

1940

YOUR PERSONALITY

* 25c a copy

HOW TO WIN POPULARITY
by Dick Carlson

SELF-DEFENSE FOR GIRLS IN LOVE
Anonymous

I WAS SELF-CONSCIOUS FOR 30 YEARS
by Guy Hickok

HOW TO RESHAPE YOUR PERSONALITY
by Dr. James Gordon Gilkey

WIN HIM IF YOU WANT HIM
by Lee M. Gregory

I WAS AN UGLY DUCKLING
by Nina Wilcox Putnam

Give Yourself Background *By* F. FRASER BOND

TESTS ABOUT YOU
BY NOTED AUTHORITIES

DON'T KID YOURSELF OUT OF A JOB

Your Personality

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YOUR PERSONALITY

How to Win Popularity

The secret of making people like you really isn't as complicated as you may have been led to think

by DICK CARLSON

WHY ARE some people always welcome everywhere, while others are regarded as bores?

"Personality," is the answer I get ninety times out of one hundred when I put the question to large or small groups. The next question is, "What is personality?" And that question is not so easily nor so quickly answered.

Take Lenora's case, for instance. Lenora was a blonde with whom nature had dealt rather roughly. By that I mean Lenora had not been endowed with many of the attributes which go to make up good looks. Her teeth protruded, her eyes bulged, her nose was unusually large, her complexion was not the kind praised by soap advertisements, and her figure could not be called "trim."

But everyone liked Lenora. She was popular with both men

and women and rarely was without invitations to dinner or theater parties. "Let's have Lenora; she's a swell person," was the attitude of her friends.

What made Lenora "swell"? I thought I knew, but I asked a number of her admirers.

"She has personality," they answered. "She's not good looking, but she has that 'something' that makes us like to have her around. We've yet to see the time when Lenora wasn't good company. She's the kind that's always welcome everywhere."

MANY EMPLOYERS have defined personality for me something like this: "It's that *something* which makes a person either likable or unlikable, agreeable, or disagreeable, welcome or not welcome." But I haven't been able to get

Meet the Author

DIRECTOR OF PERSONNEL, Civil Aeronautics Authority, Washington, D. C., Dick Carlson has had a broad experience as a consultant in industrial relations. Formerly he was a lecturer in personnel administration with the University of California Extension Division. More than 7,000 men and women have completed his course in Personal Development. He is the author of *How to Develop Personal Power* and other helpful books.

these employers to define satisfactorily what that "something" is.

Often they have frankly stated they are not interested in knowing *why* a person has a certain kind of personality; they are concerned only in knowing that each person in their organization *has* a personality their buying public likes, or the personality that makes him liked by those with whom he works, plus, of course, the necessary competency.

Certainly we know that we are born with personality — all babies have some kind of personality — but the kind we grow into is not identical with that we came into the world with. Environment, training, growth and development — habits — have modified it.

"We first make our habits, and then our habits make us," says an apothegm of ancient vintage. Experience as a personnel consultant,

watching the employment and progress of thousands of employees, has led me to believe that *habits*, as well as heritage, play a large part in "that something" of personality.

EVERYONE has personality, but not everyone has the personality of a Lenora which makes him welcome everywhere. Sometimes a habit or mannerism will offset a personality that would otherwise be charming; sometimes one's attitude toward life makes one unpleasant. The kind of personality most people seem to want is that personality which makes them welcome; the kind that will bring them success and influence in the *everyday* phases of life.

And the next questions are "Just what *kind* of personality is that? Can it be described? Can it be broken down into tangible specific traits? Can it be acquired or developed? Can 'that something' be defined?"

It was these questions which provoked me to conduct a two-year survey on the subject of personality. And from this survey came some rather startling but very simple discoveries. Several thousand adults enrolled in Personal Development classes which I have conducted at the University of California Extension and in business organizations cooperated in this study by submitting their answers to these two questions:

1. Name five persons in your circle of acquaintances who have pleasant, attractive personalities, and state WHY they appeal to you.

2. Name (by calling them A, B, C) three persons in your circle of acquaintances who seem to have unpleasant, unwelcome personalities, and state WHY you think them unattractive.

ABOUT five thousand names were submitted in answer to these two questions and several traits or habits associated with each name, so that the number of traits mentioned totaled several thousand. No names of persons mentioned were retained, but all traits given were carefully coded and then sorted in their order of frequency — and what a frequency there was!

Over and over again, hundreds of times, the same traits were mentioned as those making for an attractive, or an unattractive personality. And how simple these traits seem when we see them in black and white. A glance at them will convince you that there is little mystery in what goes to make up personality:

Ten Traits Most Frequently Associated with Attractive Personalities

1. Cheerfulness
2. Friendliness
3. Neatness, cleanliness
4. A readiness to help
5. Pleasantness
6. Unselfishness
7. A sense of humor

8. Thoughtfulness
9. Enthusiasm
10. Poise

Ten Traits Most Frequently Associated with Unattractive Personalities

1. Selfishness
2. Untidiness
3. Conceit
4. Pessimism
5. Unsociableness
6. Braggadocio
7. Carelessness
8. Disloyalty
9. Frowning
10. Complaining, shiftlessness

Notice that *cheerfulness* — that habit of being pleasant about things and people, of smiling, of seeing the bright side instead of the gloom, etc. — holds the first place in what goes to make up a *likable* personality. And *selfishness* — that habit of regarding one's own comfort, advantages, etc., in disregard of, or at the expense of others — holds first for the *unlikable* personality! Isn't it interesting to know that you can be disliked much more *for being selfish* than *for not being cheerful*? And that you may be *unselfish*, but that you must be *cheerful* as well if you want to be liked?

So, take a tip; if you want to be liked, if you want to be thought of as having an attractive personality, it does seem you will have to be cheerful, unselfish, have a sense of humor, be enthusiastic, careful about your personal habits and

appearance, have poise and *not* be conceited or a braggart! That shouldn't be so difficult, should it?

The persons who answered my two questions are from all walks of life. They constitute an average group of progressive individuals with whom we daily come in contact, and by whom our personalities are judged. And by a long margin they gave credit to that habit of CHEERFULNESS when it came to a likable personality. In fact, it was mentioned seventy-five times oftener than all the other traits put together!

Incidentally, Lenora was mentioned among the persons in Group One, and *cheerfulness* and a *sense of humor* were named as her outstanding traits. Words as used by different persons do not, of course, always carry the same fine meanings, but we can take it for granted that the general meaning of *cheerfulness* and *selfishness* and these other eighteen words is understood by everyone.

DO YOU agree or disagree with the results of the survey? Well, perhaps you don't really know, so here is a suggestion for finding out something about your own reactions to other people. *You* write down the names of the five persons whom you like particularly well, and then with the question "why" in mind, you analyze the reasons — there will be more than one — for this liking.

You will find, I am certain, that traits will vary with all five persons, but *code* all you have written and see which traits have first, second and third places. Next do the same thing with those personalities who haven't appealed to you. What are *your* findings? If you are interested in a personality development program, consider yourself in the light of the analysis you have just made — and *act* accordingly. You can take for granted, can you not, that if you like others who are cheerful, enthusiastic, etc., others might like you for the same reasons?

"But," you say, "I don't want to be like someone else. I want my own *individuality*. I am afraid that if I try to pattern after somebody my personality will not be expressive of me."

Well, that is a good healthy attitude, for certainly affectation and imitation are not admirable traits. But I wonder if adopting these traits or habits most frequently associated with the likable personality *will* take away your individuality? If you are at present unsociable and pessimistic (which, of course, *you* aren't) and you try to be more optimistic and sociable, will this affect your "being yourself"?

IF YOU realize you have been going around with a frown on your face, and you try to smile oftener, try to be more cheerful,

this smile will be yours, will it not? (Yes, I agree, it may be a forced smile at first, but smiling, too, can become a habit, just as the frown has. But, forced or otherwise, it is *your* face that it is on, and therefore it cannot be like anyone else's smile in all the world!)

If you find you are usually thoughtless about others, and you decide to be a bit more thoughtful of others' wishes and feelings, do you think you will be criticized for copying another's personality? If you try seeing the interesting and funny side of things, rather than the glum and the negative; try having a sense of humor about little everyday happenings, will you be reflecting anyone else's personality?

It hardly seems possible, for your *individual expression* of these traits will never be like any other person's.

WHEN you smile, that smile, forced or sincere (and if used often, a smile becomes sincere) expresses *you*, and you alone. When you are appropriately dressed that must reflect your physical self to better advantage. It is only when we try to affect a *mannerism* that someone else has, or try to *pose* and this doesn't mean *poise*) that we lose our individuality. And even then it is debatable, for we are still ourselves *under the guise of a pose* to others who know us.

Is being cheerful worth while, then? Is it worth while to be pleasant, to smile, to be friendly and to have people like you? That is a question for you to answer. Many intricate methods for the development of personality are on the market, but if this survey can be given any credence, there is nothing so complicated about improving personality, is there?

IF YOU want to be considered a likable personality by the average group of people you meet, it seems a fairly simple task to cultivate those traits most frequently associated with attractive personalities, and eliminate traits associated with unattractive personalities (page 3).

You will, of course, need a real *desire* for an improved personality — not just a vague *wish*. And you will have to work for improvement in those habits you desire to develop — not just *wish* for improvement.

Here are four good questions to keep in mind for a personal development program:

1. What unattractive habits ought you to replace with attractive habits?
2. What likable habits do you need to develop?
3. What type of program do you need to set up to help you?
4. When are you going to begin *working* your program?

Your Personality Score

If you've ever wondered how that personality of yours stacks up, here's an easy way to find out

by MARGUERITE BARZE

HOW MANY sides have you? And how many planes? Are you deep and well proportioned, or a shallow, lop-sided person?

Wouldn't you like to know?

Well, it's really easy to find out — if you dare! — about yourself, and the other fellow.

Just read these situations, and

check the solution that sounds as if it might be you. Not the one you think you ought to do, nor the one you believe others think you should do. But check the one you honestly feel is true under the given circumstances, then read the further instructions for scoring.

1. *When I meet people I usually*
 - a. let them take the initiative in friendliness
 - b. meet them more than halfway
2. *If someone bawls me out I generally*
 - a. give him as good as he sends
 - b. listen calmly and say little
3. *It is easy for me to see others' faults and failings but*
 - a. hard to see my own
 - b. just as easy to see my own
4. *If I have an appointment at ten, I will probably get there*
 - a. sometime between ten and ten-thirty
 - b. right on the dot, or beforehand
5. *As to my personal appearance, I*
 - a. am prone to get careless about it
 - b. keep myself as well-groomed as possible
6. I participate in an active outdoor sport (walking or gardening included) quite regularly a. false b. true
7. When things around me get in a turmoil, I get all at sixes and sevens, too a. true b. false
8. I thought I was right, but when I saw my mistake I couldn't bring myself to admit it to anyone a. true b. false
9. My speaking voice is as pleasant and controlled as I can make it — and I've honestly tried a. false b. true
10. I do my work with force and enthusiasm because I really enjoy working a. false b. true

11. *When I start things, I*
 - a. quite often leave them to do something else
 - b. always finish them right away if possible
12. *In general I am apt to rate my abilities*
 - a. low, feeling none too confident of myself
 - b. high, believing I can do things as well as most people
13. *I follow some cultural study or hobby*
 - a. if and when my associates do
 - b. regularly, regardless of others
14. *As for the ABC's of health, I follow them*
 - a. only when convenient or nature forces me to
 - b. quite regularly and systematically
15. *If I manage to be a good sport it is only because*
 - a. I know it is the proper thing to do and be
 - b. I really like people and want them to like me
16. I give frequently and wholeheartedly to those less fortunate than I a. false b. true
17. If I have to be alone very much I get the blues and feel lonely a. true b. false
18. My daydreams are mostly about impossible, or at least improbable, situations. a. true b. false
19. I usually know where things are for I keep everything neat and in order a. false b. true
20. No, I do not have a very definite idea of what I most of all want to do and be. a. true b. false

Now — go back and count up how many *b* answers you have in all four groups together, and multiply that number by 3. That is your score. And here are your dimensions!

If Your Score Is Below 30:

TCH — TCH! an angular person who needs to study the rules of the game of life and put their practice above personal preferences or gain.

Begin by forgetting Exhibit A, and all your fond illusions, your pet reactions. You are retreating too much from reality, especially in human contacts. Face facts — and the other fellow. Study what makes him broad and deep, and send out an S O S to your own better nature. Alibi less and sweat more. Expend that consuming energy that is keeping you cramped

and cautious, and see how the kinks straighten out.

Sensitive? Yes, of course you are. That's what makes you worthy of effort. Acquiring some nice new habits that are open and active and cheerful will make you a fine big person, in personality proportions.

If Your Score Is Between 30 and 45:

ASQUARE SHOOTER on a big, broad plane, who usually wins on the home field. For you have what it takes to hit the mark and are popular with

your teammates. But there are less familiar grounds which you need to explore and conquer.

We commend you because you are frank and forthright, and not afraid to blunder. But the next time you bump your head on some sharp corner — well, why not examine your own head for corners? Another angle, eh?

You can round out your personality points if you will bristle less and grin more. Cast off the rag-tags of pride and ego and put on the uniform of insight and action. It will deepen your outlook and increase your personal magnetism.

If Your Score Is Between 45 and 60:

A WELL-ROUNDED person with wide open eyes, and a mind that probes right to the heart of things.

Your life is made up of plain, honest living on many planes — and mountains! Being your own self-starter, you have geared your habits to serve you and your fellowmen so admirably that happiness should be yours — with a capital H.

You have ferreted out your blind spots — we all have them! — by unbiased approach to your own shortcomings. It has helped you acquire a third dimension of perceptive understanding.

Result? A circle of love for people and life that rounds out your own existence.

But don't you dare get superior. You haven't yet reached the top — you know your score wasn't 60! — so study these situations and reap the rewards of added charm and power, by further application.



One Strike Is Not Out

WHEN Osa and Martin Johnson, the famous explorers, returned from one of their early African photographic expeditions with a marvelous collection of wild animal movies, their hearts were set upon an early return to the Dark Continent. First, however, they would have to acquire new capital and it occurred to Martin Johnson that one man sure to be interested in their photographs would be George Eastman, the Kodak manufacturer.

The Johnsons secured an audience with Eastman. Overeager, both talking at once, they bungled their story rather badly. In the end Eastman said courteously: "I have made it an inviolable rule never to invest in private enterprise."

Disheartened, the Johnsons left Rochester on the next train. By the time they reached Albany, Osa Johnson's bitter disappointment gave way to hope as she jumped up and announced: "We're going back to see Mr. Eastman!"

It seemed silly to repeat their plea to Eastman — "He'll think we're crazy," Martin protested — but his wife's insistence carried the day. The second time they saw the Kodak king they told their story to such good effect that he not only loaned them \$10,000, but later visited their camp in Africa and became a close personal friend.

For Women Only

Do you make a good first impression on people — do they usually like and respect you right away, without making mental reservations about you until such time as your sterling qualities may show through your “rough diamond” exterior?

Usually we have a fairly accurate idea as to whether or not our personalities create good first impressions, but there is a more accurate way of checking up on it: apply to your own case the self-rating questions used by Frank Bevan of the Yale Theater faculty in his “personality clinic.” These are among the most important factors which assure a woman of making a good first impression:

Appearance

You are not self-conscious over the fit of your clothes and you are immaculate regardless of whether you are in the height of fashion.

Seams of stockings are straight, and hands well manicured.

Your costume is suitable for the occasion and there is nothing flashy or conspicuous about it.

In a group of people you don't wander, but walk directly toward a person or spot in the room.

It doesn't make you fidget if you have to stand perfectly still for five minutes.

Talk

People never have to ask you to repeat what you say, because you speak clearly and distinctly.

Your voice is never too loud.

