were *repelled* by the first sexual experience of married life. All other studies agree.

The Institute of Family Relations collected information on this point from many hundreds of wives. Tabulation by L. M. Terman and others found that only 51 per cent of these wives remembered the first intercourse as enjoyable; 44 per cent "merely tolerated" it and the remainder were distressed in one way or another.

Complete satisfaction may not be reached by the wife for a long time after marriage. Of 658 women who reported on this point, a normal climax was attained after the following lengths of time:

At first intercourse.....	25%
After days or weeks.....	27
After 1–11 months.....	26
After one year or more....	16
Never.....	6
	100%

It is important to note that there was no difference in the average happiness of the marriage in the first three groups.

Most of these wives would have done better if they and their husbands had received the kind of pre-marital education that is now becoming widely available through scientific sources.

They would in many instances have done much worse if they had staked their future happiness on the outcome of furtive pre-marital experiments.

Sexual adjustment in marriage is something that normally improves steadily. It is better after a week than at the beginning, still better after a month, or a year; ordinarily much better after ten or twenty years. People grow into it, under favorable conditions of marriage.

These favorable conditions are psychological and social, for the

most part. They include feelings of confidence and trust, of permanence and security. They include freedom from fears and anxieties. They involve the meeting of two complete personalities.

IN THE light of these facts — and every experienced married person knows that they are facts — a good sexual adjustment is something to be attained, not to be pre-established or predetermined. Obviously, the conditions to attain it are not likely to be present in the pre-marital experiments, no matter how solemnly the partners may assure each other that they are. Anyone who has opportunity to get information on the subject is struck by the high proportion of pre-marital experiments that turn out unsatisfactorily. Questioning college girls who said they had had extra-marital relationships, Dorothy Dunbar Bromley was told that 50 per cent of them had never had an orgasm. The experiences of young men, in similar situations, would often be ludicrous if they did not involve so many serious consequences.

The attempt to determine in advance of marriage whether there will be a satisfactory sexual adjustment is not only unrealistic but it encounters, or creates, additional and unusual obstacles such as the following:

1. Impossibly high standards. Often the young people have been reading books on sex that set up fictitious and fantastic ideals of perfection, which the authors themselves probably never reached. In fact, the most expensive and notorious of these "sex books" was written by a physician who, as soon as it was published, divorced his wife and left the country! Few married persons attain these "book standards" and remain there. But the inexperienced young people think that this is what they must expect and when their experiments do not realize it, they are convinced that they are "not made for each other."

2. Overanxiety because of the amount of weight that is attached to the outcome. Anxiety is an enemy of sexual adjustment in any case; and when people are staking so much on the experiment, they have created a situation doubly likely to end in failure.

3. Unfavorable or unromantic surroundings.

4. Haste.

5. Necessity for secrecy, fear of discovery.

6. Fear of premature pregnancy.

7. Fear on the part of the woman that the man will care for her less afterward.

8. Fear on the part of the woman that the man is merely taking advantage of her and has no intention of marrying her. Whatever happens, it is easy for him to allege that *in his opinion* they are not meant for each other, and

it is no use for her to argue or plead — his opinion is final and the girl is helpless.

WITH all these difficulties, and others that will occur to the reader, it is not surprising that marriages are often prejudiced by ill-advised, even though sincere, attempts to determine their prospects. The results are various:

A serious inferiority complex may be created. The man has staked his future on this experiment and now finds, apparently, that he is abnormal or defective. Actually, there is nothing the matter with him!

Each is likely to blame the other for failure. The more they are emotionally involved, the greater is this unconscious tendency. The result is a broken friendship or antagonism.

A desirable marriage may be abandoned, merely because of this erroneous procedure.

The individual, in that case, has certainly not been helped to make another and better marriage later on.

The two partners, if they are idealistic and much in earnest, may go through a serious emotional crisis. After a lecture one evening in a New England city, I found a young man and a young woman awaiting me at my hotel. They wanted counsel. They had planned to marry and, as a precaution, thought they ought to find out whether they were sexually adapted to each other. Because of spasmodic muscular contraction, such as often exists at the beginning of marriage, the girl was wholly unable to participate. Several further attempts were equally failures.

They had made up their minds that the girl was abnormal and defective sexually and could never be a wife in the full sense of the term. However, the boy insisted that he would marry her. She was not sure that this was fair to him, not certain that a marriage without any normal sexual basis could last. She had thought of renouncing marriage altogether. They took advantage of my presence to get an expert opinion, although there were certainly 50,000 citizens of the city who could have given them valid information.

THE TRAGIC tenseness of these two fine young people made it impossible to look on this episode as a joke. I talked things over with them pretty fully, advised them that their experience was a common one in the circumstances, and told them that if they had started out with a real marriage they would have had no difficulty in working out an entirely satisfactory adjustment, as other people do. I did not ask their names, but on my return home I found a wedding announcement from that city. I am sure they are happy.

IF THESE prejudicial experiments are not desirable and often disastrous, what is the proper thing? What should people do to make sure that they will have a successful sexual adjustment in marriage?

First, they should possess a normal emotional make-up. This is, for the most part, something that has to be attained — one is not born with it. It calls for the right kind of education. If you have had the wrong kind, start in at once and get some re-education.

They should possess knowledge and understanding. This calls for a realistic sex education, not based on underworld patterns or on erotic fantasies turned out by pathological or mercenary novelists.

They should make the relationship open and above-board — not shamefaced and sneaky.

They should be free from haste and anxiety.

They should have a psychology of permanence — a recognition on the part of each partner that this relationship is not an episode or an experiment, but part of a lifelong sharing, without reservations.

Those who give themselves such a start need not worry about being able to attain a satisfactory sexual adjustment in marriage.

Starting Something Big Today?

FORTY YEARS AGO a lanky youth, not long out of Harvard, started out to get $20,000 with which to raise and market pineapples. The lanky youth was James Dole. He never did get that money in cash. He had to trade stock for legal services, for lawyers, for pineapple plants, for hauling, for surveying, even a Boston printer got one share of stock for printing the first prospectus.

Last year the Hawaiian Pineapple Company, whose board chairman is the same Jim Dole, had net sales of $27,586,650. The company has a capital equity of $23,339,000 — company total assets less liabilities. During its business year of 1940–41 the stockholders got $2,000,000. It employed approximately 14,000 people and paid them $6,389,000.

Our chief interest is not in what has been accomplished by Jim Dole and his associates. That's a mere matter of history. What we want you to think about is the number of opportunities being presented today. There are other lanky, tousled young men who have ideas for which they are seeking capital.

How many of them are embryonic Jim Doles? Be sure that some of them are. The great companies of forty years from now are being born today. At least many of them are. The future belongs to those with faith and imagination.

— THOMAS DREIER

Test Your Skill With Puzzles

HERE ARE a few puzzles, requiring only straight thinking for their solution, that have been prepared by Ernest Chappell, who conducts the *Are You A Genius?* program over stations of the Columbia Broadcasting System. Once you have worried through them yourself, you'll find it fun to spring them on your friends. A perfect score certainly entitles you to genius rating, but if you miss only one or two you can still be proud of your straight-thinking abilities.

1. Where is the only place in the world where you can travel south for 1,000 miles, west for another 1,000 miles, north for another 1,000 and east for another 1,000, and end up right where you started?

2. In the year 1975 a man starts a non-stop air flight in which he encircles the earth at the equator. He starts at noon of the first day of the month and flies west. If he completes his flight and arrives again at his starting point at noon 10 days after he left, how many times has he seen the sun rise, assuming that the weather has been consistently fair?

3. Does one 2-inch pipe fill a tank of water at the same speed, or more quickly, than two 1-inch pipes?

4. A man fishing from the beach hooks a fish 25 feet from shore. Each time the fish is pulled in 10 feet, he swims back 5 feet. Assuming that the fish swims and is pulled back in a straight line, how far does he travel before he is beached?

5. There are 4 contestants entered in a tennis tournament. If every man plays each of the other three, how many matches will be played?