You don't affect an unnatural accent in order to impress people with your culture.

When there is a lull in the conversation, you don't rush madly in with some inconsequential remark.

Emotions

You don't grow coquettish or flirtatious when someone pays flattering attention to you.

Friendship is your first objective when you meet a stranger.

Social I.Q.

You are careful about body and breath odors, but no less careful never to use strong perfumes.

Attitude

When you meet a stranger you manage to have him talking about himself in five minutes.

Famous or prominent acquaintances never get their names dragged into your conversation to impress others.

You can answer a question “Yes” or “No” without making a speech about it.

How Do I Know He Loves Me?

First, it helps to know what "love" really means—
and that isn't as easy to define as you may think

by PAUL POPENOE, Sc.D.

General Director, Institute of Family Relations, Los Angeles

IS IT really love? No one can answer that question intelligently, because no one knows what the word means.

It means one thing in church on Sunday, something else in Hollywood on Monday.

On Tuesday you pick up your old college psychology textbook and find that Professor Muensterberg defined love as "an identity of wills." On Wednesday you are perplexed to square this definition with what you read in the papers of "love suicides" and "love murders."

And so it goes through the week until on Saturday evening, as you dial the radio, you hear a stooge inquiring, "What is love?"

"At last!" you say to yourself.

But the broadcaster only replies that "It's the tenth word in a telegram"; and the wire companies have already made the old joke obsolete by transferring the word to eleventh place, for a while ago they announced that you may add the word "love" as an extra to your message without extra cost—the safest form of "free love" but even yet unsafe

unless one selects the recipients of his messages judiciously.

Love means different things to the same person at different ages; and at any one age it is found, on analysis, to refer to so many different feelings that the man of science will refuse—unless in a hammock under the full moon of summer—to discuss the subject at all.

"Let's talk about the primary sex complex instead," he will plead.

POETS will not be expected to follow suit, but the woman who asks perplexedly, "Am I really in love? How can I be sure?" will get more help from the scientist than from the poet.

Let her consider well the five elements of the primary sex complex and ask herself how many of them enter into her own feelings; for it is on the primary sex complex that successful marriage depends.

1. The biological mating impulse is of course fundamental; but much less important than is commonly supposed. Though imperi-

ous and recurrent, it is too brief in duration, too episodic, to have built up marriage and family life in the long course of human evolution. The exaggeration of its relative importance is one of the greatest errors of a good deal of modern discussion of the relations between the sexes. This has also led people to take the word "sex" in much too narrow a meaning. Sex should be looked upon as a way of living — not as an episode.

2. The economic factor has probably been more important than the biological mating impulse, in building up monogamy. Division of labor is necessary in any group, and is inevitable when two persons are so different by nature as are any man and any woman.

A COMMUNITY of interest of the sexes based on division of labor was so natural in evolution that it evidently gave a great advantage to those who practiced it, for monogamy has not only maintained itself but has gained ground steadily at the expense of all competitors.

It may be taken for granted, then, that cooperation in homemaking, based on a division of labor between the sexes, is still an inevitable part of the relationship between a man and a woman "in love." Many of the failures in marriage can be traced to failure to recognize this fact and apply it successfully.

3. The third element in the primary sex complex is a "sexually colored comradeship." This means tenderness and affection — all the emotional satisfaction and emotional security that two normal married persons find in each other's company.

4. Comradeship in the non-sexual sphere is another important factor. This has the same advantage, in intellectual stimulus, as comradeship between two persons of the same sex, with the added advantage to each of the interest in seeing how a person of the opposite sex views things. Except in this special sense, this comradeship is not sexually colored; it is an intellectual companionship, readily differentiated from the tender caressing of the other, sexually-colored companionship. It exists between two persons of opposite sexes, when the third element — the sexual comradeship — is absent or at least so much repressed as to be inconspicuous.

ON THE other hand, the latter may exist, for a time, between persons who have so little intellectual interest in common that they bore or disgust each other. In that case, they find it quite impossible to build up a satisfactory and permanent love-life — using the term broadly.

5. Finally, the common interest of husband and wife in their chil-

dren creates a deep, rich, and important bond between them.

The relative importance of these five elements in any marriage varies enormously. Sometimes the fifth is more important than any of the others; it is the main factor which holds a couple together. When it diminishes in importance as the children grow up and leave home, the other elements in the primary sex complex are too feebly represented to make marriage any longer worth while.

On the other hand, this fifth element may be absent altogether, in which case the marriage lacks one of its strongest cements. It is no coincidence that half of all divorcées are childless, although the average length of their marriages before divorce is ten years.

WHEN a young woman asks herself, then, "I wonder if I really love him enough to marry him?" she will do well to consider the five elements of the primary sex complex, and ask herself whether all are present, at least potentially, in due amount.

If so, one can very nearly guarantee a successful marriage.

If several of them are seriously lacking, the prospects are distinctly unfavorable.

It will always be the case that these five elements exist in different proportions in any two people. That is no argument against a marriage. The two sexes are mutu-

ally dependent; they complement and supplement each other. If a man and a woman are emotionally mature enough to be altruistic, each will delight in supplying what the other needs and lacks.

A SOMEWHAT business-like inspection of one's own feelings will enable one to detect many inadequacies. An infatuation may consist of little more than the biological mating impulse. If so, it has no element of stability and permanence. On the other hand, I have known women whose only genuine feeling was a desire for children. Such a woman could not expect to hold a husband, or provide a dependable father for those children, when she offered him *only one-fifth* of herself!

Modern radicals who attempt to split up the primary sex complex and make marriage depend on only a part of it, are not scientific, not progressive, not up-to-date, as they suppose; they are so far behind the times that even a chimpanzee would laugh at them.

Sometimes when a youth inquires, "Is this really love?" the answer is given, "If you're really in love, you won't have to ask. You'll know it without being told."

Such advice may be good enough for a person who is both emotionally mature and informed as to just what the primary sex complex means, and who is at the same time young enough to be

fearless. Such a one may be advised, "When in doubt, don't."

Unfortunately, there are few such persons.

The older inquirer, the woman of 30 or 35, on the other hand, needs to be encouraged. She does not have to fear the impulsiveness of youth, but the timidity of maturity. She has kept herself under restraint for so long that it is hard for her to release the brakes. They have become set and rusty. She has lived alone so long that the idea of sharing her life with someone else is a bit terrifying. She can see innumerable possibilities of difficulty (many of them of course imaginary) to which the high school girl is oblivious.

The advice to give her is, "Don't be worried too much by doubts."

She cannot expect to be swept off her feet and into marriage with

the irresistible tide that carries the adolescent cinema heroine into the last reel. And because her patterns have been formed mainly by fiction, she feels that there must be something the matter with her if she has any doubts, if she lacks the overwhelming impulse to surrender, which the heroine of romance displayed on the last page of the book.

She needs to be reassured, in the first place, that women do not often behave that way in real life; and in the second place, that she would not behave that way, even if others did.

If her reason guides her and her heart is not averse; if the primary sex complex is present; she may be encouraged to go ahead and override any captious scruples—the future will take care of them.



How to Solve a Problem

You can improve your thinking from 15% to 25% — this is the guarantee offered by Robert P. Crawford, chancellor's assistant at the University of Nebraska, in his book *Think for Yourself* (Whittlesey House). He lays down this specific method of "thinking through" a problem:

1. Find out what the crux of the matter is. State it clearly to yourself by writing it down.
2. Get all the facts, weigh them and try to follow to their ends all the possible solutions of the problem.
3. If the problem just won't solve, put it aside for a few days, then go back to it with a fresh mind.
4. Use experimentation to prove your solution. If it doesn't work, discard it and start anew.
5. Put your solution across.

Hurry Is A Habit

by WILFRED FUNK

I HAVE a friend who is in a chronic state of hurry. He hurries to get up in the morning, to hurry to business, to hurry through the day, to hurry home, so he can wait for dinner.

He's a downtown New York City Wall Street man. I followed him to a mutual engagement one awful afternoon. We left his office on the run, catapulted down the stairs three steps at a time, ducked across traffic, spun through the revolving doors of office buildings — he had devised a short cut — bucketed to the bottom of the subway stairs, and fought our way into a crowded train, so that we could get up town and wait around fifteen minutes for our wives!

I asked him one time what he hurried for. He said, "I don't know."

It's agony to be in an automobile with him when he's going through Manhattan traffic. He's got every light timed to a split second and plans to turn the corners in order to beat them. And yet if you cheated your way through all the red lights from the Battery to the Bronx on Broadway — and that's miles — all you could save would be five minutes.

A police car with a siren tried it once as an experiment. And that's all the saved time added up to.

THAT friend of mine is going to die of heart trouble some day for no good reason. He has the habit of hurry. And hurry is a habit. He's been just five minutes ahead of himself all his life. If he slowed up five minutes he could be relaxed and leisurely and get anywhere he wanted in time without the terrific strain.

I have another friend who is a different type of hurrier. He lives in a world of ideas and dreams. Time means nothing until it catches up to him. He knows neither calendars nor clocks. Then suddenly on a given occasion he will wake up to the feverish fact that he is late. He dashes out of your house and either misses a train or bus, or if he catches one of them he leaves behind briefcase or pajamas or a toothbrush which you must forward to him. If you have an appointment with him he will invariably keep you waiting and will invariably be profuse in apologies.

That man is just an hour behind in his life. If he could only make up that hour, the rest of his days would be spent in a state of order, relaxation and leisure.

Time may be an illusion. But until Einstein's theory finally maintains, it would be wise to treat time as a fact, with intelligence, and with a decent respect for your own health and for the peace and comfort of others.

Give Yourself a Chance

If it's success you're after, you should remember that ability to make friends is one of your greatest assets

by GORDON BYRON

EVERY intelligent effort at self-improvement must start by obtaining as much knowledge as possible about what is to be improved: yourself. This is especially true in regard to self-confidence.

One of the best practical methods for getting better acquainted with yourself is the familiar questionnaire. Ask yourself as many questions about yourself as possible and put down the answers. Compare your answers with those that are, or have been, given by others. Keep score with yourself and repeat the inquiry from time to time, always noting improvements and relapses. Of course, it is of the greatest importance to be absolutely honest with yourself. If you write down the answers you would like to be true instead of those that are true, you only distort the picture, and any

program of self-improvement based on such a distorted picture will be largely wasted.

As for the nature of the questions to ask yourself, the best guide is plain, ordinary, common sense. How do I do this and that? How do I act in such a case?

For your convenience a practical questionnaire follows, compiled from the works of several psychologists. Experience has proved it to be useful; certainly it contains a great many more questions about yourself than you are

likely to think of unaided.

Before you set about any program of self-improvement, rate yourself according to this questionnaire.

Interpreting the results of such a questionnaire will not only serve as a starting-point for developing self-confidence; it will also supply suffi-

THE AUTHOR is peculiarly fitted to write on subjects such as that treated here. From a soldier in the British Army, he rose to Captain of the Royal Artillery. He became a salesman and advanced to sales manager. He started writing advertising copy and rose to be general manager of the agency. He is the author or editor of more than a dozen helpful books. This feature is condensed from the book *Give Yourself a Chance*, by Gordon Byron. Copyright, 1937, and published by Blue Ribbon Books, Inc., New York.

Rules for Conversationalists

IT IS EASY to become an interesting conversationalist. Remember these simple rules:

1. Accumulate a good vocabulary. This can be done by thoughtful reading and the aid of a good dictionary. Avoid cheap colloquialisms and the over popular idioms of radio and vaudeville comedians. Pay particular attention to your adjectives.
2. Learn to listen — and be a sincere listener. Have you ever noticed, while telling a story, one member of the group listening with such evident impatience that he is obviously only waiting till the last word is out of your mouth before he will step right in with another story and steal the laugh right away from you? There is usually one in every group. Make sure you are not that one.
3. Talk about the other fellow's interests. Never mind yourself. You will go much further with him if you will let him get *his* ideas off his mind. Listen, comment, and make him feel important.
4. Avoid controversial or personal subjects. They are dynamite.

cient information for staking out a goal, for determining how much more self-confidence you want to acquire (if any additional is needed), and how much you ultimately want.

Dr. O. S. Marden said, "Self-analysis is valuable only to learn our strength; it is fatal if it makes us dwell upon our weakness."

Therefore, do not look upon this questionnaire as a means of finding out why you fail, but as a *guide to how you may succeed*. Do not dwell upon the weaknesses it reveals, but consider them only as assets to be built up, or liabilities to be entirely discarded.

If you are in a field calling for a man of action, an exuberant personality, such as a salesman or business executive much in contact with others, you will need to

develop your self-confidence to a strong degree.

On the other hand, if your ambitions lie in the field of artistic creation, research, study or other more or less intellectual pursuits, an excess of self-confidence will be harmful.

Frank W. Woolworth, of five and ten cent store fame, once said, "If you believe in an idea, give it a chance." Certainly his success shows the results of giving an idea a chance. It also shows the results of having confidence in one's own ideas. Substitute "yourself" for "idea" in Mr. Woolworth's dictum, and you have, "If you believe in yourself, *give yourself a chance*."

Belief in yourself is the first important rule; a belief based on a thorough knowledge of yourself.

Self-Appraisal Quiz

THIS questionnaire is designed to help you appraise yourself not only for self-confidence but for other important qualities necessary to success.

All the questions are so worded that a simple answer of "yes" or "no" may be given. However, it will be found more useful to apply the following rating scale: 1, *very*

poor or *never*; 2, *poor* or *rarely*; 3, *fair* or *often*; 4, *good* or *generally*; 5, *excellent* or *always*. As there are 108 questions, the perfect score is 540. A good average score is around 320. Repeat the self-appraisal at regular periods, say once a month. Set yourself a definite gain for each period — 25 points is a good figure.

	<i>Yes</i>	<i>No</i>
1. Do I act with energy and decision?
2. Do I show enthusiasm for people and causes?
3. Am I striving to improve my position in life?
4. Do I make up my mind and then stick to my decisions?
5. Do I make high demands on myself and fulfill them?
6. Do I avoid wasting time, effort, money, for myself and others?
7. Do I work steadily and with concentration, despite disturbances?
8. Do I avoid making alibis and blaming others or circumstances?
9. Do I show initiative?
10. Do I show executive ability?
11. Do I organize my work?
12. Am I dependable? Do I keep my promises?
13. Do I show resourcefulness and imagination?
14. Do I stick to high standards and ideals of conduct?
15. Do I avoid excessive compromising?
16. Do I shoulder responsibility readily?
17. Do I avoid greediness, especially money-grubbing?
18. Do I maintain my dignity?
19. Do I keep my temper, even when exasperated?
20. Do I avoid bragging and blowing my own horn?
21. Do I avoid exaggeration?
22. Am I cheerful, even when there are difficulties?
23. Do I follow the Golden Rule?
24. Am I tolerant of the opinions and faults of others?
25. Do I avoid superciliousness, blasé-ness, over-sophistication?
26. Do I show intellectual curiosity?
27. Do I have the courage of my convictions, physically and intellectually?
28. Do I avoid envy and jealousy?
29. Can I take praise and flattery without losing my balance?
30. Do I maintain independence of thought and conviction — integrity?
31. Am I calm in emergencies?
32. Am I free from conceit and excessive self-esteem?