6. A destroyer sailing at the rate of 25 m.p.h. sets out to overtake a battleship which is steaming at the rate of 20 m.p.h. and had a 30-mile start. An airplane starts from the destroyer at the same time and, traveling at an average speed of 90 m.p.h., continually flies back and forth between the two ships until the destroyer overtakes the battleship. How far does the plane fly?

ANSWERS: **1.** Only from a position 500 miles north of the equator can you follow conditions of the puzzle and make a perfect square. (Try it on a globe). **2.** Although he travels 10 days, he sees the sun rise 9 times because of the direction he is traveling in crossing the International Date Line. **3.** The area of the mouth of a 2-inch pipe is twice as great as the sum of the areas of the mouths of two 1-inch pipes, hence the tank is filled faster. **4.** The fish travels 55 feet. To gain 15 feet on the fish, the fish traveled 45 feet; he is pulled in the last 10 feet and captured before he can swim back. **5.** Six matches. **6.** The plane flies 540 miles: the destroyer takes 6 hours to overtake the battleship, during which time the plane flies 90 m.p.h., or 540 miles.

Big Shots Are Shy, Too

If you're shy, and uncomfortable about it, cheer up—here are five simple rules that should help

by JAMES GORDON DUSTIN

IT'S NOT smart to be snooty, but it's no fun being shy either — and far more of us go through life weighed down by self-consciousness than face it with noses in the air. We are not alone, however, for many a great character is shy.

These feelings of shyness which plague so many of us — so many of the *best* of us — are responsible for an immense amount of soul-sweat, and that is the more deplorable because, by and large, shyness is quite unnecessary. It is a form of public flight and social lockjaw which is easily susceptible to cure. Basically, shyness is a result of too earnest and exaggerated a contemplation of self.

Shyness is a badge of pride rather than of shame, if you learn how to handle it. As Dr. Louis E. Bisch points out, only the finest natures, the best people, have sufficient sensitivity to be troubled by shyness.

Your thunderous, blustering boor who bangs on every door he comes to in an offensive determination to get his "rights" is never shy. He has a cast-iron nerve. But there is always a vein of gold in the shy nature; gold is malleable, can be beaten so fine that 300,000 sheets of it would be only an inch thick, but it is still gold. Cast-iron rusts and weakens and cracks easily with a whining metallic sound.

"All genuine superiority grows out of a sense of inferiority," says Dr. Henry C. Link. "The person who admits his inferiority, and then does something about it, develops superiority."

Is that true? You have only to look at the record to prove it.

ARE YOU terrified by the idea of making a speech in public? This brand of shyness is extremely common to important people. The late Cardinal Hayes was a painfully shy, retiring lad who reddened with embarrassment when called upon to speak before his classes. He would have preferred the ways of a lonely parish priest, yet in later life his high administrative office made it necessary for him to make numerous addresses which he did superbly well.

Only after ten years of broadcasting did Amos and Andy muster up enough nerve to admit outsiders to the studio when they were broadcasting. Important radio ex-

ecutives, sponsors, personal friends, members of their family — all were barred by this famous radio team who could not bear to have people staring at them when they were working. Lowell Thomas was very shy during his first few weeks of broadcasting and he, too, insisted on being alone at the mike. Even after years of broadcasting his hands still shook while he was waiting to go on the air.

O. O. McIntyre was so terrified by the thought of speaking into a microphone that he turned down an offer of $7,000 a week for a fifteen-minute radio program. McIntyre was extremely shy of telephones because of a period as publicity manager for Florenz Ziegfeld, during which the *Follies* producer constantly interrupted him at all hours of the day and night with telephonic orders. Nor did McIntyre ever overcome his shyness of crowds and people; many of the celebrities of whom he wrote so intimately in his famous column he never met.

TO OVERCOME his shyness of speaking in public, friends advised author Christopher Morley to fix his gaze on some one member of the audience and address his remarks to that person. When Morley came nervously upon the stage his eyes — his vision is not too keen — swept the audience and lighted upon an outstanding figure in the fourth row. She appeared to be a woman of ample proportions wearing an impressive assortment of furs.

As Morley warmed into his subject, he observed that he was holding his "target" spellbound. Not once did she move. His shyness vanished and his speech was a smashing success. Afterward, receiving compliments, Morley was asked how he had done it.

"I just followed your advice and talked right at that woman in the fourth row," he said.

His friends looked blank, then roared. "That wasn't a woman — that was the chair a lot of us piled our coats on!"

STAGE fright is akin to fear of public speaking, yet the greatest figures of the theater are not immune after years of public appearances. Paderewski, after fifty years of concert appearances throughout the world, was still bothered by stage fright. Tallulah Bankhead is so shy about getting out on the stage to play her role that her mouth gets dry and she puts vaseline on her lips to keep them from sticking to her teeth. Raymond Massey is among the shyest of celebrities, as is Alfred Lunt.

Is it crowds or people that make you shy? Not even royalty is immune! Queen Mary was so shy as a child that she often burst into tears, and her first sight of Queen Victoria brought a fit of sobbing. Yet Queen Mary's whole life has

How Shy Are You?

SHYNESS is a protean state of mind, not an actual fact, and the following revealing questions do not by any means exhaust the guises it may take. Each "yes" answer does, however, indicate a tendency to shyness:

Do you blush easily?
Do you feel that friends criticize you behind your back?
Do you feel that people are always staring at you?
Do you worry a great deal about concealing your defects?
Do you dislike to meet strangers and feel uncomfortable in crowds?
Do you dislike having people watch you while you work or play?
Do you feel resentful when someone succeeds in a game or enterprise where you have failed?
Do you believe that you have fewer abilities and talents than the average person with whom you associate?

been one of public appearances, of being stared at by people, and her regal stateliness is a mask which hides her natural shyness.

HENRY CAVENDISH, one of the greatest names in chemistry, was so shy where women were concerned that if he so much as caught sight of one of the female servants about his house she lost her job. His shyness extended to men as well and included all strangers, however illustrious. On one occasion, at a meeting of the Royal Society Club, a friend approached Cavendish with a companion in tow. It was the Baron von Plattnitz, the leading scientist of Austria, who had come all the way to London to meet the man he considered the most brilliant scientist of the age.

Before the introduction was half over, Cavendish, shuffling and fumbling nervously with the buttons of his coat, had scuttled away like a frightened deer and did not rest until he arrived safely at his home.

John Bunyan and Cardinal Wolsey shared Cavendish's shyness of women, and John Keats was so shy of strangers that it bordered on fear.

Is it some impediment or disfigurement that tends to make you shy? If you actually have such a handicap, it can be the very thing that drives you on to greatness. Byron's club foot made him inordinately shy; his poems were at

least partly accounted for by what the psychologists term "over-compensation." Michelangelo shunned people because of a facial disfigurement — and created art that will endure forever. Beethoven's deafness made him shy, to the eternal glory of music.

EVERY high school student has studied Boyle's Law, which states that the volume of a gas is inversely proportionate to the pressure. That was but one of Robert Boyle's contributions to the science of chemistry. He was a weak, timid youth with an incurable stammer which had much to do with driving him to a life of study.

Men who write most forcefully are likely to have unsuspected shynesses. Charles A. Dana, who made the New York *Sun* the most powerful newspaper of its day and who affected the course of government as few editors have, was still able to blush like a schoolgirl at the age of sixty. Westbrook Pegler writes a column so forceful and punch-packed that many readers think of him as a bellicose buckomate with chips on both shoulders. But the late General Hugh Johnson said of him, "The fact is, he is shy to a fault, kindly beyond your ordinary observance, and truly a sort of sentimental Tommy."

Lion Feuchtwanger, whose very name is leonine, is the author of *Power* and other works alive with brutal strength. Yet he is so shy and sensitive that he shrinks from meeting people, and at a party is far more likely to be found sitting on the floor talking to children than exchanging quips with the literary great who want to meet him.

T. E. Lawrence — Lawrence of Arabia, who virtually singlehanded carried on one of the most successful military operations of the World War in the Far East — was shy to the point of self-effacement, so shy that when celebrities and governments wished to honor him, he stepped out of the world by enlisting as an air force private under an assumed name.

In discussing Lawrence with his father one day, a young Englishman remarked: "He must have been a remarkable person, truly outstanding."

"Why, you met him."

"I did? When?"

"Don't you remember the man to whom I introduced you in London on the steps of the British Museum some years ago?"

The young man was dumbfounded. He did indeed remember the man he had been introduced to — a slight, shy person who wouldn't look at him and who hurried away to avoid speaking.

Robert Lincoln, son of Abraham Lincoln, suffered feelings of shyness and inferiority all his life because he was his father's son. Robert Lincoln was appointed minister to England, was president

of the Pullman Company, and held many other positions of trust and power. He always felt that it wasn't himself people wanted to honor, but the son of Abraham Lincoln.

SHYNESS, plainly enough, was no handicap to achievement in the instances mentioned above, nor in other cases that could be cited endlessly. It is even true that in many cases shyness acts as a spur to achievement by making it seem doubly important to stand out from the crowd in some way. But shyness never makes life more comfortable to lead, and since such feelings are comparatively easy to conquer, the effort is well worth while.

The late Webb Miller, noted foreign correspondent for United Press, told in his autobiography, *I Found No Peace*, how he overcame shyness. In two important departments of life he faced obstacles: work and women. As a reporter he used to walk up and down in front of a building before screwing up enough courage to enter and interview an important person.

"In my struggles to overcome my natural handicaps as a reporter in Chicago," he says, "I made what to me were two astounding discoveries; first, *if I liked people and showed it they usually liked me;* second, *most human beings suffered more or less from the same disabilities that I did.*

"The late Charles Erbstein, the famous Chicago criminal attorney, told me the secret. Although of unprepossessing appearance, he was one of the most widely liked men in Chicago, and could win the sympathy of a jury or anyone he encountered sooner than any other person I had met. I asked him how he did it and he told me those two simple principles. So I set about trying to like people, always keeping in mind that they were perhaps as diffident as I was."

IF YOU are shy, you are probably perfectly well aware of it. If you have any doubt, check yourself by the test questions on page 97. Then take the following Shyness Cure, bearing in mind that it is not black magic, not fantastically beyond anyone's powers, but that it is a simple, common sense, *workable* method of bolstering the self-confidence which is your birthright.

1. Think about the other fellow and forget about yourself. Remember that he is probably as diffident as you are and may be wishing he had *your* poise.

2. There are a lot of things about you that the other fellow might envy. Think about those instead of envying him. What are your strong points? You have plenty of them. Look for the weak points of others, not in a carping spirit, but to build your own self-esteem. Remember that *you are superior to the majority of your fellows in some one particular thing.*

3. When you wonder "How'm I

doing?" and incline to worry about your future, dwell on your past victories and achievements rather than on the failures that strew everyone's path. All great men have stumbled often — why let a misstep or two get you down?

4. Remind yourself that *things* are not as important as *you*. The other fellow's Rolls Royce may not be paid for, or he may have purchased it from funds acquired by methods you would shrink from. If you stand in well with yourself, great possessions of the man next door will not dismay you. Count your own self-valuation as an asset.

5. Don't imitate anybody, or try to keep up with the Joneses. Imitation is a confession that you feel you have shortcomings which an honest appraisal would probably convince you do not exist. If you must think about shortcomings, concentrate on those of the other fellow — he has plenty.

Finally, if you're convinced you're a pretty average fellow — be glad you're ordinary! You don't have to put up an expensive front, or hire bodyguards for your children, or be suspicious that friends cultivate you for your bankroll.

Shyness often has its roots in overweening ambition; you set your goal so impossibly high that you're always conscious of falling short of it. Nobody who has much money ever had enough to satisfy him; there's always somebody in the bracket just above, and it would do your heart good to hear high-salaried men bellyaching about how little fun their money buys.

Hold your head up among them? Of course you can! Hag-ridden souls that they are, they probably envy your basic sense of values and your ability to look into the mirror and say, "I'm glad to meet myself!"



How To Be a Good Listener

ONE REASON for being a good listener is that it helps you appear intelligent in the eyes of other people. Another is that you are bound to be an interesting person, in the opinion of the speaker, if you listen intelligently to what he says. To be a good listener (the first step toward being an interesting conversationalist) keep these simple points in mind:

Get the other fellow's point of view. Honestly concede him the right to think as he does, even though you disagree with him; this will enable you to maintain a pleasing manner.

Don't be too positive. Good speakers and good listeners usually avoid positive, dogmatic statements. The person who most stubbornly asserts that he is right usually has only a smattering of information on his subject.

Don't interrupt. You know how you feel when you're cut off in the middle of a sentence; it's as if you were told you aren't worth listening to.

Keep your temper. You can't listen or think clearly when you are angry; rage and short temper are not friend-making qualities but on the contrary tend to repel people and make you feared.

Be a good sport. Never use sarcasm or ridicule; you may win an argument and lose a friend.

BOOK DIGEST A 10,000-word condensation of a book that has helped thousands to success

The Art of Persuading People

by

JAMES A. WORSHAM

YOU WILL find here a new vision of the marvelous equipment you possess, and details of the simple procedure necessary to follow in order to bring yourself all of the things you want to be and have.

Fortunately, happiness and success are things *not* to be had through a mere effortless, mental sleight-of-hand performance, a magic formula, nor through some psychological short-cut. This is fortunate because otherwise we would all be robbed of the joys, thrills, pride and ecstasies of achievement.

Encouragement lies forever in the truth that we have, when properly developed, faculties and abilities that can carry us forward to where we want to go.

— JAMES A. WORSHAM

Condensed from the book of the same title, copyright, 1938, and published by Harper & Brothers, New York

The Art of Persuading People

Here's an amazingly simple secret—one that you can apply successfully to your business and social life

by JAMES A. WORSHAM

A FEW years ago a woman was granted permission by the Government of the United States to return to this country after a deportation years before.

Her expulsion had been due to her efforts to persuade workers to take violent action against their employers in order to secure alleged rights.

The time limit set for her stay here was only thirty days. During that time everything she said or did was under the strict surveillance of the Secret Service Department of the government.

A powerful nation was thus paying tribute to the possible power and far-reaching effect of the persuasive ability of just one individual.

That woman was Emma Goldman. Though remarkable in her persuasiveness, she knew no more about it than you can acquire and employ.

We live in a day when things are done on such a gigantic scale, with multitudes of people involved, that we overlook the persuasive power that it is possible for one individual to exert.

All successful leaders are effective persuaders. Dictators learn the secret. They get themselves into positions of power through its use. In spite of a certain outward display of force, they must continue to use the art of persuasion if they are to sustain themselves in power.

When you fully understand the ramifications of the secret, you will be in a better position to be proof against such propaganda.

SUCCESS for each of us depends on two basic factors. One is a technical knowledge of the job you want to fill, and the other, far more important one, is the ability to persuade others to use your service and compensate you for what you know and can do.

With most of us the art of persuasion is something we must acquire, cultivate and develop. Fortunately, the secret is so simple and understandable that any normal individual can quickly and easily grasp it. The secret can and will be stated in one sentence.

A man with overflowing energy reflected in every step walked into the office of the president of a bank and said: "I want to secure

a loan of one thousand dollars." He spent several hours arguing, and in spite of much insistence, went away without the loan.

Another man, quiet and soft-spoken, went into the same bank directly afterward, and began his request for money by asking: "What have I got to do to get a loan from this bank for one thousand dollars?" In less than a half hour, he came out with his request granted.

The first man didn't understand the secret of persuasion and the second one did.

A WOMAN meets a man for the first time, and on being introduced, mumbles something that sounds like "How-d-du," and nothing happens afterward, even in the way of a friendship.

Another woman, far less attractive in features, is introduced to the same man, and she remarks at the first opportunity: "I have always wanted to meet you. I have been hearing so much of the wonderful things you are doing. You must tell me all about them."

Before long the newspapers carry an item about their marriage. She used the secret of persuasion and the first woman didn't.

One of the "personality-boy" salesmen goes into a store and the first thing he says to the buyer is: "I want to sell you a big bill of goods." He spends a good deal of time "focusing" his "personality," accompanied by conversation urgent in tone; but he doesn't get an order.