	<i>Yes</i>	<i>No</i>
33. Do I avoid undue sarcasm?
34. Do I carry out disagreeable tasks at once and without grumbling?
35. Do I consider carefully before passing judgment?
36. Do I readily adapt myself to circumstances?
37. Do I resist temptation?
38. Do I avoid grudges, spitefulness, revenge?
39. Do I avoid defeatism?
40. Do I show courage in the face of danger?
41. Am I critical of myself?
42. Do I avoid self-pity?
43. Do I strive to develop and live by a definite philosophy of life?
44. Do I live in the present, not in the past or future?
45. Do I have sales resistance and avoid being easily influenced?
46. Am I sympathetic?
47. Am I a good listener?
48. Do I cultivate grace in my movements?
49. Is my voice well-modulated?
50. Do I enunciate clearly?
51. Are my gestures sparing, but expressive?
52. Do I avoid annoying mannerisms of speech and gesture?
53. Do I avoid becoming easily discouraged?
54. Am I punctual and prompt in appointments?
55. Can I bear ridicule good-naturedly?
56. Can I really enter into the spirit of play?
57. Do I have a sense of humor?
58. Can I address a group of people without embarrassment and self-consciousness?
59. Am I self-sufficient?
60. Do I mind my own business?
61. Do I avoid dogmatic assertions?
62. Do I admit my own mistakes?
63. Am I a good loser?
64. Am I capable of self-sacrifice?
65. Do I get along well with children?
66. Do I love animals?
67. Am I simple and unaffected in my relations with others?
68. Do I avoid nagging and keep my criticisms constructive?
69. Am I approachable and friendly?
70. Do I keep a proper reserve and avoid undue familiarity?
71. Do I avoid imposing on other people?
72. Do I keep my handwriting legible?
73. Do I avoid boisterousness, especially when drinking?
74. Am I gallant and chivalrous?
75. Do I observe the social amenities in greeting, "thank-yous" and "pleases"?
76. Do I do the same in introductions, invitations, etc.?
77. Do I have good table manners?
78. Do I have good general manners?
79. Do I have poise?

	<i>Yes</i>	<i>No</i>
80. Do I avoid pettiness, especially in money matters?	-----	-----
81. Do I avoid quarrels?	-----	-----
82. Am I generous?	-----	-----
83. Am I hospitable?	-----	-----
84. Do I act my age?	-----	-----
85. Do I act my sex?	-----	-----
86. Do I avoid snobbishness?	-----	-----
87. Do I avoid practical jokes?	-----	-----
88. Do I attend to my correspondence promptly?	-----	-----
89. Can I cooperate?	-----	-----
90. Do I take an interest in civic affairs?	-----	-----
91. Do I have a social conscience, placing the community welfare before my own?	-----	-----
92. Am I tactful?	-----	-----
93. Do I have an appreciation of the fine arts?	-----	-----
94. Do I have an appreciation of music?	-----	-----
95. Do I keep abreast of current literature?	-----	-----
96. Do I strive to fill in gaps in my education?	-----	-----
97. Do I go to theaters and concerts?	-----	-----
98. Do I keep an open mind on new ideas?	-----	-----
99. Am I a good dancer?	-----	-----
100. Do I spell correctly?	-----	-----
101. Do I read the newspapers and journals of opinion?	-----	-----
102. Do I learn easily?	-----	-----
103. Do I have a good memory?	-----	-----
104. Do I have the desire to travel?	-----	-----
105. Do I prepare myself properly for my work?	-----	-----
106. Have I any hobbies?	-----	-----
107. Do I engage in any creative activity?	-----	-----
108. Is my speech grammatically correct and free from excessive slang?	-----	-----



How to Make Friends

DOES ANY ONE doubt that the ability to make friends is not only important, but absolutely essential to getting on in the world? If so, disillusion yourself at once. A man or a woman who does not know how to make friends stands little or no chance in the modern world.

It does not matter whether you are a salesman trying to sell a bill of goods, a secretary to an executive, a reporter after news, a politician after votes, a young man trying to win a wife, or an applicant for admission to a country club — whatever your activity, the measure of your success will be

governed very largely by your ability to win friends.

To be successful at winning friends, you must understand human nature. That means you must understand yourself as well as others. To understand yourself is important, because, while it may not be your fault if there are but few people with whom you cannot get along, it is certainly your fault if there are many such people.

Let us first of all discuss our own natures, yours and mine. If I have few friends, what is the reason? Apart from certain psychological reasons which will be dealt with later in this chapter, I will probably find that I have one or more of the following faults.

1. A Poor Disposition

I KNOW a man who was passed over when salary increases were being given out some time ago. He was not the only one, but he took it as a personal insult.

Instead of finding out in what way he could make himself stand out so that another salary increase would not get by him, he was sarcastic and generally disagreeable about the matter. It was due only to a sentimental feeling on the part of his department manager that he was not fired.

A disagreeable, oversensitive, irritable or sarcastic disposition is a great obstacle to building friendships. We might as well make up

our minds to the fact that as we go through life we are going to be disappointed, we are going to be passed over sometimes when rewards are being handed out, and we are even going to be cheated on occasion.

How are you going to meet these setbacks? If they are going to make you morose, moody and disagreeable, then you are licked before you start. Because it is still true that

*The man worth while
Is the man who can smile,
When everything goes dead wrong.*

The man I have just mentioned had a right to be disappointed, even though he should not have showed it. But some persons are just as disagreeable and sarcastic when things do not go the way they *think* they should go. Very often they are quite clever, but because their ideas are not adopted they are "agin" the world. What they fail to realize is that however sound an idea may be, *salesmanship is still needed to put it over*. They need to develop the qualities of tact and cheerfulness. Personality adjustment is the principal problem of such people.

2. Fault-finding

ANOTHER big obstacle to winning friends is a tendency to find fault with people. Note what Robert West says about this characteristic:

Nothing is easier than fault-finding; no talent, no self-denial, no brains, no character are required to set up in the grumbling business.

And it is a business that never pays dividends, but requires you to draw constantly on your capital of Personality, Friends and Influence.

Fault-finders never see any good in anybody else. They never see something to praise — only something to condemn. They never see the rose — they see only the thorns. It is almost impossible to work with them for their constant fault-finding destroys confidence and *without confidence no organization can function.*

3. Gossiping

IF YOU HAVE a tendency to gossip or talk a lot — DON'T. Gossip is probably the greatest destroyer of friendship and good will. It is well to be a good talker, but don't forget that the adjective "good" applies to the *quality* of your talk and not the quantity.

The person who talks too much is a distinct liability to any organization, be it church, social or business. He causes pain, anxiety and ill feeling and when all is said and done, no good has been accomplished, false impressions have been created, reputations perhaps destroyed, and the originator of all this trouble, the gossip, is a

Don't Be a Bore

"**T**ALK" is the foundation of social human life. Without a language of some sort, man would differ very little from animals; nearly every worthy and unworthy social institution is, at least, a product of talk.

Upon being asked once what he was reading, Hamlet answered, "Words, words, words," and, unfortunately, many people today are compelled to listen to nothing better. Not everyone can be interesting by just wishing to be so, but you can at least avoid being a bore.

Interesting conversation is a two-way matter. If you persist in indulging in a monologue you will soon find yourself talking to yourself. For the art of conversation includes the art of listening.

marked man or woman, to be avoided like the plague.

Gossip is frequently an expression of an inferiority complex. Everyone likes to be "in the know" and when a person is not "in the know" because of lack of education or other reasons, he will endeavor to make himself the center of the circle by personal, pointed remarks that are sure to attract attention.

A good rule is to ask yourself before you repeat a piece of gossip:

1. *Is it true?*
2. *If it is true, will my repeating it do any good?*
3. *Is it necessary for me to repeat it?*

If you check every report you hear about somebody else against these three questions, I think you will find that there will be few such comments that you will repeat.

In business, of course, the person who gossips or talks too much is a positive danger.

4. Egotism

THE Telephone Company is reported to have made a survey of several hundred telephone conversations some time ago, and discovered that the most frequently used word is the pronoun "I." That's a clue to two things. First, everyone is most interested in himself, and second, if you want to win his friendship you will avoid "I" and talk about "You."

The egotist is not only interested in himself, but he forces the fact down your throat. He knows everything. You can't tell him anything or advise him because he knows better. As a result he never learns and he never gets anywhere. He is short on friends because his conversation is restricted to his own interests. His outlook is entirely selfish and he can neither be helped nor give help — two important qualifications for winning friends.

If that's your weakness try these suggestions:

1. Spend at least one hour, two or three times a week, in the company of friends, without once mentioning the pronoun "I."

2. Take some problem, preferably a business one or a matter that is under discussion, to an associate or friend for definite help or advice, and in the discussion that follows, do not once use the pronoun "I." If it be necessary to raise an objection to a suggestion offered, do so by framing the objection as if it came from a third person. Do not say, "I don't agree with you" or "I believe it should be so and so." Instead, say, "Someone suggests that it would be better to do . . ." or, "A man I was talking to the other day does not agree with you on that point."

There is, of course, no magic formula or mysterious method of learning how to win friends and influence them.

I was once asked to take over the sale and promotion of a course in salesmanship which consisted very largely of dividing humanity up into certain physical classifications and then committing to memory a sentence "guaranteed" to win that particular type's interest and place him at the salesman's mercy.

A MAN with a bald head and a V-shape face was supposed to be one type. A round face indicated another type, and so on. The hands, too, were supposed to be sure clues to the prospect's attitude, and the way he sat — with folded arms or hands behind the head — called for another formula.

I submitted the entire series to an eminent psychologist then teaching at Columbia University, with whom I was well acquainted,

and asked him for his frank opinion. His reply, as near as I can remember it, ran about as follows:

"This course is of value to the salesman to the same extent and in the same manner as would be a rabbit's foot in his pocket. That is to say, if the salesman really believes that carrying a rabbit's foot will help him sell, and therefore gains confidence from that belief, then the rabbit's foot is of value to him. This course is valuable in exactly the same way — but rabbit's feet are cheaper."

I did not promote the sale of the course!

Introverts and Extroverts

TWO CLASSIFICATIONS of great importance are the introverts and the extroverts. The introvert's thoughts and emotions turn inward. The extrovert, on the other hand, is more interested in outside matters. Let me illustrate how they may be recognized with the story of a conference I attended recently.

Two men other than myself attended this conference. Mr. A sat on my left and Mr. B opposite me. Upon entering the room Mr. A bowed his head formally and said, "Good morning, Mr. Byron." Mr. B got up, stretched out his hand, and with a broad grin said, "Hullo, Byron, how are you?"

I noticed that the papers in front of Mr. A were arranged in

A Guide to Living

THE ART of making friends is not difficult. The two main ingredients are, self-restraint and consideration for the other fellow. These should be salted with a liberal application of common sense. The ability to win friends is essential to those seeking material success. And those seeking only personal happiness will find that this recipe is the only one guaranteed to give permanent results. The research of all the psychologists in the world has not yet evolved a better guide to living than the Golden Rule. The only trouble with the Golden Rule is that while it has been preached unceasingly, it is practiced only rarely.

an orderly pile and that as we discussed each matter, he turned each sheet over, placed it on his left in another orderly pile so that they remained in the same sequence. Mr. B's papers were pretty well scattered and as he finished with one, he just shoved it aside.

At one point when I fumbled for a pencil in my pocket, Mr. A politely offered me his, while Mr. B, leaning back in his chair, pitched his pencil across the table to me.

It was obvious that Mr. A was an introvert while Mr. B was an extrovert. Consequently, I spoke to Mr. A precisely, and gave him accurate details. When talking to Mr. B I expanded, leaned back in

my chair, cracked a joke and made him chuckle.

Everyone has some introvert and some extrovert tendencies. Most of us have a fair amount of each and are called by psychologists, ambiverts. To be able to recognize the stronger characteristics and classify those with whom you come in contact as tending more toward introversion or extroversion, is a tremendous advantage.

HERE ARE the signals by which you can recognize an introvert:

1. Intellectual interests.
2. Thoughts are expressed better in writing than in speech.
3. Inability to mix well with others.
4. Moodiness and sensitiveness.
5. Quick embarrassment.
6. Shyness and an avoidance of laughter except among close friends.
7. Accuracy, neatness and a fondness for detail.
8. Hesitation and vacillation.
9. Fondness for solitude. Preference for work that does not bring him very much in contact with others.
10. Readiness to debate or argue a point.

When you meet a person with these characteristics you will know that it is inadvisable to call him by his first name upon short acquaintance, that an invitation to a stag party would be wasted, and that off-hand, broad statements will not impress him.

You will win his friendship if you are specific and accurate, if

you protect him from the embarrassment of meeting a lot of people. Do not command such a person, but reason with him. And don't be backward in your praise. Introverts respond to praise and admiration.

With the above list of characteristics before you, you will see how easy it was for me to recognize Mr. A in that interview as an introvert, and act toward him accordingly. Now let us see how Mr. B showed that he was an extrovert.

THE signs of an extrovert are generally the opposite of the introvert. In other words, an extrovert may be recognized by his:

1. Interest in outdoor sports and physical activities.
2. Fluent and interesting speech.
3. Friendliness. He is a good mixer.
4. He is never moody and doesn't care a rap what remarks are made about him.
5. Always at ease; never embarrassed.
6. No shyness about him. He makes a good public speaker and enjoys laughter.
7. He is breezy and makes quick judgments and decisions. Not interested in detail and likely to be somewhat inaccurate.
8. Moves boldly and without hesitation. Stands by his decision.
9. Loves plenty of company and likes to work where there are many people around.
10. Dislikes argument or haggling.

Now you can see why I was free and easy, and cracked a joke with Mr. B, while I was very proper and detailed with Mr. A.

Remember the Other Fellow's Comfort

THE desire for comfort is a basic human want that must be taken into your calculations when dealing with other people.

Alexander Woollcott told a good story over the radio some time ago that illustrates this point. He said that a man was sitting in a restaurant when the waiter brought him his soup. The diner looked at it sadly and said, "I cannot eat it."

"But, M'sieu," protested the waiter. "It is of the very best!"

"But I cannot eat it," replied the diner.

The waiter brought the head waiter and to him also the man said, "I cannot eat it."

The head waiter became excited. Never before, he cried, had the house failed to please its patrons. The soup was perfect. But the diner repeated, "I cannot eat it."

Finally there arrived the manager.

"What's this about the soup, sir?" he asked.

"I cannot eat it."

"Why not?"

"Because I have no spoon," said the diner sadly.

The waiters' only thought was for the reputation of the house and their own skill. The manager was the only one who was interested enough in the diner's comfort to ask him, "Why not?"

You have probably been checking yourself against these points while reading this analysis, and have found that you possess some of the characteristics in each group. That is how it should be, but you probably possess more of one group than the other, and some characteristics in one group are more definitely pronounced than those in the other group. You are, therefore, an ambivert. How, then, are you to know the correct approach to an ambivert?

Usually the possession of certain strong tendencies in one group indicates the possession of other tendencies in that group.

THIS IS NOT an infallible guide. There is no infallible guide to human nature. No one has yet constructed a mathematically accurate chart of every trait in every individual. Until such a chart is constructed, if ever, we must simply use what knowledge we have, plus common sense and personal observation. And the man or woman who uses this information as a guide, but adds to it intelligent observation and the common sense adjustment of rules to the individual, is the one who will succeed best at winning friends.

People judge you very largely by your appearance. That does

I Was Self-Conscious for 30 Years

Bashful? You needn't be—for, as the writer points out, people, no matter how famous, are just folks, after all

by GUY HICKOK

IT TOOK me thirty years to learn not to be afraid of strangers . . . thirty years to realize that people, great and small, are so nearly alike that no one of us need feel inferior in the presence of any other.

Perhaps because I had no brothers or sisters, I was so shy by the time I reached school age that for the first four days I ran home and hid in the cellar. I was caught at that, of course. Then I stood in the corner of the school-yard day after day and cried, wishing I could die right there on the gravel.

In those days nobody called it "inferiority complex." It was bashfulness; and I had it. It was more acute with me because my family moved often from one mid-western town to another, usually in the middle of the school year. I was always "the new boy" in schools where other boys had already made their friendships and split up into gangs. I wanted to get into their games, but was afraid to "butt" in; and at the same time, afraid someone would try to ring me in.

I used to shiver, break into

gooseflesh, then sweat, and shiver again.

Recess periods were torture, which ended only when the gong rang and I could dive into the building to the security of my desk. When I had to stand up in the class alone, I would lose my breath, grow weak in the knees, and almost collapse from embarrassment.

OF COURSE I made some friends. Every boy does. But mine usually came about through some minor tragedy. Once, in a kid war game in which I was a hanger-on, I chased a fleeing "enemy" into his yard and shot him in the back with an airgun. He yelled bloody murder.

I lingered too long, fearing that he might be really wounded, and his mother caught me. She boxed my ears until they burned and made me apologize to her bellowing son.

I did, bellowing as loudly as he; and ran home.

But the next day the boy and I grinned at each other. We grew to be chums — the thick-as-thieves kind.

GUY HICKOK's record reads like the biography of a go-getter — author, lecturer, European correspondent, foreign affairs editor, interviewer of kings, presidents, prime ministers, dictators, princes, ambassadors, foreign ministers. But for thirty years Guy Hickok was self-conscious, afraid to meet strangers, until contact with the great ones of the world taught him this: *All people, big and little, are so nearly alike when off dress parade that no one of us need feel inferior in the presence of any other.*

IN ANOTHER TOWN the beginning of a beautiful friendship was even more brutal. One kid delighted in ragging me.

"Aw lookit . . . his mother made his pants. He's got homemade pants," he would yell; and I'd run. He would chase me around the schoolyard until the bell rang; and after school, unless I managed to be kept late, he would chase me home.

But one day he got me in a corner where I couldn't run. I charged into him and he went down. Then I kicked him, stamped on him and kicked him some more. I was afraid to let him get up and fight fairly with me. He would beat the stuffings out of me.

When the bell rang I tore up the school steps to get away from my victim, but when I turned around, his fist was coming right

at me. It connected so effectively that my nose literally squirted blood. A teacher found me bleeding alone in the basement, and tried to make me tell who hit me. I wouldn't.

She thought I was being noble, but I wasn't. I wouldn't tell because I knew that if I did I would end up by having to tell how I had kicked the boy and stamped on him. But this teacher was determined. She thought I had been atrociously abused.

She dragged me from classroom to classroom — still bleeding — asking in each room, "Does anyone know who hit this boy?" Nobody told. Just what happened next I can't remember; but that boy, too, became my friend.

I got into very few fights, however, and so had very few friends. As an escape from loneliness, I read hundreds, if not thousands, of books, all kinds of them. Novels by the score, travel books by the truckload — geologies, veterinaries' books, medical books — anything in which print ran straight from left to right.

THE NEIGHBORS thought I was wonderful and wished their own sons would read like that. They did not know I would have been glad never to read a line if I could have enjoyed myself with the gang, as their sons did.

In high school my shyness suddenly became worse. For there

were girls, a new kind of creature, and much more terrifying than anything I had ever seen. One of them delighted in tagging me around — just the female hunting instinct, I suppose. In desperation I threw a rock at her, cutting her scalp. What trouble that made! All the neighbors who had thought I was such a fine boy now regarded me as a criminal. I had to go to the girl's home, see her with her head tied up, and apologize to her. That led to no friendship. I hated the wench the more because she grinned at me while I was stammering out that I was sorry.

For years and years, I went crawling through life trying to avoid being spoken to. I hated even to go to the grocery or the bakery. Whenever more than one stranger at a time looked at me I felt as if I were crucified, naked and upside down, in a department store window.

MY FIRST relief, I found in a book. I've forgotten its title, but it contained an article by Bishop Samuel Smiles. I read that a man with a receding chin could get a real chin — eventually — by continually sticking what chin he had out as far as he could. Mentally, at least, I had a receding chin. And for years after that, I went around sticking my real chin out so far it made my jaws ache.

Whether that practice caused the two or three physical chins I

have now, I do not know; but the habit did my mental chin a lot of good. At least it kept me from wanting to run every time anybody spoke to me.

Then in freshman college psychology I read that if one behaves courageously he is likely to feel courageous; that if, in a dark wood, one can refuse to run, he won't be frightened.

I COULDN'T refuse to blush, nor refuse to perspire when embarrassed, although, for considerable periods, and by working very hard at it, I could give a fair imitation of being a self-possessed young man. But it was a synthetic self-possession, subject to collapse if I were taken by surprise. It was better than none, however; and might have lasted, but for a vacation during which I took the worst beating of my life.

A senior slicker persuaded me that the best way to earn money for the next year's expenses was to sell books for which he had the agency. It was my first experience with any business more complicated than delivering newspapers to front porches; and I was much impressed with the generous sound of the contract, and with the large territory allotted "exclusively" to me.

Nowadays, I believe, student book agents get training in the strategy of salesmanship. Those who come to my door, now that I

am the potential customer, make their approach smoothly by saying, "I have been sent to ask you what you think about the public school library," indicating that they are delegated by the Board of Education. Only after several minutes of disarming chatter does one of them betray the fact that he is just another book agent.

My sponsor, however, gave me no initiation whatever, and I began my sales talk with, "I'm a student working my way through college. . . . Maybe you'd like this book here. It's. . . ." Bang went the door. Bang went all the doors. Pretty soon I took time to read the book, and the first ten pages convinced me that no one in his right mind would want it. I could not, then, bring myself to try to persuade anybody to buy it.

ALL I COULD do was to offer it, hoping that some of the housewives might be crazy. By actual count, after 400 doors had slammed in my face, my synthetic self-confidence curled up and died. I began skipping houses, skipping more and more houses, walking around whole blocks trying to pick out houses whose owners would slam the door gently.

Some mornings I would walk a mile before I had courage — or desperation — enough to ring the first doorbell. Then I would walk another mile before I dared ring another. I became convinced that

I was no good, that I was doomed to a life of poverty and defeat.

I read and reread my contract. It bound me — or I thought it did — to keep on selling books until September 15th. But there came a day when I simply could not walk up another set of front steps, ring another bell, and hear another voice shout "No. . . . Don't want any," and slam the door. . . . I came to a bridge. Halfway across I dropped my sample book in the river; and on the other side, got a back-breaking, man-killing, ten-hour-a-day job mixing concrete by hand. It was heaven.

Just two sacks of cement, two wheelbarrow loads of gravel and three of sand, and some water, the whole turned over three times and thoroughly mixed.

I never tried anything like selling books again.

What really cured me of being afraid of people was not an experience, but a spectacle which came at the end of the World War. I happened to be in the Clock Room of the Quai d'Orsay when the rulers of the Allied Powers met to draw up the terms of a peace pact with the Central Powers. I expected to be impressed, for there at the U-shaped table sat presidents, premiers, prime ministers, foreign ministers, marshals, admirals, maharajas, crown princes, and even a second string king or two.

Practically every ruler present

They Were Self-Conscious, Too

❧ Katharine Cornell lost her first chance at an acting role through nothing but self-consciousness. She mumbled her lines and slunk away, thereby tossing the opening she had been seeking so long to the four winds.

❧ Jack London at 19 finally got a chance to go to high school. So aware was he of the difference between himself and the other freshmen, that, called on to recite, he clutched his desk for support, muttered his answer inaudibly, sat down with relief.

❧ Dr. Arthur E. Hertzler, author of *The Horse and Buggy Doctor*, suffered agonies in school because his clothes were homemade, his boots heavy, his trousers skimpy. Now he realizes how difficult he made his own way.

❧ Eleanor Roosevelt, as a child, could not recite her lessons even when she knew the answers perfectly. She remembers gratefully how at a family party when she was 15, Franklin Roosevelt asked her — a gawky girl — to dance!

❧ George VI discovered one way to fight self-consciousness. On his recent trip to Paris, he concentrated so hard on his French accent that he did not stutter once. He had forgotten himself!

had war-time dictatorial powers. Among them they ruled fifty-two nations.

But they were not a bit impressive. The great president picked his nose. Prime Minister David Lloyd George of Great Britain patted Premier Georges Clemenceau of France on the back. They wisecracked poorly, spilled cigarette ashes on their lapels; and suddenly they were only a lot of dumpy, bungling little old men mentally stripped of their medals, decorations and uniforms. Even when the proceedings grew formal these titans were no longer impressive.

Since that day I have never

been afraid of anybody nor in awe of anyone, for suddenly I realized — rather late, you will agree — that the “greatest” men differ very little from the humblest.

Indeed, later, on another occasion, I found myself face to face with a man usually rated as the greatest banker in the world, and I understood — when I saw it was he who was embarrassed, not I. He has always been tortured by shyness with strangers, and has never had to outgrow it, thanks to his riches. I discovered myself feeling sorry for him and trying to help him out of his embarrassment.

And now, only a man with a knife or a gun could scare me.

You Can Learn Glamour from Her

Hurt vanity made Lilyan Tashman outgrow her
East Side accent and become notably charming

by MURIEL BABCOCK

“YOU look as lovely as a Botticelli angel,” murmured the man in evening clothes as he slipped a luxurious fur wrap over the shoulders of his companion for the evening.

“What’da ya mean, Botticelli? — what’s that?” came the reply in unmistakable East Side New York accent.

“I saw,” said Lilyan Tashman — for it was she to whom the compliment was addressed — “I saw a look of faint disgust flick into the man’s eyes and then he recovered and said, ‘If you really want to know, my dear, you should go to the public library and look up Botticelli and his works. If you don’t, just take it as very high praise of your beauty.’”

“The man was no ordinary stage door Johnny, no playboy out for a good time. He was a man of discrimination, taste and breeding. I had admired him and been pleased that he had paid attention to me, a Follies girl, when I knew he could have had the companionship of other far more cultured and interesting women of beauty.

“I went to the public library the next day, as I learned later he hoped I would. Otherwise he would have explained Botticelli to me himself.

“Then and there I began a system of self-education which has brought me great personal riches. I soon lost sight of my sophisticated admirer, but I have never forgotten him.”

The above conversation with Miss Tashman took place in her Beverly Hills, California, home, about six months before she died, at the age of thirty-five.

WHAT would have happened to her and to what personal peaks of achievement she would have climbed had she lived, I do not know. I do know that by sheer hard, digging work, this product of New York’s East Side, who had scanty education, few of the world’s advantages mentally, physically, culturally, had pulled herself up to a position envied by many women.

She was a movie star, you say. No, Tashman was never a good

enough actress nor a fine enough subject photographically to reach the star classification. She was limited in certain respects — as aren't we all? She was a featured player, but she made herself more famous than most featured players.

She wore the title of "best-dressed woman of Hollywood." She worked for that. She had no knack or taste originally about clothes. But she decided that clothes were important to any woman who wanted to succeed. She read *Vogue*, *Harper's Bazaar*, the French fashion magazines, studied shop windows, consulted, as soon as she had money, the great couturiers in this country and abroad.

IN THE early days when she had no money, she haunted the lobbies of fashionable hotels and stared at the women who passed through en route to tea in the Plaza, St. Regis, Waldorf, Ritz. She memorized details of their costumes and copied them, as best she could. She worked so hard trying to be well-dressed that eventually she attracted public notice and was decorated with the "best-dressed" badge.

While she was reading magazines on clothes, she was also poring through the new books and smart magazines. She didn't try to assimilate the classics — she didn't have time — she tried instead to be up-to-date, informed

on the very latest happenings. Her education was thus superficial, but she always managed to be bright and modern and her small talk crackled interestingly.

Her parties at the beautifully decorated home in which she and her husband, Edmund Lowe, lived in Beverly Hills, ranked in the top brackets of "good parties," particularly her annual Easter morning breakfast. Not at first, for she didn't know how to pick guests as discriminatingly as she later learned to do. But eventually her *soirées* became known as the last word in smartness and fun. You could meet and did meet the most interesting group of people in town — the newest playwright, the newest author, the newest star, a great musician, director, astronomer, prize fighter, tennis champion, any of the people who were doing things.

TASHMAN had terrific, driving ambition. She wanted to be *somebody*, as don't we all? She, however, as I observed her for ten years, was one of the few who ever applied meticulous, cold-blooded, calculated business tactics to developing her mind, her personality, her surroundings and her personal relationships.

And, interestingly, it all started when her curiosity was piqued and her vanity hurt when she didn't understand her admirer's compliment.

They Put Personality to Work

Famous folk don't have a corner on that quality we call personality—you can make it work for you, too

by CHARLES HENRY WESTON

"COME QUICK, Dr. Harris!" Urgent, frightened, the voice of the blue-uniformed matron trembled as she burst into the office of Dr. Mary Harris, in charge of the woman's workhouse on Blackwell Island, New York City. Black trouble was brewing, and trouble, in a prison, moves with the terrifying speed of flame sputtering along a fuse.

Dr. Harris, a slight, calm, perfectly poised woman, moved quickly but without panic. Her office was at the end of a long corridor leading to the cell block of the gloomy workhouse building. Far ahead, as she walked, she could see the tiers of cells at the far end of the room.

In ominous, scattered groups, women prisoners were assembling behind the low railings which ran around each tier of cells. Some of the women were serving terms for drunkenness; some were depraved, some were bitter, some were vicious, some were young and terrified — but all were fired by a mass hysteria which was swiftly working up to the explosive climax of a riot. At any instant, a spark — a woman's scream, a

hairpulling tussle between two inmates — would turn the swelling mob into a howling, shrieking, deadly instrument of frenzy and destruction.

MARY HARRIS walked steadily, unhurriedly across the concrete floor. The din of voices was no longer a rumble, but a roar. Women were surging against the rails outside the cell tiers; a shove, a mass movement, and bodies must inevitably come hurtling down to be crushed to death on the hard floor.

A narrow flight of steps led to the cell tiers far above. Mary Harris reached the steps and started up. She was talking as she moved, but above the deafening din of shouting her words could not be heard.

She was closer now, almost at the edge of the terrifying whirlpool of hate and passion and savage frenzy which is that thing of horror, a prison riot. Some of the women, seeing her, saw also that her lips were moving.

"Quiet!" came a shout. "She's saying something!"

"Pipe down!"

"Shut up, you crazy fools!"

Demands for silence were caught up by a dozen women, tossed back and forth like a baseball. The wild din grew less. There was something oddly impressive about that lonely figure that waited so patiently to be heard. What would she say — what *could* she say that would subdue a mob that was just beginning to taste the intoxication of its own strength?

It was curiosity and a grudging respect for courage which stilled the maniacal shouts long enough for Mary Harris to be heard.

Quietly, in the natural tone she used in office chats, Mary Harris said:

"Will you please go back to your cells?"

Not one of those excited prisoners could have told exactly why she turned and went obediently to her cell in response to that request. Perhaps it was Dr. Harris' confidence, her assured conviction that these women in her charge would do whatever she asked, and the fact that, liking her, not a single prisoner would have wished to hurt her.

Within five minutes, every woman was back in her cell and the threatened riot was over.

Sir Henry Irving — the Case Of Shylock and the Cabman

AN APT REMARK can often "put over" one's personality as nothing else will. History has been

made by the neat turn of a phrase, and the same technique is equally potent in the everyday business of earning a living.

Sir Henry Irving, touring the provinces of England in *The Merchant of Venice*, took a cab to the theater one evening. He was well known as a liberal tipper, but it happened that he was short of change so he handed the driver the exact amount of his fare.

The ruddy-faced cabman glanced at the coins in his hand and burst into a genial grin.

"So help me, guv'nor," he said, "if you play Shylock inside yer theater as well as you does outside, blowed if I don't spend a bob to come in and see yer h'act!"

So delighted was the famous actor by the neat retort that he fished in his pockets and presented the cabman with the only coin he had, which happened to be a gold piece. And when his own coachman fell sick, he engaged the respectfully impertinent cabbie.

Calvin Coolidge and The Irate Senator

TRIBUNES of the people, like the least of us, have been known to lose their tempers. When emotions boil over, the chap who keeps cool usually emerges as master of the situation.