Another salesman, who might admit that he doesn't think he is much of a salesman, calls, and his opening remarks include the observation: "You certainly have a good-looking store here. How did you ever happen to get into this kind of business anyway?" And at his exit he carries with him a sizable order.

What is the difference between the two? At the least, it is fundamental in principle.

Through the years, as I have interviewed and hobnobbed with great persuasive personalities, I have asked myself repeatedly: "Just what *is* the secret of this art of persuasion? *Is* there a secret? If there is, can it be reduced to some simple formula which the ordinary individual can understand and use?"

The Author

WHEN James A. Worsham writes about persuading people, he does so with authority and his findings have a practical application to the life problems of every individual. During his varied business career his talents for selling and the development of the selling ability in others have led to his increasing prominence as a consultant on advertising and sales matters. Born in Seventysix, Missouri, he says that's one thing about him that people *never* forget.

My life has been largely spent in a colorful, competitive, active business world, where effective persuasion always means success, and the lack of it failure. For years I have had the rare opportunity to study at close range the persuasive efforts and technique of many who have climbed to great heights in a worthy manner.

My book and magazine writings have necessitated numberless interviews with successful professional men — with executives whose persuasive talents were put to daily use in the handling of thousands of employees; with "star" salesmen whose work resulted in large manufacturing plants having to strain their facilities, day and night, to fill orders; with heads of government, who had been able to persuade millions to vote for them; with foreign diplomats whose persuasive efforts had led nations away from and into war; with cunning lobbyists whose strategies of persuasion made or unmade national laws; and with thousands of others whose persuasiveness was important in their spheres of influence.

Out of all this study and observation I have found the simple secret of persuasion. I have discovered that it is employed alike by all, whether they realize it or not.

The secret is so simple and obvious that I hesitate to state it, because of its very obviousness and simplicity. Yet, after all, isn't all truth simple and obvious after discovery?

The basic secret of persuasion is this:

Individuals (or masses of people) are persuaded through the influence of the things they want. In actual operation this means: Find out what people want (not just need); be in a position to convince them that what you offer will satisfy the want, and place your proposition within their reach.

PERSUASION is NOT some mysterious influence that one individual can exercise over another in some hard-to-understand fashion. It is NOT a psychological sleight-of-hand method of separating an individual from his money, favors, votes, friendship or love, and giving in return something the individual *doesn't* want. Yet daily I meet people, especially salesmen, who do not think they have done a worthy, commendable job of "selling" unless they have been able to persuade a customer to buy something not *wanted*. What a grievous error!

The secret of persuasion is based on what the *customer* or *other* person wants; NOT on what *you* want.

Exploring the Secret of People's Wants

BOOKER T. WASHINGTON once remarked: "The trouble with many of my people is that they do not have enough wants. All that multitudes of them desire is a one-room cabin, a piece of fat meat and a slab of corn bread."

Among such people, where are the markets for our present-day services and equipment?

Several years ago, *Collier's* magazine carried a cartoon showing a savage African bushman standing beside a twelve-dollar-a-day American mechanic. The query under the cartoon read: "Which man would you rather have for a customer?"

Of course the basic difference lay in the fact that the twelve-dollar-a-day mechanic was in possession of a vast number of unsatisfied desires. The bushman had only a few needs and no wants.

Strip a normal, civilized, modern individual of his developed wants, until you have left the equivalent of this African savage with his loin cloth, and what kind of customer remains?

Your needs are really few, as will be evidenced if you take an inventory of them. You will discover that you can jot all of them down on a small card.

The people of this country of ours could go back to living in caves and tents, and then what would become of this vast aggregation of ours of capital, manufacturing plants, department stores, specialty shops, palatial steamships, streamlined trains, telephones, engineering firms, publishers of newspapers, books and magazines, and all of those facilities for service that constitute our complex way of living? Where would chemists, doctors, lawyers, dentists and other professional men and women sell their services? Wouldn't about ninety-five per cent of it be useless?

TAKE an inventory, though, of your unsatisfied WANTS today, and you will be surprised to learn that it is going to take all of the money you can earn for the rest of your life to satisfy even part of them.

Other people are exactly like that too, and that is why you can use their desires as a means of wielding an influence over them. Desires, wants, ambitions, aspira-

Use New Ideas

DARE to make use of new ideas — not hesitating —
Remembering
That Life itself is the final great judge of all plans — pretentious or otherwise —
Of all conduct —
Of every imagination of the human heart.

tions and longings are the great motivating forces of our lives.

What is it that you discuss most of the time if given a good listener? Is it not your desires, ambitions, hopes, anticipations and wants? Even strangers and the most casual acquaintances are expected to listen to such wants of yours as your desire for more money, your hopes of getting ahead in the world, your wish to climb upward in society, your ambition to join a certain organization, your anticipation for increased business, your prayers for better health, your insistence on security for your old age, your predilection for up-to-date clothes, your obsession for golf, your mania for gambling on race horses, your cravings for certain foods, your longing to live in a better neighborhood, your aspirations in connection with some political office, your desire for love and affection — and thus on and on through hundreds of thousands of unsatisfied wants.

Notice how little our *needs* influence us.

A Royal Road to Opportunity

IF I gave you a million dollars today, you would not have much difficulty in spending it, would you?

What would be the first thing you would do? Would it not be to set about in the satisfying of your unsatisfied wants?

Maybe you have always wanted the finest automobile that money could buy: or to have a college education; or to become a famous singer; or to take a trip back to the old home town; or to own the most beautiful home in the city; or to be able to buy out the firm whose manager at one time unjustly discharged you, so that you can walk in and discharge him; or to endow a hospital which nursed you through a serious illness; or to run for a political office; or to buy for some loved one everything he or she has ever wanted; or to purchase an ocean-going yacht, or a radio broadcasting station, or a newspaper, so you could wield wide influence politically; or to take a trip abroad — and on through a million other desires, world without end.

THE MINUTE you knew you were going to receive the million dollars, your mind would concentrate on these wants or others similar to them, and everything you did, every decision made, every plan laid, would be motivated by these desires.

Consider those wealthy individuals you have read about. Look over the possessions they have been persuaded to buy. Note the extent and diversity of them. Such possessions often include apartment rooms in a leading hotel; a town house; several country estates; a home at a seaside resort; perhaps a villa in a foreign country;

and hunting and fishing lodges. There may be a private railway car personally owned; an ocean yacht; several models of automobiles; expensive jewelry; and a host of other things, ranging from art galleries, golf courses, swimming pools, and greenhouses, to rare precious gems.

THE OWNING of all these things indicates the possession of desires which these various things are designed to satisfy. It is this vast potentiality of unsatisfied desires, possible of development in each individual's mind, that is the hope of the future of the human race.

It reflects in some measure the expandable status to which people can evolve. Having this capacity to absorb and retain wants, and to add untold numbers of other desires, marks the great difference between man and all other living creatures.

This capacity for desire fosters all advancement, and results in the building of our so-called civilizations, which are nothing more than the sum total of the efforts of many people to satisfy a multiplicity of wants.

The unthinkable numbers of unsatisfied wants of people in an advanced country like this, are our greatest assets. Our most valuable assets are not our large manufacturing facilities; not our trained and skilled labor supply; not our abundance of raw materials of many kinds; not our elaborate transportation systems; not our efficient office buildings; not our network of concrete highways; not even our vast supply of gold. Our greatest assets are the developed wants of our people.

From every angle, you can see how desires — wants — are untold in number and they are the royal road that will take you anywhere you want to go in the persuading of people. The challenge is to your ingenuity in uncovering them — digging them out — and using them.

Discovering Wants

AS SOMETHING to suggest thinking along this line, the following list gives a number of them that are real motivators:

THE WANT to
- — be noticed.
- — leave people under the impression that one is worth more than one really is.
- — show off what is known, or can be done skillfully.
- — boast about accomplishments.
- — own things that advertise oneself as a success.
- — avoid hard or disagreeable work
- — save time.
- — make more money.
- — get something for nothing.
- — have the good opinion of people.
- — be up-to-date.
- — keep up with the Joneses.