When Calvin Coolidge was presiding over the Massachusetts Senate, two senators tangled in ill-tempered argument. One of

them had been making a pompous, dreary speech which ran on so interminably that a fellow lawmaker advised him, in a low voice, to wind up his talk before his audience went to sleep.

The orator wheeled furiously and grunted, "You go to hell."

The senator so advised turned red and stuffily marched up to Coolidge's bench.

"Did you hear what Senator Blank just said to me?" he demanded aggrievedly.

The wrangle could easily have developed into a parliamentary explosion which would have reflected no credit on the senate of a sovereign people. But in little more than a dozen words Calvin Coolidge saved the face of both parties and turned an embarrassing situation into an amusing one. These were his words:

"Yes. But I've looked up the law and you don't have to go."

"Let's All Hiss the Auctioneer!"

WHEN a mob is all primed to lynch you, ride you out of town on a rail, and perform sundry deeds of violence upon your person, discretion in the form of flight might reasonably be considered the better part of valor.

Such was the situation which threatened Joseph P. Day, who has sold more real estate at auction than any other man in history. He had been commissioned

by the government to auction off several hundred houses in a New Jersey suburb which had been built for shipyard workers during the war. Husky riveters and steelworkers were enraged by the belief that the government was turning them out of their homes.

UGLY passions were aroused and violence seemed inevitable. Yet it never occurred to Day to back out of the job. He had agreed to sell those houses at auction, even though he was a lone man with no other means of controlling a mob of shipyard huskies, many of them with murder in their hearts, than his own wits and shrewd understanding of men.

He decided, first, to jump the gun by starting the auction an hour early. Passion was given that much less time to reach the boiling point.

The first house he put up for sale was one which he knew the tenant wanted to buy. Promptly the man made a bid — and just as promptly the house was knocked down to him.

The mob was caught off guard. Instead of being turned out of his home, one of their own number now owned his house! Somebody cheered; the shout was picked up and in a moment the crowd was yelling its head off, with auctioneer Day chiming in enthusiastically.

Slowly the cheering died. Bitterness was not to be banished so

easily. But Day, a lone figure on his platform, was ready for that awkward pause.

"Now," he shouted, "everybody hiss the auctioneer!"

His own hissing led all the rest.

"For a moment," he said later, "it sounded as if a dozen locomotives were blowing off steam. Those thousands of human beings really were blowing off steam. As the hissing died away there came a roar of laughter. They and I laughed together, and I knew then that if I *were* carried off that platform, it would be on the shoulders of the very men who had threatened to kill me."

How Oliver Herford Solved The Wastebasket Problem

HUMOR and wit and gentleness and charm are such intangibles that we find it impossible to describe these cornerstones of personality. But Oliver Herford possessed them all in extreme degree, and Carolyn Wells, in *The Rest of My Life*, pays tribute to his rare qualities as a friend.

Artist and writer that he was, Herford's rooms were always littered except when, every few years, he cleaned them by ruthlessly throwing everything out. Calling on him one day after such a project had been completed, Miss Wells thoughtlessly tore a letter to bits and found no spot to throw the scraps.

Herford, pacing the floor, was

dismayed. What could be done with them? Miss Wells suggested that she had a wastebasket in her New Jersey home. Joyfully, Herford stuffed the scraps in an envelope, directed it and mailed it to her address.

Who but Herford could have conceived this whimsical explanation of tardiness for an appointment:

"As I walked along Broadway I met a kitten, who stopped me and shyly asked if she might speak to me a minute. 'What is it, my dear?' I said gently, for she was a timid little thing, and looked as if she had been crying besides.

"'If you please, sir,' she said in a hesitating way, 'if you please, I can't do arithmetic very well — and, will you tell me how much eight from nine leaves?'

"I saw through her in a moment! The little rascal had foolishly frittered away eight of her nine lives, and she wanted to know how many she had left. She looked so pathetic and waited so anxiously for my reply that I hadn't the heart to tell her the cruel truth, and let her know she had only one life left to live. So I told her six, and she brightened up wonderfully. 'Oh, thank you, sir!' she cried, and with a saucy, kittenish bow and smile, she turned and ran into one of the cross streets. I hope it wasn't cross to her!"

How could you help loving a man like that?

Test Your "Personal Packaging"

You may have a dozen good qualities, but if you neglect your appearance you aren't getting the most out of life

by JOHN LLEWELLYN

SHE had been a brilliant student in college, and she was still brilliant. She was scrupulously honest, blessed with an uncommonly pleasing personality, intensely loyal to the store, careful about details, circumspect in private life.

"It's a shame," thought the Personnel Director as she stood there before him hopefully, smiling to veil her anxiety.

Aloud he said: "Miss Bracket, I have been studying your application for assistant buyer. Frankly, I think you deserve it. You've been with us a long time — nine years. You know gloves, and your record looks mighty good. I — well, I hardly know what to say. You know there are others in line in that department, and — well — Miss Bracket, did you ever give any thought to how you packaged yourself?"

"I beg your pardon?" The girl was honestly confused.

The Personnel Director tried to explain, mumbled an oath, put his finger on a buzzer button. To the trim young woman who responded he said: "Miss Calderwood, will you try to tell Miss

Bracket in woman's language what I mean by 'packaging'?"

In her own office, the amazing Miss Calderwood got right to the point: "My dear, I hope you will not be offended by what I am going to say. Your clothes are very bad, and you wear them as if you just didn't care. Your hair looks as though you didn't care about it, either. And your hands! Tell me — are you afraid of the men in the store, or do men just bore you?"

"But —" Miss Bracket faltered.

"I KNOW. Women ought to get along without capitalizing on their sex. Will you please tell me *why?* Not that I'm suggesting the vulgar interpretation. I'm simply trying to say that women in offices ought to *attract* men, not *repel* them. You keep on the way you're headed, and you'll wind up a mess of swell brains in what Mr. Cross calls a 'dowdy package'; and then you'll get discouraged and look worse than ever. With your permission, I'm going to take you over. Learning to package one's self is no more difficult than learning the newest dances. First, I know a dress shop . . . and we'll

get rid of those flat heels, and get your hair and nails fixed. . . ."

Well, Miss Bucket got the assistant buyer's job. Today, she is buyer. And one of her duties is to tell every third girl who comes into the department that the finest goods in a poor package just won't sell.

She also got a man.

"It could happen anywhere like that," says E. B. Lawton, assistant general manager of the R. H. Macy store in New York City. "Packaging is one of the things people seem to pay the least attention to, and yet that fault keeps many a person from getting a job or getting ahead in one. It isn't a question of money, either. You can buy a suit for \$10, a dress for less. And poverty certainly doesn't

excuse grease-spots, or perspiration stains, or unpressed pants, or stringy hair."

MR. LAWTON is interested in the little publicized factors that keep people from succeeding in business, thinks it obvious that dishonesty, chronic illness, indolence, mixing sex and business, unreliability, family or love troubles on the side, carelessness about personal hygiene, poor attendance, playing too much office politics, and general all-around incompetency will get anyone fired sooner or later.

What disturbs him is an apparent phenomenon of the current generation — cheap cynicism, a tendency to chuck tradition out the window, a growing feeling

How Does your "Personal Package" Rate?

1. Stand in front of a full-length mirror. Ask yourself whether you honestly could get a second glance from a member of the opposite sex. If the answer is negative, *do something about it*, then come back and take your station in front of the mirror.
2. Try smiling. Try it until you contrive something that might make a smilee want to smile back.
3. Shake hands with your reflection. Repeat the performance until you can do it naturally, casually but not without conviction. If you feel yourself blushing or getting goose-pimples, start all over.
4. Talk. Tell your image what it is you want. Tell it over and over until you have it boiled down into two or three hundred words that *sell* the idea. Get enthused about yourself.
5. Check over your nervous (and worse) habits in public (nose-touching, hand-fumbling, phony coughing, tie-straightening, collar-loosening, stammering). Do them in front of the mirror to see how silly or disgusting they look to others.
6. Make sure your socks will stay up when you cross your legs.

that the interests of labor and industry are somehow mutually exclusive.

This man who has a kindly interest in more than a thousand employees of one of the world's greatest business establishments, says gravely:

"Maybe it was a mistake to do away with the European apprentice system. I grew up believing that any organization had a right to expect a certain amount of what you might call blind loyalty. I still believe that. But if I even suggested such a thing to some of these young things they're turning out now, they'd hoot at me."

Mr. Lawton thinks part of the trouble may come from the fact that young people don't take honest inventory of themselves every six months, like stores; don't think enough about what they are giving to the firm.

THE employment manager of another great department store also thinks personal inventories are important. On the forms on which releases are recorded in his store, there are four cardinal sins listed:

- Poor attendance.
- Incompetency.
- Dishonesty.
- Not suitable for the job.

But, the manager points out, these may be broken down into any number of sub-classifications:

"An individual may be unable (because of early training) to follow instructions even under the most patient guiding. Another problem child is the individual hired on the basis of background, intelligence, education, etc., without due thought being given to his aptitude for the job."

AND there you have it. "I'm just *dying* to sell dresses," does not mean that you can. All Princeton men are not born bankers. Phi Beta Kappa keys won't unlock all doors of opportunity.

This manager agrees with Mr. Lawton that selling one's self is of primary importance, and he agrees also that being "responsive" to his employer's wants is important.

How does one inventory himself? The head of one very large Kansas City employment agency suggests starting off by having a look in the glass. Shoes shined? Suit (or dress) clean and pressed? Hands well kept? Hair well groomed? Face clean? Some little added touch (tie, handkerchief, suggestion of color) that makes you distinctive?

Fine. Then try the "packaging test" (see box).

Having passed that, check up on: (1) What you really want most in life; (2) what you're best equipped to do; (3) the highest common denominator of both.

Then go to it!

What Young Girls Tell Me

The queries your daughter sends to "Advice to the Lovelorn" editors are the ones you refused to answer

by PRISCILLA WAYNE

Dear Miss Wayne: I am a girl, seventeen. I've never had a date with a boy. I'm fairly pretty and I wear nice clothes. Why is it that I do not have good times like other girls? Dear Miss Wayne, *how* can I be popular?

IF I had one dollar for every time I have received a letter like that I should be a very rich woman because I have been a "lovelorn" editor for more than a quarter of a century and I have read and answered letters from many thousands of young people. The term lovelorn editor has always seemed to me a misnomer. If you could sit at my desk just one week and read the letters that come to my department you would discover that a lovelorn editor must serve as parent, school-teacher, pastor, and morals adviser all rolled into one.

Sometimes people say to me, "But I should think *parents* are best qualified to advise their children."

Parents should be, yes. Sometimes they are qualified, but have missed their golden opportunity. I think that to have lost the chance to guide and direct his child is the saddest of all possible lots that can befall a parent.

Girls whose mothers are wise, understanding and sympathetic counselors, never ask the Priscilla Waynes of the world for advice. They do not need to.

Not long ago a worried mother came to me. She was a highly cultured woman, looked and lived the part.

"I can't understand my Dorothy," this mother told me, "I've come to you because I know that Dorothy reads your column and that she has written to you a number of times.

PRISCILLA WAYNE is one of the country's best-known "advice to the lovelorn" editors, a job which, she says, combines qualities of parent, pastor, teacher and moral adviser. Her newspaper column is syndicated nationally and is read by millions daily. In private life she is married, a resident of Des Moines, Iowa, and a novelist and playwright as well as column conductor. This article is drawn from her long experience in counseling thousands of girls who have turned to her for advice on intimate problems which mothers should have helped to solve — but didn't.

Why is it that my daughter refuses to come to *me* with her problems? Why, she even evades telling me where she's going at night. She says she's eighteen and that what she does and where she goes really isn't any of my business. Oh, Miss Wayne, I'm so afraid something may happen to her. Even if she is past eighteen, she's just an innocent child. I've scarcely told her anything about the facts of life. Now she's in with a wild and reckless crowd of young people and anything could happen to her."

WERE it not for my genuine sympathy for this worried mother I might have answered her to this effect: "Mrs. Blank, your daughter does not ask your advice because she knows that she cannot trust you to tell her the straight, unadulterated truth.

"You see, you and old Mother Nature have been waging a fearful battle against each other. You have tried to keep your daughter 'just an innocent child'. Mother Nature, ruthless and determined, has tried to mature the girl into womanhood. You have lost the battle!

"While you have been working to keep your daughter a child, Mother Nature has taught her that all human beings, even too carefully sheltered girls, must grow up.

"Your daughter believes Mother Nature and refuses to believe you, because right is on the side of

Mother Nature. Ages ago the instincts to mature, to grow up, to seek and find admiration of the other sex, to love, to mate, and then to produce her kind, were firmly implanted in the feminine heart. No wonder, mere human mother that you are, you have small chance to combat Nature's plan for the female of the species. The cards are stacked against you. If a girl is normal, Mother Nature will always win."

But I rarely scold human mothers that way — they suffer enough in the loss of confidence and trust of the child they love.

Fully 90% of my letters from young girls asking advice, are concerned with these questions:

How can I be popular?

How can I make the boys like me?

How can I win HIM?

How can I get him back if I lose him to another girl?

Or, reducing all the questions to one, "*How can I be happy and fulfill Mother Nature's plan for me?*"

I WOULD not have you believe that all girls consciously think: "How can I win a sweetheart, get him to marry me, and keep him interested in taking care of me and my children all my life and his?" They do not. Some, indeed, would be indignant if I suggested that such a question is what they ask the lovelorn editor. Subconsciously, however, it is what every girl asks me.

Sadly enough, I realize that the correct solution of each girl's problem should have actually started about the first day that baby girl toddled out of her cradle and into her own little world. Nature has intrusted the colossal task of the perpetuation of the species to the female and the female is ever on the alert. If she lags, even for an instant, Mother Nature nudges her on.

THE GIRL who has brothers finds the answer to her eternal question easier, because to her, boys are no mystery. I have known more than one brotherless girl to whom even the physical anatomy of a boy remained a matter of speculative curiosity often until marriage.

Fortunate and wise is the mother who raises her little family of boys and girls together, in a simple, natural way. Then there is no curiosity about the physical makeup of each other. Please believe me when I say that this insignificant bit of knowledge has saved many a youth from disastrous curiosity later.

Wise, too, the mother who keeps no secrets of life from her growing-up child; but disastrous, for a girl especially, when a mother makes too big a fetish of sex instruction.

What are the much discussed "facts of life"? Are they not just the rational A B C's of living?

Almost all mothers will admit, whether they follow the theory or

not, that a child has the right to grow in mind as well as in body. Minds require food, too.

IF FIVE-YEAR-OLD daughter says, "Mom, I'm hungry. Where can I get something to eat?", it is a most unkind mother who will not respond with something to please a healthy appetite.

But that very same mother is likely to be shocked if her daughter says unconcernedly, "Mother, where did our baby come from?"

Horrified, the mother may say, "Let's not talk about things like that," or "The doctor brought the baby."

That very minute the mother often loses her first battle to keep the confidence of her child. Any child who is old enough to ask a question should have that question answered frankly and truthfully in terms that it can understand.

The "dear-little-mama-birdie-on-the-nest" and the "bunny rabbit and its baby" stories are fine to answer the question of the five-year-old. But the eight-year-old, the ten-year-old, the twelve-year-old and the sixteen-year-old need to have the story told in language that fits their ages.

If the mother cannot answer these questions there are plenty of excellent books that will do it for her intelligently.

Frequently, girls get the notion that mother doesn't know the answers or, if she does know, she

avoids discussing such problems. Modern young people despise false modesty.

Meanwhile, mother is doubly in disrepute as an adviser to her girls if she takes their youthful love affairs lightly. The red-haired boy in second grade may absorb young daughter's thoughts completely. Even little girls who have not yet reached their teens live a happy, innocent love-life, although, thank goodness, usually it is purely imaginary. And that is perfectly natural.

Happy is the daughter whose mother understands these things. Then each new friendship with a boy is a thing to be chatted over with mother.

It is appalling that so few mothers qualify to advise their daughters on the human phases of life. True, mother's opinion is splendid on school and college problems and even about clothes and makeup. She can answer daughter's question, "Shall I take another semester of French?", easily and naturally without being at all shocked, but she makes her girl feel like the cat that ate the canary if she asks, "Mother, shall I let Bob kiss me good-night?"

I realize that I am indicting the mothers of girls when I say that the very questions their daughters ask of me are the most important questions in their lives. *Their own mothers should answer them.*

Four out of five mothers fail to be

helpful in the love-life of their daughters because they refuse to face realities.

On my desk this minute is a letter from a thirty-seven-year-old woman. She is a schoolteacher and has taken care of her widowed mother for the past twelve years. The daughter writes in part, "No man I ever dated pleased my mother. Even now she treats me like a little girl."

SOMETIMES I'm saddened by problems even more deplorable. I am thinking of a sweet little blonde girl named Mary. Mary's friends believe that she is in the East attending an exclusive boarding school. I know where Mary is. Her mother knows, too. I placed Mary in a maternity home not 500 miles away.

When Mary's illegitimate baby comes into the world it will be adopted by some distant relatives who are responsible people. Mary will come home to begin her life over again.

She is fine enough to rectify this mistake of hers and grow into splendid, responsible maturity. Life hasn't ended for her.

Yet, disillusionment always puts its mark upon a life, and Mary's disillusionment need never have been, if her mother had only understood the growing girl.

I am sorry for the Marys of the world, but I believe that I am even more sorry for the girl who marries the first man she ever

dated. She does so usually to escape being owned at home, body and soul. Likely before she awakens to the fact that she is mismated and unhappy, there are two or three little ones in the home; and because of the responsibility they owe their children, mother and father must stay together, even though they despise each other spiritually and physically.

THE six basic rules that the mother of every girl should follow are these:

1. *Believe that your child has a growing mind as well as a growing body. When she asks you for food, you wouldn't think of letting her snatch it from the garbage can. Please don't send her scavenging for her mental food.*

2. *Believe that it is natural for a girl to be more interested in boy friendships than she is in girl friendships, and don't be surprised. Remember your own girlhood.*

3. *See that your daughter has opportunity to meet and to entertain boys in her home, whether she is five years old or fifteen years old.*

4. *Respect her boy friends.* That sixteen-year-old male who swallows his Adam's apple nervously today and acts as though he doesn't amount to a hill of beans,

may be a Captain of Industry tomorrow. Like him — or, for daughter's sake, at least pretend to. Your dislike will only serve to intensify her admiration for him, but your friendliness will give her the opportunity to weigh his worth without the heat or passion of trying to defend him.

5. *Get set very shortly after baby daughter arrives in your home to permit her to live her own life.* Guide her, but don't boss her. If you have trained yourself rigorously to follow the first four rules you will rejoice when your daughter finds her mate, and you can be reasonably certain that you need not be ashamed of your grandchildren.

6. *Love your daughter very much. Love her unselfishly.* Let her know that you love and trust her. Few girls go wrong who are deeply loved by their Mom and Dad.

AND I am convinced that if mothers followed the six rules I have laid down, their girls would be turning to them for advice.

Then I would be out of a job. Or would I? No. Because there still would be human problems to solve, and I believe my mailbox would be full.

I WOULD much rather, if I had something to sell, try to sell it to a great man. He will listen to what you have to say and will understand what you are talking about. He will not interrupt your train of thought in order to impress upon you his own ideas and importance.

— JULIAN S. BRYAN

How Smart Are You?

Want to see how your store of general knowledge stacks up? Here's a stimulating mental exercise

by RAY MACDOUGALL

1. If you were given a heliostat for your birthday, would you use it to (a) get a sun-tan, (b) keep coffee hot, (c) signal with?
2. What is the name of the island on which the City of Honolulu is located?
3. Which is the greatest distance: 10 feet, $3\frac{1}{2}$ yards, or 124 inches?
4. What is wrong with the following sentence? "During a trip through the various caverns that make up a great part of the scenic wonders of the nation, beholders are impressed by the beauty of the satellites in their many shapes and colors."
5. On shipboard a "hurricane deck" is especially constructed to provide shelter during hurricanes. Is that so?
6. What is the first name of the aviator who left New York in his plane, "headed for California" and arrived in Ireland after a flight across the Atlantic?
7. Is a banshee a type of chicken, a ghost, or a small brook?
8. Speaking of cats, what is (a) a kindle; (b) a pride?
9. Cain and Abel were the first and second sons of Adam, but who was the third son?
10. Who was Sir Henry Morgan?
11. In what year was the first New York World's Fair held?
12. What was known as "Seward's Folly"?
13. A dilettante is a young society girl. True or false?
14. Who was "The Lady of the Lamp"?
15. When Congress adjourns *sine die* it is (a) because a member has died; (b) because discussion has come to a dead end; (c) for an indefinite period without a date appointed for reconvening.
16. EPIC was used as a political slogan in what state, and for what did the letters stand?
17. What is the name of the street in London where many fashionable doctors have their offices?
18. On a clock faced with Roman numerals, what does the 4 usually look like?
19. What activity of the post office is a government monopoly?
20. Which one of the following created general surprise by saying "I'll be back in the fall if we don't

have a war"? (a) Max Schmeling; (b) Charles A. Lindbergh; (c) President Roosevelt.

21. ———, President of France, was reelected for a ——— year term.

22. There has never been a battleship named for the State of Montana. True or false?

23. What is a Jolly Roger?

24. Fill in the blank: For each automobile in the United States there are ——— persons.

25. What is the name of the tall fur hat worn by some English soldiers when in dress uniform?

26. When we say "good-bye" what are we really saying?

27. Who is the present Ambassador to the Court of St. James's?

28. Has the United States a national tree, and if so, what is it?

29. Who is the patron saint of England? Of Scotland? Of Ireland?

30. What United States president was nicknamed "Unconditional Surrender"?

31. The first horses were brought to the American continent by the Spaniards. Is that so?

32. When you walk, do you swing your left arm or your right arm forward with your right leg?

33. You don't have to un-

derstand French to know that "Blanche Neige et les Sept Nains" is the title for the French version of a movie that was recently taken out of circulation. What is it?

34. What are the real names of the men whose nicknames are given below? (a) "Nicholas Miraculous"; (b) "The Kingfish"; (c) "Cactus Jack."

35. What was the Duke of Windsor's "name and number" when he was king?

36. Which is the largest sea bird?

37. How many strings has a violin?

38. In Robert Louis Stevenson's story, how many men were on "a dead man's chest"?

39. Did the United States Government ever coin any mills?

40. Where would you be most likely to find a taffrail: in the penthouse bar of a high building, on a ship, or in a railroad switch?

41. Answer true or false: (1) John Brown, an anti-slave agitator, was shot to death at Harpers Ferry. (2) Adolf Hitler was born in Germany.

42. In what month was President Roosevelt inaugurated the second time? What year?

43. In summer, the days grow shorter and the nights grow longer. True or false?

44. What church or denomination was founded by a woman?

45. What is zwieback?

(The answers are on page 126)

These questions are a bit tough and a good average score is 31 correct answers.

I Was an Ugly Duckling

Even if you aren't beautiful—or think you aren't—you can find the secret of true charm right within yourself

by NINA WILCOX PUTNAM

“WHAT A perfectly charming person!”

Do they say this of you? Do you want people to say it — *and mean it*? If you don't thrill to the idea of being considered charming, you are less than human. For charm is something we all hope to possess. Beauty in either man or woman is comparatively rare despite cosmetics, good clothes, and the hundred and one gadgets which advertisers constantly assure us will help to make us personally more attractive. But *charm* does not come done up in a package. In fact, beauty and charm are by no means synonymous.

Have you ever thought about the handsome man, the classically beautiful girl who has no charm? “Beautiful, but dumb!”

And then, on the other hand, how about those distinctly homely women who always have a crowd of men about them — who are dated up constantly, who make brilliant marriages because they have that subtle, elusive thing called charm? How about the ugly men whom everybody loves to be with . . . because they are charming? How do they do it?

One thing is certain. Charm can be acquired. Yes, even though a large portion of the world's inhabitants who spend a lot of their time trying to acquire this most precious asset fail in their purpose.

MOST people set about this business of becoming charming without stopping to think what charm consists of, and nine people out of ten take the utterly fallacious course of building an artificial crust about their personalities — a shell usually modeled upon some other person whose exterior they admire, *but who is totally different from themselves*. In this way the aspirant for charm loses all sense of the basic quality on which charm is founded — the untrammelled flow of a decent heart and mind.

Before we go any further with this first-aid lesson, let us take a look around and hit upon somebody we all know, someone who possesses charm. There is Wallace Beery. The thing which holds him in the hearts of millions, is charm. Think it over. It's the magnetic genuineness of the man that puts him across.

But trying to be like him won't make *you* charming. Ten to one it will only make you absurd or affected. Simone Simon has charm. But copying her accent and the way she does her hair won't help your personality one bit.

THE PERIOD of our lives when the desire to be charming burns strongest is, not unnaturally, in youth. Charm, once it is acquired, is a life-long asset. But in youth there is the added urge of sex, with its frantic need to seize upon every aid to allure. In youth if we are not lovely to look at, we search around desperately to find another method of attraction.

I know, because I was an ugly duckling, a wallflower and mighty dull company. I started my girlhood thinking that the mere facts of being young and female gave me the right to expect — even demand — attention from young men. But these two simple assets were not enough, as I quickly discovered. And so I set about my own cure.

Up to the time I was seventeen I seemed to be constantly playing a game where the score against me was always Love — 0. Young men simply ignored me, and that wasn't good enough. Something had to be done — but what? I must change my personality, acquire charm. And what posturings I went through!

I don't suppose that once during

the following year I ever entered a room naturally, made a simple or direct statement, or spoke in an unaffected manner, while I picked upon a series of "personalities" and tried them out, one after the other, always unsuccessfully.

First, I decided to be an intellectual, modern girl, very serious and outspoken. Oh, but did *that* drive 'em away! Then I tried out the clinging-vine type — no better!

Failing these two characterizations, I next decided to be a silly, helpless, giggling, fluffy young thing, always gay and excitable, never allowing anyone a dull moment. But as soon as I became the life of the party, the life of the party was short, if you get the idea.

AT LAST, in desperation, I determined to be a vampire — one of these sleek-haired women with long earrings, a longer cigarette holder and a still longer past. Of course the past had to be by inference at the age of seventeen, and I would have died rather than possess the sort of past I wanted to typify outwardly. But I felt I would be more interesting if I looked interesting — and by interesting, I mean wicked.

This last obsession grew to such a point that, after what then seemed to me a big night, I was looking eagerly into the mirror next day for some intriguing marks of my dissipations. I actually hoped for lines in my face,

circles under my eyes, anything, darn it! to make me mysterious and attractively sinister. I must admit that Theda Bara was the reigning vamp at the moment and all the boys claimed to be wild about her.

ALL OF which may sound very old-fashioned, but I have noticed that present-day young people, including my own son, go through pretty much the same sort of thing. In other words, they try to choose a personality: to pick it out of the world's show-window and wear it like a garment. And that's the whole trouble . . . such ready-made copies of great original models are nothing *but* garments — whereas a personality, particularly a *charming* personality, *must be our own skin!*

Any exterior, any "line" which does not originate with the person who uses it, is automatically self-defeating. Nobody who is constantly watching his own gestures, the pose of his own head, the drawl of his own voice, can long remain interesting to a member of the opposite sex who, like as not, is hungering for real contact with a real companion.

I eventually found out exactly this and then came my discovery about turning on charm — the discovery that it *could* be turned on almost as easily as one turns on the familiar water-tap in one's own kitchen.

Of course my regeneration began in the old familiar way of finding out that the first step in the right direction was *to be myself*. I had tried to be at least a dozen other fellers and had failed. Apparently I *had* to be myself and like it. But who and what *was* my own personality? What did I really think and feel?

At first I didn't know. I'd been so darned busy following false patterns that I had scarcely thought at all, much less thought honestly about life, the people around me, my tastes, habits, and ideals. With a sharp pull at my bootstraps I began to see that before I could expect other people to like me, *I had first to like myself*. Not in a conceited way, heaven forbid! But I had to turn cold eyes upon my inner-being and upon my behaviorism, and see if there was anything about me worth liking. I didn't find much of anything at all. I was just an ignorant bit of nothing, with the one redeeming quality of honestly wanting to be decent and likeable.

THE next step was to ask myself what basic things in others made me like *them*. This important thing called charm which I so bitterly lacked, was it really some magic hocus-pocus which had to be mysteriously conjured into being, or was charm an accumulation of endearing qualities? I decided that the latter was the cor-

rect answer. I had been confusing glamour with charm — a common mix-up in terms. For glamour, in the dictionary sense, is a false illusion of bright reality.

AND so painfully, yet with ultimate glad relief, I came to know that the secret of charm really lies back in our very early childhood training. As youngsters we are taught all the formula for charm, but we either forget it, or brush it aside in the almost universal resentment which adolescence has for parental axioms.

Think this over. As children we are taught to be polite. To be considerate of others. To be gentle, to listen when we are spoken to. We are taught to be honest, to be clean about our persons: to avoid greediness, selfishness, dishonesty. We are taught to speak no ill of those about us: to say nothing unless we can say something pleasant. We are taught not to amuse ourselves at the cost of others' suffering. We are even taught that virtue is its own reward.

And the funny part of it is that all these things are true.

The truly charming person is always polite. If you don't believe me, try the small courtesies which were insisted upon when you were a child, on your friends.

Try gentleness. Not sappy gentleness, but true gentleness, like controlling your temper. Try gen-

teness of spirit. Try listening when you are spoken to. Believe me, *that* gets you places! And try volunteering some pleasant remark about everyone instead of getting a cheap laugh at their expense. Check up and see what a high percentage of nursery rules hold the germ of a truly charming personality.

The conscious, *but not priggish* application of these simple old rules for living to my daily life and habit of thought was the beginning of such personality as I now possess.

IT is a wonderful thing to add physical attractiveness to charm, and indeed the utmost in personal grooming has become a sort of public duty. Moreover, niceness of one's person adds incalculably to our well-known sex-appeal, without which no charming personality is complete. But do not confuse sex-appeal *per se* with charm. With glamour, yes, with mirages and castles-in-the-air. But the sex-appeal which is part and parcel of true charm is that which manifests itself slowly as the result of charm's other components. And like other slow growths, it survives longer when well nurtured.

Almost anything in life is ours if we really go after it. And charm, supposedly the most illusive of all assets, is just as easy to acquire as the wish is strong.

How to Reshape Your Personality

If you'd like a new and improved personality, here are the first steps—they're easy to take!—outlined by an expert

by DR. JAMES GORDON GILKEY

IN A BOOK entitled *The Sermons of a Chemist*, Dr. Edwin E. Slosson has printed this quaint jingle. It suggests the variety of traits found within each human life.

Within my earthly temple there's a crowd:

There's one of us that's humble, one that's proud,

There's one that's broken-hearted for his sins,

And one that unrepentant sits and grins,

There's one that loves his neighbor as himself,

And one that cares for naught but fame and pelf.

From much perplexing care I would be free

If I could once determine which is Me!

As we look back over the years we realize how true those words are. All these selves have appeared at times within your life and mine. On occasion the best people do things for which they are later heartily ashamed. Simi-

larly, the worst people have moments of undoubted nobility. Good people are not good all the time. Certainly bad people are not always bad.

Where do these many selves come from? For centuries that question puzzled men greatly. The best answer they could devise was that the devil was responsible for the bad actions of good people, or that the sin of Adam had given a strange and unfortunate twist to an otherwise admirable human

nature. Where the good traits in bad people originated our ancestors were not so sure.