You can doubtless continue the list indefinitely.

More Friends Through Persuasion

ONE hot August day I was hurrying along on foot, down a dusty road in a Southern state.

As I turned a bend in the highway, I came suddenly upon about thirty men, rough mountaineers, hurrying along as if intent on some urgent business that couldn't wait.

I recognized one of the men, and as the situation seemed most unusual for such a sparsely settled section, I halted him for a moment, and asked: "Mr. Self, what's going on here?"

He stopped, and pulling out his red bandanna handkerchief to wipe his face, he explained: "Do you know that old Negro ex-slave who has lived around in these parts ever since anyone can remember? We all call him Old Uncle Ephraim. Well, he needs our help and we are all going over to his little place to see what we can do. You see, he isn't far from being a hundred years old. We all think he is much older than that. He has been around a mighty long time.

"He worked for our great-grandfathers and great-grandmothers. He took care of our grandfathers and grandmothers when they were little. He took care of our fathers and mothers when they were little. He has taken care of us when we were little. He has taken care of our little ones. He is mighty sick now, so they tell us. The first time in his life to be sick. He has taken care of all of us all these years, and the time has come for us white folks to take care of Old Uncle Ephraim."

And that is how we persuade people to be our friends. We must expect to do something for them. We must help them satisfy their wants — desires — and then maybe the time will come when they will do something for us.

Often we hear the statement: "I want people to like me, just for myself."

Well, if "myself" can make a definite contribution to the satisfying of the desires of people, then "myself" will be able to persuade people to like me just for "myself." But if "myself" will not do this, then "myself" will go without friends.

FRIENDSHIPS will not come to you because you insist. It is a job for persuasion.

One of our most natural wants is a want for friends, as we are a gregarious type of life. But this desire for friends is not often a simple matter. In truth, none of our wants are very simple. That is why it takes a well-rounded personality to persuade in anything, if your persuasiveness is to enjoy its full quota of power.

Each factor, in the want for friendships, is easily enough understood and used.

You may want friends because you desire to help them enjoy themselves; or because you desire to profit through their influence; or you have ambitions to boast about how many friends you have; or you like to borrow money from them; or use them politically; or you are lonesome and desire companionship; or you want their personal protection in a lonely neighborhood; or you want to have someone with whom you can gossip, or from whom you can get the latest news; or someone to whom you can retell your achievements; or to whom you can recite your other comings and goings; and thus on endlessly.

Remember that the people whom you want as friends are also possessed with the same desires. Therefore the simple thing to ask yourself, when you seek to persuade people to be your friends is: "What do friends WANT?" To be more specific: "What does Mrs. Jones want, whose friendship I seek?"

It is easy enough to build up an imposing list of general wants. However, we must keep in mind that in each of us our wants are different and our accumulation varies greatly.

Friends generally, though, want from and of me:

A cheerful countenance
A ready smile
Respect for their self-esteem
Regard for their importance
Thoughtfulness as to their wants
Entertainment socially
Regard for the sanctity of their home
Respect for the privacy of their lives
Help in time of trouble
Personal cleanliness on my part
A presentable appearance
Up-to-dateness in dress
Knowledge of the ordinary rules of etiquette
A liking for at least some of the things they like
A reverence for the things they revere
Fair treatment from me
Courtesy from me
And thus on through many other desires.

ALL YOU are required to do to acquire people as friends, is to make some worth-while contribution to the satisfying of such wants and desires as these. There really isn't any mystical psychology about it.

You may not be able to satisfy all of these desires. You may be in a position to satisfy only a few. In extreme cases, only one want can be satisfied, and yet that alone binds you to an individual as his friend for life.

I used to know a wealthy society leader who, month after month, sent another lady in poor circumstances a personal letter with a gift of money inside. This society leader, who had hundreds of loyal friends, remarked once to me:

"I consider that old lady one of my closest friends. She never did but one thing for me in all of her life, but I can never forget it. She happened to be the only one in my home when my husband died suddenly and unexpectedly. It was quite a while before any of my relatives and friends could get here. I shall forever remember her sincere sympathy and great help."

Not many of us would have many friends if we had to satisfy all of their desires. One of the reasons why we build up a rather imposing list of friends during the years, is that we contribute something to the satisfying of different wants in different people. With one it may be for musical companionship; with another we are interested in the same sports, and so on.

IN THE wants just listed, there are few but what any normal individual can make some contribution towards their satisfaction. But because of the variety of desires involved, there is indicated that one must possess many things in the make-up of the personality in order to be able to satisfy such a variety of desires completely. One cannot satisfy the desire for musical companionship if one knows nothing about music.

The thought back of this detailed recital of wants is to encourage you to take even such a thing as friendships apart, and look at them in detail. In this discussion these things are WANTS, and we can understand the term, *want*. This gives you an insight into principles that never change. Knowing fundamental principles, you can proceed on your own initiative and meet any unusual situation demanding of you persuasion.

PEOPLE in general want others to smile at them, and otherwise display friendliness. When you smile as you greet them, you satisfy this want. And the individual who seems to have a knack of making and holding friends is continually doing such simple things as that, only widening the effort to include more than just two or three wants. You doubtless know that people want to talk about themselves — their accomplishments — their financial difficulties — their sorrows — their relatives — their operations — and even their failures. Isn't it a matter of plain common sense then to be a good listener, if that is what friends want? And anyone can do it. You do not even have to *know* much, to be a good listener.

It is a good strategy to be a good listener anyway, especially at first meeting someone. In this way you learn quickly what that particular individual desires, and knowing the desires, you have the key at once to the persuasion of the friendship.

You should know that most anyone wants to be made to feel important — of value. In China they refer to it as "keeping face." How easy then it is to persuade people to like you, by saying and doing things that will make people feel important. Remembering a birthday or anniversary is one simple way.

Lasting friendships come about in this fashion; the longer we know people the better we become acquainted with their unusual pattern of wants, ambitions and desires. What an enviable position in which to find yourself, if you are gracious enough to be willing to help satisfy those desires! You cannot help being surrounded with friends.

One of the easiest ways to get behind the mental curtain which all of us pull down before strangers, and find out their desires, is to ask this leading question: "How did you ever happen to get into this kind of business — or profession — or work?"

Another type of statement that lifts the curtain and lets you look inside the mind, goes something like this: "You certainly have a lovely home here"; or "You have an efficient looking manufacturing plant"; or "You have such a beautiful view from this window."

We term such statements, compliments; but isn't a compliment just the telling to us of something we desire to hear?

Most of us want to be noticed. When someone says, "Good morning," to us, they are satisfying in us that want to be noticed. When someone greets us with, "Good morning. How are you? How are the children?" they are satisfying several desires. Isn't that much more effective in strengthening bands of friendship?

These comments about desires and wants of people and knowing about them in detail, has to do with what is usually labeled, "Knowing Human Nature." To know human nature is simply to know the wants and desires of people in minute detail.

Influencing People

I ONCE had the privilege of interviewing an acknowledged political boss of a large city. Elections always went as he wanted them. Unless a candidate received his approval, he didn't have a chance. Literally thousands of votes were to be "had" through this man's influence.

I talked with him quite a while before I was able to gain an entrance into the inner recesses of his mind. Finally I swung over to the question I have already suggested for your use under similar circumstances: "How did you ever happen to get into politics?" As is invariably the case, that opened the floodgates of conversation on his part.

He told me that he had been a

successful business executive with a wide experience. He thought he was all set for life, and then the company failed. He lost his position as well as his investment in the firm. For weeks he walked the streets looking for work. His age seemed the greatest argument against him, for he was about fifty.

After much futile effort of this kind, he took stock of himself one day and incidentally was delighted to find that through the years, he had acquired assets of mental value of which he could take stock. (Here is another reason for special personal development.) In this inventory of himself he dug up a want in his mind that had been lying there in the discard for years. He had always desired to get into politics.

AS HE considered the various phases of this desire, the barriers to its realization seemed many. He didn't have any money saved up with which to conduct any kind of campaign. He had no political experience to offer those in power and thus no "influence" with the voters.