Today, thanks to the advance of science, we understand this situation more fully. We realize that these varied traits represent differing inheritance-strains drawn from a vast array of forebears.

Have you ever

IN ADDITION to his work as pastor of South Church, Springfield, Mass., the author directs an elaborate program of institutional church work and has written numerous books, among them *A Faith for the New Generation*, *Secrets of Effective Living*, *Meeting the Challenge of Modern Doubt*, and *You Can Master Life*. For a number of years he was professor of Biblical literature at Amherst. This feature is from the book *Solving Life's Everyday Problems*, by Dr. Gilkey, by permission of The Macmillan Company, publishers. Copyright, 1937.

figured out how many direct ancestors you have had during the past few centuries? Two parents, four grandparents, eight great-grandparents, sixteen great-great-grandparents — and then how the numbers jump! In the tenth generation back you have — in that one generation — more than one thousand direct ancestors. In the twenty-first generation back (and that was only six or seven centuries ago) you have — in that one generation — more than two million forebears.

IT so happens that six centuries ago the entire population of England, seriously cut down by the ravages of the plague, numbered less than two million. Thus, if all your ancestors were of pure English stock, and if there were no cross-connections between widely-separated branches of your ancestry, you have within your personality today the commingled traits of all the people living in England in the fourteenth century.

Fortunately these inherited traits have been greatly modified during the period of transmission. The cruder qualities of the cutthroat and the highwayman have been slowly brought under control. The finer qualities of lords and ladies have been gradually strengthened. But all the same there is within your life today this amazing conglomeration of inheritance-strains.

Is it any wonder there are times

when even the best people feel like playing Falstaff or Captain Kidd? Is it surprising that even in the worst people the Puritan makes an occasional appearance?

THIS explains, in part at least, why people who have poor prospects at birth sometimes achieve greatness in later years. A fine inheritance, temporarily submerged in the stream of life, makes a sudden and unexpected appearance. A gifted personality develops and then, assuming that outward circumstances are not too hostile, a fine career follows.

Dr. Harry Emerson Fosdick gives several illustrations. "Shakespeare was the son of a bankrupt butcher and a woman who could not write her own name. Beethoven was the child of a confirmed drunkard and a tubercular mother. Schubert was the offspring of a peasant father and a woman in domestic service."

How do we explain the achievement of these unpromising boys? Circumstance undoubtedly had something to do with their success. Their own resolute effort must certainly be mentioned. But in the final analysis, each boy possessed an element of genius. And what is genius? Apparently it is the fortunate combination of a variety of fine inheritance-strains, reëmerging simultaneously in the stream of life and uniting to form a personality of singular power.

IT is against this background that you must study your own problem of self-change and self-culture. Your personality is not something solid, fixed, and uniform in texture like a stone or a piece of wood. Rather it is something curiously complex and susceptible of infinite change.

We might compare it to a hand of cards, fortuitously chosen and now held together in a familiar sequence. Each card in the hand represents an inheritance of greater or less value drawn from some shadowy ancestor of long ago. Under normal circumstances the cards retain their present arrangement, with the high cards obligingly displayed on top. But we all know from sorry experience how readily and rapidly the cards can be rearranged, and how suddenly the hand can assume a wholly different aspect.

In moments of nervous and physical exhaustion our finer qualities seem to vanish utterly. It is as though the high cards slipped from the top of the hand and concealed themselves at the bottom. In their place two-spots and three-spots stare at us disconcertingly.

Then again, in moments of crisis and sudden inspiration, qualities finer than any we thought we possessed make their brave appearance. We suddenly prove to be nobler men and women than we or anyone else dreamed.

Did you ever hear how many

possible combinations are concealed within an ordinary pack of fifty-two playing cards? That pack can be dealt into more than 635,000,000,000 different assortments of thirteen cards each. If those are the possibilities in a pack of only fifty-two cards, think of the possibilities in a human personality containing the traits passed on by numberless ancestors!

ARE THERE any limits to this process of rearranging the traits within a human life? When we think carefully we soon recognize three distinct limitations on our efforts to reconstruct a personality. Perhaps if we continue to use the analogy of a pack of cards we can suggest clearly what they are.

To begin with, we cannot stuff a new card into the hand — no matter how much we may desire to do so. If your child has no ear for music nothing you can do at this late date will give him one. The precise inheritance you hoped he would have was omitted from his original make-up, and there is no way by which you can now thrust it in. Reconstructing a personality does not mean putting into the personality traits that were originally absent.

The second limitation on our efforts is less obvious but quite as significant. We cannot change the value of any single card within the hand. The two-spot can never be

manipulated into a king or even into a ten-spot. A deuce it is, and a deuce it will remain down to the end of the game.

If your child has only ordinary mechanical gifts you will never be able to transform him into a mechanical genius. Your child's limited faculties may be highly trained, but they never can be increased in extent. Reshaping a personality does not mean enlarging the native power of traits within that personality.

The third limitation on our efforts becomes increasingly clear as we grow older. A time comes in every life when further rearrangement of the personality becomes almost, if not quite, impossible.

HERE, of course, our analogy of the cards breaks down. The bits of pasteboard can be shuffled and reshuffled, dealt and redealt, until they literally fall to pieces. Not so these selves of ours! After a certain period the human personality seems to lose — under normal circumstances — its capacity for radical change, and the precise arrangement of our inheritance-strains becomes fixed.

Reshaping a personality does not mean changing the entire make-up of human beings during the last few years of life. Most of us realize that such a change would do violence to the laws of life.

But when we have made these admissions what opportunities for

self-culture and self-reconstruction still lie open before us! Fine qualities that have been buried for years can be slowly lifted to the surface and made the new and the dominant features of a rebuilt self. Unfortunate traits that have been long in control can be slowly but relentlessly thrust into the background. This is not theory. These are the facts of life, facts observed day after day by those whose work it is to deal with people.

WHAT are the steps in this process of self-change and self-culture? To begin with, anyone who hopes to reshape his own personality must face his own faults and his own conduct-problems honestly.

Most people are unwilling to do this. They have heard so much about the evils of introspection, and they have been told so often that a man must believe in himself if he hopes to make other people believe in him, that they deliberately and persistently avoid self-scrutiny and cultivate an unassailable cocksureness. Such individuals tell themselves that their unfortunate outbursts of temper are due to the mean things said and done by the *other* members of the family. The thought that the real cause of the difficulty lies in their own defective self-control never occurs to them. The first step in the direction of intelligent and effective self-improvement is

to recognize frankly one's own shortcomings.

Those who seek to reconstruct their own personality will also do well to give themselves new interests and objectives. Why? Because new interests and objectives call forth in the personality hitherto undetected powers. Repeatedly we find that all some individuals need to precipitate far-reaching changes in themselves is something new to think about and work for.

HERE, of course, lies the secret of the remarkable improvement which we note in many young people during the early years of marriage and parenthood. The new interests and responsibilities of the new home enable these young people to "find themselves," and gradually disclose within them capacities for patience, endurance and affection which even they did not dream existed.

Repeatedly social workers make use of this principle in their efforts to reconstruct warped and ineffective personalities. A new interest and a new objective are ingeniously thrust into a human life, and presently the whole pattern of the self changes.

It makes little difference what new interests and objectives we set before ourselves. As long as the new goal is worthy and alluring it is almost certain to work its magic upon us.

There is another suggestion to be made to the people who seek to reconstruct their own personality. As they struggle to make their finer traits dominant they will find it immensely helpful to expose themselves regularly to the spiritual influences they find inspiring. Obviously these influences vary with different people. One man derives his greatest spiritual stimulus from music, another from friendship, another from contact with the beauty and the silence of Nature. Nearly everyone finds immense incentive in religious faith, and the accompanying acts of religious devotion.

THE message heard from our better pulpits is the noblest answer ever discovered to the riddle of existence. Faith in our power to transcend limitations, faith in a God who helps us whenever we do our best, faith in a Christ who found for all humanity the way to live, faith in an eternal life that opens before us after the experience of death — here are the convictions that have emerged during the centuries and that make up the simple and heroic creed by which numberless people have lived.

Is it any wonder that psychiatrists and social workers repeatedly urge the men and women who are making a new start in life to avail themselves of the immense stimulus of religion?

Getting Along With Other People

ONE of the professors at the School of Education at Harvard has recently attempted an interesting investigation. He secured the records of nearly 4,400 men who had been discharged from industrial establishments and tried to determine the ultimate cause of their difficulty. Why was it they had lost their jobs?

To his surprise he found that their main defect was not lack of technical knowledge. Neither was it lack of skill in actual performance. The chief source of difficulty was what he calls "a failure in human relationships and character-qualities." In simpler language, most of these men — 62% of the total — had been discharged because they could not get along with other people.

At first glance these figures seem exaggerated. How can our ability to get along with other people have any such significance? But if you think carefully you will realize that these figures probably do tell the truth.

Consider the people in your own acquaintance who are failing. There is that young business man who is constantly shifting from one concern to another, apparently unable to hold a position for more than a few months. What is the root of his trouble? A fatal inability to get along with his superiors.

There are the two married people whose home is on the verge of a break-up. Why the domestic tragedy? Because neither husband nor wife can solve those problems of personal adjustment which marriage inevitably brings.

Learning to get along with other people may seem an insignificant subject to discuss. As a matter of fact it is one of the most important topics imaginable. Time and again this quality of character determines our success or our failure, our daily happiness or our daily misery.

THE indications are that this quality will become more rather than less important in the coming years. Obviously the success of marriage will always depend largely on the ability of the two people involved to make adequate adjustments to each other and to their children.

Meantime the demands of business and professional careers grow steadily more exacting on this point. Consider the new situation in the mercantile world. Today, in place of the little independent shop of fifty years ago, we see an impressive department store, or a unit in a system of chain-stores which spreads from Maine to California. In this new situation the man who has never learned to do team-work cannot hope to suc-

ceed. He belongs to the era of 1890, and life has perversely thrust him into the world of 1940.

Even the professions in which the individual still counts for most — medicine and the ministry — lay an increasing emphasis on the importance of personal contacts. The young doctor who is temperamentally unable to keep on good terms with his patients and his professional associates begins his career with an almost hopeless handicap. In the intense competition of today he will inevitably drop behind the doctor who has a more genial personality and a greater ability to make and keep friends.

The young minister who lacks the ability to build an effective church staff and persuade volunteer helpers to assist him faces a dismal professional future. He may be called to a small rural parish, but a city church beset with problems of organization and successful leadership will never cast even a glance in his direction.

The younger generation even more than the older must learn this lesson of getting along with other people. Unless the lesson is learned, our boys and girls face the unhappy prospect of finding themselves bewildered and chagrined failures.

AS WE undertake this discipline there are two preliminary facts we shall do well to remember. One is that personal contacts are inevitably accompanied by a certain amount of superficial friction. Most parents discover this fact while their children are very young. The boys and girls have hours of nervous and physical exhaustion, hours in which they say and do foolish things which must be quietly overlooked and never recalled. To regard the outbursts of a tired youngster as serious and significant is to make a lamentable blunder.

Deep in his heart the little boy still loves us, though from his words and actions no outsider

A Matter of Discipline

AS WE live and work with other people, let us remind ourselves constantly that deliberate and sustained kindness will finally break down almost every form of ill-will. Probably there are a few situations in which kindness, like every other spiritual power, may conceivably fail. Doubtless there are a few occasions, particularly when we are dealing with individuals who are in a thoroughly abnormal state, on which kindness must express itself through physical force. But when we have made room for these few exceptions, how clear and how familiar the rule is!

(unless he too has children) would guess it. We must overlook tired nerves, disappointed expectations, and the outbursts of temper they create. We must wait patiently for the child's real self to reëmerge.

Conflicts of this superficial type also appear in every club, in every business office, and in every organization — churches included. Grown-ups as well as youngsters have their off-days, and adults as well as children occasionally stage outbursts for which they are later heartily ashamed. The first step in the art of managing personal relationships is to distinguish between superficial and serious conflicts, and to disregard the first completely.

WE must expect, as we work with other people, a certain amount of more serious opposition. No one succeeds in pleasing everybody. No matter how hard we try to be agreeable, and no matter how willing we are to take suggestions, there will always be a few individuals who will not enthruse over us and our achievements. Some of these hostile people are men and women who do not understand what we are trying to do. Ignorance lies at the bottom of their antipathy, and sometimes that ignorance can never be dispelled.

The people who are jealous of us and the people whose temperament is radically different from

ours are apt to be permanently hostile. A mother-in-law may try to be affectionate, and a daughter-in-law may try to be appreciative, but if one thinks in terms of an immaculate kitchen floor and the other in terms of Japanese prints there will probably be an irreconcilable conflict between the two.

ANYONE who studies life carefully and approaches its problems intelligently recognizes difficulties like these. He does not expect to please everyone, and he abandons the attempt to do so. When inevitable frictions develop he remains inwardly undisturbed. Jesus did not succeed in getting on with everyone. You and I will hardly improve on His record.

But even if no one of us can solve this problem completely, all of us can — if we will — solve it in part. We can eliminate from our lives the habits and attitudes which produce needless friction between ourselves and those about us.

No one pretends that this is an easy discipline. As a matter of fact it is one of the hardest tasks to which any man can address himself. It means that he must drop his ingenious self-justifications, study his own personality with brutal frankness, and then patiently weed out of his life whatever unfortunate traits he finds growing there.

IF YOU want to handle your human contacts more successfully you might well begin by showing people that you are quite as willing to take advice as you are to give it.

One of the quickest and surest ways for us to make needless enemies and create unnecessary bitterness is to give advice to other people and then persistently refuse to take advice ourselves. If you have the habit of losing your temper when suggestions are offered, or if I have the secret conviction that no one can tell me anything about preaching and writing, then you and I need look no further for the cause of our difficulties in dealing with people. There the cause is — an attitude of superiority which other people instantly feel and which makes our presence almost intolerable.

Here is a second suggestion, and one which probably applies to everyone. Whenever you find yourself differing from someone else and moving rapidly toward a sharp conflict, force yourself to look at the disputed situation from the other person's point of view. What are the facts as the other person sees them? What are the policies which he recommends?

This ability to look at life through the other man's eyes, this quality of sympathetic imagination, repeatedly enables the person who possesses it to avert misunderstandings and gradually turn enemies into admirers.

Most of the quarrels between parents and children could be obviated if the parents would develop more of this quality. As long as the father and mother can see a given situation only through their own eyes, and as long as the youngsters can see that situation only through theirs, violent disagreements are sure to ensue. But if the parents gain the power to see the facts as the children see them, as well as see the facts as those facts look to older minds, then the clash between the two generations can be either entirely obviated or at least greatly modified.

Ask yourself frankly if this is the root of your trouble. You write a sharp letter, and then fail to read it the second time in order to see how it will sound to the person who receives it. You devise a scheme of discipline, and then fail to ask how it will appear to the individual who is being disciplined.

YOU indulge in mannerisms which seem to you wholly innocent — such as the habit of making sarcastic remarks, or easing your own pain by making someone else suffer too. Have you ever looked at those mannerisms through the eyes of the people who must endure them day after day? If we have the courage to ask ourselves such questions, and the heroism to make the changes the answers inevitably suggest, we can save ourselves an immense amount

of needless misunderstanding and unnecessary antagonism.

The third suggestion is equally simple and equally practical. Teach yourself to control the feeling of anger the moment you find it rising in your heart.

WHAT is the secret of this self-mastery? Jesus discovered it centuries ago. Jesus noticed that a man can control any one of his impulsive actions if he masters it in its initial stage. For a moment that impulsive action is only a thought and a desire, and while it is in this seed stage it can be controlled with relative ease.