His first step involved doing what we suggest and urge upon you to do, throughout this book. He took an inventory of the WANTS of the people of his city.

The uncovering of these desires was no easy task. It involved going from door to door interviewing hundreds of voters personally. He asked them: "What do you want?" He concentrated much of this investigation on the underprivileged — those of little means. He did this because they represented a majority of the voters.

MANY WANTS were found: a want for a better wage; for better living conditions; for some of the necessities of life and a few luxuries; a want to get out of some kind of trouble; and thus on through many allied wants.

The last-mentioned want — the desire to get out of some kind of trouble — loomed up as the dominating want. He was astonished at the number of people in one kind of trouble or another. Maybe it was a debt and had to do with a telephone or electric light and gas bill; or trouble involving minor and even serious infractions of the law.

Around the courthouse, daily, he found hundreds of people, most of them poor, seeking justice. This man thought to himself: "They can vote."

In this multiplicity of unsatisfied wants he saw his opportunity to influence people to vote for him or his candidates. It was a task, too, on which he could focus all of his talents.

In addition to studying law at a night school years before, he had attended classes in public speaking, psychology, bookkeeping and accounting, economics and ad-

vertising. He had read extensively in the classics, was a good mixer and was democratic in manner. He was not beginning his new work unequipped and unprepared, and he realized that there are never any premiums paid on ignorance, not even in the effort to persuade.

He proceeded with his self-appointed task of making contacts with people in trouble. At first he had to look them up. It wasn't long, though, before they began coming to him. Even if it was just a dispute over a telephone bill, he would take a hand in it, and follow through to a satisfactory adjustment. Many of those helped were foreigners, wholly at a loss about what to do. Is it any wonder that such voters wanted to favor the man who had favored them? Very soon, whatever the "boss" desired, he got.

His efforts pyramided rapidly in results. One person gotten out of a "jam" meant the votes of scores of relatives and friends of the individual helped.

The very day I talked with him (years later) he had just returned from a two-day trip to the state capital where he had succeeded in getting the Governor to stay the execution of a boy about to be hanged. This boy was the son of a widow in poor circumstances. No longer did I wonder at the influence this man had over the majority of the voters of his city.

I am not endorsing such "boss-ism," but I am reciting these facts here to emphasize how influence can be wielded through satisfying the wants of people.

THE WORD "influence," like many of our words, covers a collection of actions and motions. Too often, though, we think of it as some mysterious force whereby, at the wave of a wand, the person we desire to "influence" will immediately do our bidding, when in reality it is nothing more than the result of satisfying desires of others.

In an effort to get in to see the president of a utility company one time, I found my way to the stairway leading up to his office blocked by a large sign that read: "No admittance. Tell your story to the girl at the desk." She was firm in her refusal to let me talk with her chief and I was equally determined to tell my story to no one but the proper official, for I knew she wouldn't understand what it was all about. I knew no one in the firm, and the outlook seemed hopeless for my getting in.

Then I recalled that I was acquainted with a prominent attorney in the city. I looked him up and explained my predicament. This man replied: "Why, I know Bill well. We often golf together. I'll telephone him right now."

The conversation over the telephone ran something like this:

"That you, Bill? How are you? Oh, OK. What's the idea of keeping a friend of mine out of your office? Worsham. Yes, I see. Of course. Well, I'll send him right over."

No long-winded pleading and logical argument or forced "selling." Just a few words that got me in promptly. Why? You know by now. The utility president *wanted* to favor a friend of his, because doubtless the attorney had done likewise.

This is why a letter of introduction is always good strategy to use in getting in promptly to see busy people. You get a "hearing," because the individual receiving the letter desires to favor some third party (not you), but it can help you get what *you* want.

A GREAT DEPRESSION comes along and gives an almost dead political party its long-waited-for opportunity to win. Because of the out-of-joint economic conditions, many wants of people suddenly surge to the surface of their minds and clamor for attention and satisfaction. A want for a job — food — money — clothing — shelter — security in life — a change in parties — and by a promise that these wants will be satisfied and satisfied now, they are persuaded to vote for the party out of power.

So important are the satisfying of our wants to us that we often do illogical things in an effort to bring about their satisfaction. The plan of action of a political party doesn't have to be fundamentally sound in order to persuade people to vote their way. A mere promise seems to be sufficient.

IF YOU take apart the tactics and strategies of all politicians, you will discover they are always trafficking in people's wants. They realize that people want less taxes, so the politicians promise an economical administration. Seldom is there any idea of doing this, but it makes a good promise. So easily are people influenced through the things they want that they will accept unsupported claims as to what will be done for them.

In centuries past, the mass of people were denied a means of education by the leaders, because the leaders knew that education is an important factor in developing wants, and people with too many wants are hard to restrain from taking steps to satisfy those desires.

Under all conditions, when you can't remember all of the specific steps to take in influencing people, just begin at the beginning by asking yourself this question: "What does this person WANT?"

Winning and Holding Love

A METROPOLITAN newspaper offered a cash prize for the best formula for winning and holding a husband. The unmarried lady who won the prize embodied her formula in two words: "Feed him."

The basic truth expressed in these two words is that some definite desire must be satisfied to win and hold even an important thing like love. This is true even if that desire has to do with food, as unromantic as that might appear. Love doesn't just happen.

It is an axiom that you cannot *compel* someone to love you. The make-up of that effort on your part to secure love can be labeled "persuasion," but it is no different from any other kind of persuasion. It is just a matter of satisfying the desires of people.

Because love involves physical factors, as well as mental (there is always a combination of the two), the matter of personal appearance enters into the persuasive effort, quite as much as other things. This is especially true in the initial stages of love seeking.

Particularly with women, is the matter of appearance (looks) important, for in man is an inherited (or acquired) want for beauty and attractiveness, as he sees it. So even in this quest for love, we must consider first and always the question: "What does the opposite sex desire? What does he (or she) *want?*"

We need not weigh, except for a moment, the want for sex relationship. This is so well known and is of such power as a persuasive element in love, that a discussion of it could lead to no more evidence than we already possess.

MENTION of it, though, does give one glimpse of the persuasive power that lies in a dominating want. Think of the extent to which many have gone to satisfy that one desire. When its persuasive power is used to unprincipled ends, the outcome is always unhappiness and disillusionment, because of the presence in the mind of OTHER wants, whose satisfaction must be had.

Of course, many of these other wants have come about through education and by religious training. They exist, nevertheless, and must be taken into account in the business of persuading people to love you. The reason why so many marriages fail, lies in the indifference to, or ignoring of, these many *other* developed wants.

When we consider love, we think too of the unselfishness that is supposed to accompany it. Unselfishness is nothing more than being interested in satisfying the wants of others first. Selfishness enters in when one individual is

interested wholly in the satisfying of his or her wants, and utterly uninterested in satisfying the wants of others.

AN INDIVIDUAL goes along into maturity and one day meets one of the opposite sex. Immediately both recognize in each other an opportunity to have some of their unsatisfied desires satisfied. Contrary to superficial belief, these desires involve many other things besides sex. An analysis shows that they include: a desire for love — a home — children — companionship — attention — affection — to be considered somebody — a permanent residence — regular meals — desirable surroundings — a place to entertain — to be like other people — to avoid growing old alone — to be looked after — financial support — a good cook — an excellent housekeeper — more money — the luxuries of life — a prominent place in society — to get away from an uncongenial home — to get even with someone — to show that a certain man could be had — to take a trip abroad — and so on.

If any one of these desires happens to be a dominating one, and its realization not secured by the marriage, unhappiness results. A wife has been known to pout for twenty-five years over not being able to take her planned and desired wedding trip to Europe.

It is such wants as these, that intrude themselves into married life after the honeymoon days are over.

A young bride may want refinement in her husband, and she awakens to the cold fact that he is utterly without it. Disillusionment (for her) begins when the husband refuses to be refined in language and personal appearance. How simple a thing it would be for the husband to meet this simple want by being refined. It can be done, you know. The bride is asking nothing impossible. If the husband were being asked to write a history of his country — compose a great symphony — paint a masterpiece — she might be accused of being unreasonable in her wants. Her love is easy enough to persuade to continue by satisfying this want for neatness and refinement.

A man, for instance, has a dominating desire to be made to feel as if he is important. Most of us have that desire anyway. The wife proceeds to say and do things that make this man feel otherwise. Is there any wonder why friction results?

The wife wants to be noticed by her husband, which is a desire more pronounced in women, perhaps, than in men. This is why she is happy if he notices what she is wearing. But he goes ahead blissfully indifferent, ignoring her presence. He takes her for granted, and love slips away. Yet how easily it might have been persuaded to remain at the same high

tide, through noticing his wife — commenting how much he likes the way she does her hair, or how becoming are the new hat and dress. These small things are tragically neglected on the part of men.

A WOMAN (more than a man) wants her husband to tell her occasionally (often, if he will) that he still loves her. In spite of the fact that men have been told this from the beginning of time, most men go through married life ignoring it. And they are often astonished to find the fires of love dead after a while. Surely it takes no superhuman effort for the husband to speak the words, "I love you," to his own wife.

While the satisfying of such a simple desire as that can be so easily met, yet marriages go on the rocks every day because this desire of women is more neglected than any other one want of theirs.

A husband may want some appreciation shown for his efforts to build and maintain a home for his wife and family. Yet the wife may be withholding any comment, and even asking for more and more. Or her mind may be wholly on Bobby or her own personal wants as they relate to social ambitions.

A man may want neatness in his home — in his wife — and yet day after day face untidiness on every hand.

Naturally it requires effort to contribute to the satisfying of the wants of others, but there is a price tag on every worth-while thing in life, even love itself.

The mere obligations and vows of marriage do not guarantee a sustained love to anyone. They do not assure either loyalty or faithfulness. These things, as well as love, continue in their full intensity, only if we work at the task of satisfying the desires of those close to us by these ties.

"Here are some of the things I want," can well preface a frank discussion between any man and woman, preferably before marriage and often afterward. The desirable approach is: "Tell me, what ARE the things YOU want?"

Some Facts of Life

INACTIVITY is the wall you have built between you and progress.
Doing nothing about it has blocked your way upward.
Merely pondering over an idea will never get you away from the starting post.
The race goes to the one willing to do his own running —
Who not only starts but keeps going —
Who not only keeps going, but continues to the end.
Success calls no one except those on the move.
Keep driving ahead, even though the progress is slow.
The right kind of success is of rather slow growth
And is always earned in the sweat of your face.

In your attempts in the business or professional world to persuade people to use your services, you have to be unselfish enough to want to satisfy the desires of others. If you don't, you will eventually fail. In your love life, such unselfishness should all the more abundantly abound.

The Weight of Enthusiasm

WHEN architects lay out their plans for stadiums, they naturally take into consideration the weight of the materials in the structure, together with the weight of the largest crowd that might assemble there. But there is another weight which the architect dare not overlook. When a great crowd jumps to its feet suddenly and excitedly as one individual, whipped into action by some spectacular play, another weight is thus suddenly added. There is thrown onto the stadium structure a weight that is several times the weight of the crowd sitting still.

That extra weight has been aptly called "the weight of enthusiasm."

Invariably, enthusiasm is one of the important factors in persuasion. It is the thoroughly alive manner in which something is presented. The individuals you are trying to persuade will believe what they see that you believe. You bring about this desired situation through a sincere expression of your own enthusiasm.

The statement is often heard: "He swept the crowd off its feet through the sheer conquering force of his own enthusiasm."

When you are searching for unseen, hard-to-define or hard-to-determine forces which make the persuasion of some leader peculiarly effective, look for the *weight* of "enthusiasm."

"The Cowards Never Started"

WHEN our forefathers left the Atlantic seaboard in their migration westward, there arose a saying which became a part of the folklore of that day, and that saying was this: "The cowards never started, and the weak ones died by the way."

Carl Sandburg mentions this in his book on Abraham Lincoln, *The Prairie Years.*

The people who made their way to the West were brave, courageous men and women, and most of us need to bring to our daily task of persuasion some of the same type of courage.

Businesses that have been built up in the past owe their progress and success to the courage of the men at the head of them, quite as much as to other factors. The future, for them, was just as uncertain as it always is for any of us.

Henry Ford is credited with the comment that "the only thing certain is change." We may look upon our own day as being a day of uncertainties and changes, but that has been true of all times.

The businessmen of America and the world will forge ahead once again when they cast out fear and bring to the task before them the daring and venturesome spirit that characterized our forefathers.

We tend to spend a good deal of time figuring out reasons why something should not be undertaken just now. If we would spend the same time looking for reasons *for* action, we could hope to get somewhere, in spite of "conditions."

The greatest competitor of any individual is Old Father Time. While we debate and hesitate, life itself is slipping away.

In my early days of selling persuasion I was very timid. I have walked up and down in front of a man's place of business a dozen times before I could summon up enough courage to go inside and present my proposition. When I did go in and discover the buyer wasn't in, I would feel greatly relieved, and secretly glad of it.

I was also what can be termed "plate-glass shy." It was far more difficult for me to call on someone located in a large store or elaborately appointed office, than it was to call on some business or professional man of little consequence.

All of these fears faded from my mind when I caught the vision of persuasion (selling) which I have been presenting in this book. After it dawned upon me that people were veritable walking reservoirs of unsatisfied wants, that they were ever keenly interested in anything that would satisfy their wants, that when approached from this standpoint they welcomed even a stranger, that when their desires were satisfied they were delighted that the salesman had called — then I began to realize success.

I discovered further that the bigger the type of businessman, the more wants he possessed, and the better was his financial position to pay for their satisfaction. His No didn't mean any more than the No of the less important individual, and his Yes meant a whole lot more.

Likewise, because many salesmen were cowards like I had been — afraid to call on the better type — there was less competition among that group of prospects. At the door of the lesser businessman I could always find many salesmen waiting.

Recently I talked with a famous physician in a city of sixty thousand people. He told me that out of thirty life insurance companies represented there, only two agents had called on him in an attempt to sell him life insurance. I could hardly believe it, and in all prob-

ability every life insurance salesman there feels that he has called on every possible buyer. Even in a city that small, it is illuminating to look around over a full grandstand at a baseball game and see the multitudes you don't even know. Is cowardice keeping you from seeing them?

Maybe you lack courage to be daring because you feel your own inadequacy. Perhaps you *are* inadequately equipped, due to an actual meager accumulation of information and ideas about the thing you are trying to do. Of course the remedying of that is entirely within your own power.

Maybe you are carrying around excess baggage in handicapping wants of your own: the desire to have a good time; to find an easy short cut to success; to impress people by your mere presence; to influence people without working at it; to get something for nothing.

More and more I am convinced that one of the biggest factors in success, in any vocation or avocation, is the presence of pure, unadulterated courage to undertake something.

Your Destiny Determining Hours

IN THE efforts I have made to persuade people to become interested in their own self-development, I have been met so often with the statement: "It isn't INTERESTING."

The measure of your interest in anything is the amount of knowledge you have about that particular thing. And all one needs to do to get interested in anything is to acquire information about it. In your ability to read, you possess a key that can unlock the storehouse of knowledge to anything. Are you making the best use of that asset — your ability to read? Is the man who *can* read but *doesn't*, any better off than the man who *can't* read?

You can pass through a long life of four score years and ten without being able to appreciate good music, or poetry, or the classics of literature; without knowing anything about science, or religion, or philosophy.

You can get along, in a fashion, without even being able to read. But, what discoveries — what richness of thought, of joy, of exultation, what ecstasies, thrills, triumphs and possible accomplishments you are denying yourself!

What would you think of a man driving a sixteen-cylinder car and poking along with only one cylinder working? Many of us do that very thing, and towards the end of life begin to feel that we haven't been given a square deal. Are not the hours we spend in improving ourselves truly our destiny-determining hours?

None of this is far removed from persuasion. In fact, the better informed you are on many things, the better at persuasion you become.

So much of what happens in your behalf tomorrow is a direct result of something you DO today, with strong emphasis on the DO. What is the thing you are doing, doing to you? Have you ever dared to take an inventory of the hours you waste or fritter away at unimportant things?

No individual, whether with a college education or without one, can ignore the impressiveness of the statement that the hours you spend in self-improvement — keeping up-to-date, enlarging your horizons of thought — are truly your destiny-determining hours. Growth stops the moment you stop this kind of effort.

HOW CAN one add to one's vocabulary? Learn three new words a day. In a year's time you have added over a thousand new words, and anyone with a thousand new words at his command will not lack for a paying opportunity to use them. That is what time will do for you.

Add one new fact about your present work each day. In three years' time you are in possession of over a thousand new facts. Anyone with a thousand new facts in his mind about his work, need not work for two dollars a day. That is what time will do for you.

Ten minutes a day spent in improving your personal appearance can make all the difference in the world in the impressions you create, and good impressions are valuable in persuasion.

Switch from reading so much in the daily papers about what others are doing, and prepare yourself so you will be someone to be read about.

Spend an hour a day reading about astronomy and in a few months you can carry on a conversation about the stars that will leave the average person under the impression you are an expert.

Take an hour out of a few eve-

The Present

THE PAST is without any value
except as a chart to go by —
The future is no asset unless we
are alertly active in the present
moment —
Only the eternal NOW is the cash-
able part of our existence.
Your plans may look to the past
for counsel —
They may depend on the future
for completion —
But —
Unless the tangible present wit-
nesses work worth while,
Failure will cloud up your little
day and hide your chance for
success.
Make use of the passing NOW,
For in another moment, it will
become forever
A worthless, unusable thing.

nings a week to read the classics of literature. In a year's time you will be pointed out as a cultured man.

Study English a few evenings every week and before long no one will lift his eyebrows in derision over some mistake you have made in speaking.

Spend thirty minutes a day studying to be a better salesman, a more efficient businessman, a better informed professional individual — and your friends will soon awaken to your betterment. Your ability to persuade will be enhanced by every one of these things, and your employer, if you have one, will not dare to ignore it.

You may not be able to bank Time, but you can bank the things which Time, with your cooperation, can bring to you. That is what your destiny-determining hours can do.

Time — hours — truly a destiny-determining thing.

Trifles Are Not Trifles

A LITTLE boy reached up a chubby hand to the man behind the counter, and with a sticky penny extended, asked for an unimportant (to the salesman) penny bar of candy. The salesman became very impatient with the little boy for taking up so much of his valuable (?) time, while selecting the exact penny bar he wanted.

Directly the salesman complained: "Hurry up, boy, I haven't all day to wait on you. What are you going to do with so much candy, anyway?"

The little customer became greatly embarrassed, because others were standing around. He dropped his head in shame, hurriedly picked out a piece that he didn't want and slipped out of the store, crushed in spirit and humiliated. That experience was never forgotten.

That little boy grew up, as all boys have a way of doing, and became the employing executive of a big company. Time had also shifted the discourteous salesman about, and one day he walked into the office of this former penny-candy-bar customer of his, looking for a job. The salesman didn't recognize the now grown-up boy, but the boy, now the employing executive, remembered the salesman.

In the interview that followed the salesman didn't have a chance. His efforts to persuade that executive to give him a job were utterly lost, because of a trifling discourtesy displayed many years before, involving the purchase of a penny's worth of candy.

ANOTHER executive recited to me his experience when he moved his manufacturing plant to a small town. During the first week he had an occasion to go to the railroad station to ask about some expected express.

In rapping on a closed window he failed to notice that it wasn't the express window. It was marked "Tickets," as he saw later. Suddenly the window was rammed up with a single thrust and in a highly irritated tone of voice the man inside, glaring angrily out, demanded to know why he was being disturbed. He added: "Who are you, anyway? Haven't you got sense enough to see the window was closed? Better learn a few of our rules around here," and before the executive could get in a word, the window was banged down and a click indicated that it was being locked on the inside.

Sixteen years later, that window-shutting railroad man walked into the office of the executive, now located in a large city, and asked for work. He didn't succeed in persuading the executive to give it to him. Said the executive to me: "I just couldn't help remembering how insulting he had been to me years before. I know that one is supposed to forget and overlook such trifles, but it wasn't a trifle when it happened, and it still wasn't a trifle sixteen years later."

Important state and national elections, that have cost millions of dollars in persuasion, have been lost from seeming trifles. The phrase, "Rum, Romanism and Rebellion," was considered a trifle at the time it was said. It brought defeat to the party of the man who coined it.

Alertness to New Ideas

MARK TWAIN, in one of his serious veins, made an illuminating comment on Venice, Italy, which at one time was one of the greatest seaports of the world. He wrote:

"Today her piers are deserted, her warehouses are empty, her merchants are vanished, her army and navy are but memories. Her glory is departed, and with her crumbling grandeur of wharves and palaces about her, she sits among her stagnant lagoons, forlorn, beggared and forgotten of the world. She, who in her palmy days commanded the commerce of the known world, and made the weal and woe of nations, with a beck of her puissant finger, has become the humblest among the peoples of the earth."

WHY?

Because (in my opinion) the trade routes of the world were rerouted, and also business conditions changed and left her to one side, and she was not alert enough to new ideas to meet those changing conditions.

Eternal alertness on the part of businessmen is the price of being allowed to stay in business. Even physicians or dentists can lose out, by being outmoded in their equipment and technique. The antiquated appearance of some of their offices labels them, in the mind of the public, as "back numbers."

thing laid up for my old age. Now I have hardly anything. This is my last chance to make plenty and I am going to do it."

He proceeded with his work. Wherever he could, without being detected, he cheapened the building. Instead of solid brass hardware, he substituted plated brass. Where the specifications called for one inch of plaster he had a half inch put on. In place of first class lumber, he used fourth class. Instead of heavy sills, joists and rafters, he put in timber of much smaller dimensions. Outwardly everything appeared as being up to specifications. In reality, everything was frail, cheap and flimsy.

Finally the beautiful appearing home was completed. He cabled the banker and the banker returned. As he was being shown through the home by the contractor, the banker inspected every room with exclamations of joy and delight. His enthusiasm heightened as each part was looked over.

The inspection being completed, the contractor and banker stood before the fireplace in the impressive living room. The banker was the one to speak. He said: "George, to say that I am delighted immeasurably seems a poor way to voice my high appreciation for your wonderful work on this home. It is all that myself and my wife could want; truly a monument to your ability and integrity. You have never failed me, always serving me honorably, faithfully and well. I have always desired to do something for you. I have decided to make you a present of this home. Here are the keys."

AFTER ALL, isn't your future up to you? You can become what you imagine you can become.

This law is fundamental, underlying, undergirding and upholding all life. Through its operation, that which has become mankind has been lifted from the slime of the ocean and exalted to the estate of a living Soul.

This irresistible upward trend, which I find in all physical creation, challenges my admiration and inspires my confidence and hope in the future of the human individual. This everlasting moving towards improvement and greater heights of attainment, is something worthy of being attributed to the sponsoring and planning of an Eternal Living Spirit.

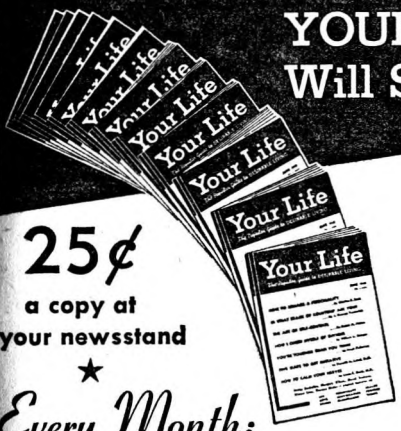
What the human race can become — yes, even what YOU can become — is limited only by your imagination and a willingness to keep everlastingly at it.

Keeping everlastingly at it may not always bring success, but NO SUCCESS comes unless you DO keep everlastingly at it.

It is up to you.

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Is cheerfulness more important than sex attraction as a quality men like in women? . . . . . *see page* 2

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CONTRIBUTING TO YOUR PERSONALITY:

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