The anger that eventuates in murder begins as a desire in the mind. The lust that grows into adultery starts as an impure fancy. The vindictiveness that finally creates a permanent feud begins as a momentary impulse — the impulse to get even. While these evil forces are in their incipient stage they can easily be brought under control. Once grown to full strength they are almost invincible.

What is the most effective way to control the first throb of anger? We can often master that feeling by making ourselves laugh — laugh at the situation which we are about to take so seriously. This is one reason why the individuals who have a sense of humor get through life easily and accumulate friends all along the road. Their capacity for laughter enables them to throw

off those feelings of anger and resentment.

The next time someone annoys you, irritates you, hurts your feelings, or deliberately mistreats you, try managing the situation in this fashion. Laugh at yourself for being so easily offended. Laugh at the other person for showing such ignorance of the right way to deal with people. Laugh at the whole silly affair.

If you meet the annoyance with laughter what will happen? You will find your own anger dissolving, and then life will speedily reassume its normal aspect.

HERE was one secret of Abraham Lincoln's ability to manage difficult people and difficult situations. One hectic day during the Civil War Lincoln sent an important message to Stanton, his Secretary of War. Presently the messenger returned in obvious embarrassment. "Did you deliver my message?" Lincoln asked. "Yes." "What did Mr. Stanton reply?" The messenger spoke reluctantly. "Mr. Stanton tore your letter up, and then said you were a fool." "Mr. Stanton called me a fool?" "Yes, sir." There was a moment of silence, and then Lincoln began to laugh.

"Well, if Mr. Stanton says I'm a fool I guess I must be one. Mr. Stanton is generally right." What situation could upset a man like that?

THE easiest and simplest way to introduce two persons to each other is to say: "Mrs. Deering, Mrs. Edwards."

You can if you wish accent the more important person's name, but it is only awkward to say "I want to make you two acquainted," or "This is my friend, Mrs. Edwards."

A man is always presented to a woman, no matter if she is only a slip of a girl and he is a grandfather. The only exceptions are the President, a royal personage, or a dignitary of the church. Of course, the younger person is always introduced to the older or more distinguished if they are of the same sex.

The nicest response, and a correct one, when you are introduced, is "How do you do?" It's partly custom and partly common-sense that has outlawed banalities like: "Pleased to meet you," or "I surely am delighted to shake your hand."

Two men, of course, always shake hands. A woman may offer her hand to a man or not, as she chooses. However, if the man should awkwardly offer his hand, any polite woman takes it, simply and naturally.

Introducing one stranger to a whole group of people is always hard (it is only done informally,

Tips On Manners

by the way). It is best to say "Mr. Stranger, Mr. Jones. And Mr. Hartley, and Mr. Brown." To say "Mr. Stranger"

for each one would be quite unnecessary. As each new person is introduced, whether man or woman, they should smile or nod or shake hands, so that Mr. Stranger can tell which one *is* Mr. Hartley or Mr. Jones.

IF YOU are walking with a friend, and meet a third person whom you do not know, you should saunter on, and not wait to be introduced.

Manners out of doors, as in sports, are just as important as in a ballroom. A poor tennis player should not ask an expert to play with him. An inexperienced golfer should either explain his status as a dub, or else politely decline a game with polished players, who will only be held up by the novice. If they understand his inexperience, of course, it is quite all right for him to accept their invitation.

No sportsman ever argues about the score or the rules. If a point can be settled quietly and simply, without hurting anyone's feelings, it is done so. Otherwise the well-mannered sportsman defers to his opponent. After all, the fun of the game is the most important thing.

— MADELON BOST CARSTAIRS

Self-Defense for Girls in Love

Here's expert counsel for the girl who wants to keep the friendship and attention of boys—and her virtue

ANONYMOUS

"I WANT to be good, only —" How often have I heard that wail from girls who are faced with the very real problem of holding the friendship and attention of attractive, desirable boys without sacrificing virtue.

Accepting the fact that chastity pays big dividends for the average girl, we must face the problem of protecting that most prized possession without making too much of an issue of it. We must realize that a girl needs a definite philosophy which will serve as a shock absorber, saving her much emotional strain without branding her a prude.

"I want to be good," girls tell me. "I believe it pays in happiness, peace of mind, contentment, self-respect, consideration of family and self. I even believe that many of the most desirable men still prefer wives without pre-marital sex experience. But while I am believing this and trying to live it, the girls with lower standards, those who are willing to indulge in sex experience before marriage, are monopolizing the most attractive boys and, oftentimes, marrying the best catches in town."

That's the sort of thing that's hard to answer. And it is the solution of just this problem that I have had in mind while discussing the question with several thousand college students, many girls who are "good" yet popular, and numerous attractive mature women who have succeeded in keeping a number of admirers, as well as their chastity (according to their statements to me).

THERE is a surprising agreement between the answers of the boys (once they are certain they will not be quoted directly) and those of the girls who handle their social affairs satisfactorily. The following rules — which might be termed a Manual of Self-Defense for Girls in Love — represent as nearly as possible a consensus on how best to remain chaste without sacrificing good times and popularity:

1. *Be frank and sincere.* Recently I heard a brilliant man express his admiration for this attitude in one of the girls of his acquaintance. He remarked: "I like her frankness about sex. She admits its existence and its fascination, but dismisses any doubt as

THE AUTHOR of this article, an Associate Professor of Physical Education at a state teachers college in the Southwest, knows whereof she speaks. Her rules, presented here, are the result of confidential conferences with thousands of young people on a subject that is today, and always has been, of paramount importance in the lives of the sexes. For obvious reasons she prefers to remain anonymous.

to her position by assuring me that she would no more ignore the dangers inherent in such situations than she would take money that belonged to some one else no matter how badly she wanted it."

A simple admission of the intensity of an emotion, accompanied by the expression of a firm desire to attain the beauty of the relationship along with the temporary pleasure in a friendship, appeals to most discriminating men. A man likes to feel that he stirs a woman even though he is certain she will not permit intimacies.

2. *Don't adopt a militant air.* If a man feels that you have set out to make him behave, there are two worthwhile goals instead of one. In addition to securing the privileges he desires, he has a conquest to make.

3. *Put a great deal of the responsibility on the man.* Make him realize that you would not allow the privileges you give him except that you feel that you can trust him because he understands the situation. Much argument is saved

and the man feels "noble" rather than "let-down" when he protects you. Do not, however, allow petting to reach the point where his nerves as well as yours reach the breaking point. Even a gentleman cannot be blamed for being human.

4. *Try to convince the man that you admire him too much and are too genuinely fond of him to risk the result of a shoddy relationship.* Intimate relations either make a woman love more intensely and become possessive and jealous, or cause her to feel disgusted with herself and the man involved. Both reactions dull the edge of a fine friendship which might ripen into a deep love.

5. *Impress the man with your appreciation for his intellectually stimulating companionship.* A really satisfying companionship is much more rare than the blossoming of a brief romance. Most men feel certain that women cannot resist their physical charms. Some of them do not feel so sure of their cleverness. If you can tactfully steer the relationship into a safe channel you intrigue him. Physical satisfaction is short-lived. But if you can stir a man's imagination, he always comes back.

Mary Smith, a girl of just average attractiveness, has kept a brilliant lawyer coming three hundred miles to see her every six or eight weeks because she shows an intelligent interest in his affairs. She listens to the account of his cases, remembering to ask about his favorites. This man lives in a city where he meets a number of charming women and comes to a small town where there is little entertainment. Although he once asked Mary to marry him, he is not in love with her

at the present time. There is little doubt, however, that she could rekindle the interest if she desired. To be effective this must be subtly done. Many an intellectual woman has worn a man out by trying to impress him with her brilliance while he sought relaxation in the arms of a simpler beauty.

6. *Praise some phase of the man's personality in which he does not obviously excel, yet of which he is secretly proud.* Mention definite evidence of the trait you wish to emphasize. It will please him that you noticed it. If you know that he secretly exercises to keep a youthful physique, comment on his athletic appearance, being sure to leave the impression that you think it natural. Study him so that the remarks are sincere appreciation, not flattery.

7. *Attempt to prevent the problem of sex-relations from reaching a crisis* by stating your position in an impersonal discussion as early in your friendship as possible. Sound tolerant and broad-minded, but make your opinion positive. You might add that you doubt being able to marry a man after such an affair. If the man is really in love with you this will at least give him something to think about.

8. *Develop a sense of humor.* One of the girls who has a reputation among her friends for handling any situation and who is at the same time very popular with the boys refuses to take them seriously when the question of "heavy petting" arises. Many times a difficult situation can be laughed off, no feel-

ings hurt, the tenseness gone, and the boy will retain his respect and admiration for the girl. This is far more desirable than allowing too much petting and becoming insulted when the situation gets out of control.

9. *Learn to do things which men enjoy.* Many evenings are spent petting for lack of something else to do. The girl who can dance gracefully, swim beautifully, play a good game of tennis, is seldom without a date even if she is circumspect in her conduct.

IF YOU have tried all things suggested — if you are a good playmate; if you are appreciative, pointing out all the man's good points so cleverly that he feels you understand him thoroughly; if you have convinced him that you could not be happy in a pre-marital sex relationship; if you have resorted to a sense of humor when you could have more cheerfully choked the man; if you have been tactful when you would have enjoyed the brutal truth — if you have faithfully tried all this and he still persists, often in a crude manner — he probably isn't worth the trouble anyway.

So grit your teeth, take a trip, determined to forget that you ever want to see a man again. Chances are you will find one really worthwhile then, because men become amazingly susceptible once they get the idea they are not being pursued.

Movie Stars Make Charm a Habit

And so should you if you expect to
make a success of your social life

by GRACE MACK

YOU know her, the girl who is convinced that she will never get anywhere in life because she lacks charm. You've seen her at parties and proms, covertly watching those girls who dance every dance and who are always being cut in on, trying to figure out what they have that she hasn't got. If you could tune in on her conclusion it would probably be something like this:

"The trouble with me is I was born without charm; I might just as well reconcile myself to it."

The girl who adopts this attitude is following the practically sure-fire technique for becoming a perennial wallflower. If she happens to be you, why not do yourself a favor? Throw out your mental clutch and put yourself in reverse. Instead of constantly reminding yourself of your shortcomings, do a little personal research and see if you can't discover something that you can use for charm. *No matter what your age, size, shape or coloring may be, the possibilities for charm are within you.*

Many girls have the mistaken idea that charm is something that can be applied externally — like

liquid nail polish — to produce a surface glow. That's wrong. True charm comes from within. Analyze it, and it's nothing more or less than power to please and attract.

Naturally, in order to please and attract you need working capital. It doesn't necessarily have to be anything spectacular. A warm friendly smile, a pleasant speaking voice, the ability to pay a compliment, will serve to start you on the road to charm. The important thing, once you have discovered *your* particular good point, is to play it up for all it's worth.

DURING the past few years I have had occasion to interview numerous Hollywood stars, and the thing that has impressed me most about the majority of them is that *they make charm a habit.* They study it deliberately, consciously, and practice it until it becomes second nature.

Many of them, I assure you, started out with nothing more in the way of charm capital than you have. But they learned to emphasize their good points and soft pedal those which were not so good, and they made it their job

to acquire those arts and graces which attract and please.

First of all, a screen actress must rid herself of the pesky little mannerisms which detract from any girl's charm. When a young player is put under contract by a studio, before she ever appears before a camera, she is sent to the studio dramatic school for a sandpapering process. She is taught how to walk, talk, sit, smile in a way that will be attractive and pleasing.

If she has an awkward carriage, she may spend days doing nothing more exciting than walking across a room with books balanced on her head. She spend days, maybe weeks, learning how to stand still, how to seat herself gracefully, and to remain seated quietly with her hands relaxed.

HANDS that fly about in awkward, meaningless gestures are decidedly detrimental to charm, for they are evidence that the owner is self-conscious and ill at ease. Claudette Colbert, Irene Dunne, Norma Shearer, Carole Lombard had plenty of difficulty with theirs, too. But *study them now!*

The new player studies dancing for grace of movement and muscle flexibility. She is given singing lessons to improve her tonal quality and to correct any speech defects. Then she is turned over to a staff of make-up artists who survey her as coldly as though she were a guinea pig, and give orders

for still further sandpapering.

It is often a painful, spirit-bruising process but the girl who has the courage and perseverance to go through with it usually emerges as a model of glamour and charm.

THE screen star, of course, has the advantage of being able to see herself as others see her. But you can get a pretty fair idea of the sort of impression you make on others if you will put down on paper some of the things you know you do. Are they things which you would think attractive in someone else? For example:

Do you sit with one foot wrapped around your leg — or the leg of the chair?

Do you stand with your stomach out and your chest in, instead of vice versa?

Do you wiggle your hips when you walk?

Do you punctuate your conversation with meaningless gestures?

When you enter a room in which other guests are assembled, do you suddenly get an attack of self-consciousness, stiffen every muscle, and make an awkward, unattractive entrance?

Do you try to cover up your self-consciousness by fussing with your gloves or your bag or whatever you happen to have in your hand?

When you are with people whom you consider more inter-

esting and entertaining than yourself, does your throat tighten up so that when you speak you stammer? Or do you pretend a vivacity that is as false as drug-store eyelashes?

Do you try to disguise unattractive hands with the brightest nail polish you can find?

Are you ever guilty of wearing a diamond on the same finger with nail polish that has begun to crack?

Do you wear conspicuous clothes that shout "Look who's here!" the moment you enter a room?

Are you careless about your stocking seams, and do you wear heels that are not as upstanding as they should be?

Do you remember to inspect a frock for spots or rips?

Do you habitually wear a "frozen face" expression that simply dares anybody to speak to you?

And how about the corners of your mouth? Do they turn down?

And if your answer to the majority of the above questions is "yes," then you had better get out the sandpaper and start to work. And don't spare the elbow grease.

Here's why: Whether you know it or not, you tell the world a great deal about yourself before you even begin to talk, and the world responds according to the impression you make. If you have a nega-

tive, diffident manner, the response, you know from experience, is seldom enthusiastic.

IRENE DUNNE prescribes golf as an antidote.

Irene confesses that when she first took up golf she was so self-conscious about her game that she could scarcely bear to have anyone watch her tee off. And then one day a miracle happened. She made a hole-in-one. Several golf professionals witnessed it and showered her with congratulations.

"That experience gave me more confidence in myself than anything that ever happened to me," Irene told me. "Now, whenever I am not quite sure of myself, I try to recapture mentally the feeling I had that day on the golf course when I received so many compliments. Maybe it's self-hypnosis, but it works."

You may never make a hole-in-one, but at some time in your life you have had a compliment paid to you. Keep its memory green, and use it as an antidote for that attack of self-consciousness.

Carole Lombard's defense is good grooming. Says Carole: "When a girl knows that her hair is in place, that her make-up is smoothly applied, her nails well manicured, and her stocking seams straight, it just naturally makes her feel more sure of herself. Anything that you have to apologize for, even to yourself, will put dents in your poise."

MYRNA LOY says: "Learn to be an interested listener. If you can lose yourself in listening to someone else, you will also lose your imaginary fears about what people may be thinking or saying about you."

"As you think of yourself," says Bette Davis, "so others will think of you. If you think of yourself as being uninteresting and unattractive, the chances are that you will be accepted at your own valuation."

And Ginger Rogers follows with, "If you keep your mind cluttered up with such thoughts as 'Poor me, with my turned-up nose and my freckled face, what chance have I to acquire charm,' says Ginger, "you'd better bundle them right up and toss them out of the window."

Self-consciousness is really consciousness of self. So long as you are over-conscious of yourself, you can't really be conscious of the other fellow. A person too self-centered is seldom charming.

Make a list of the people that you, yourself, think of as charming. Aren't they the people who have been charming to *you*, who have gone out of their way to be nice to you, who have paid you a compliment perhaps, who have listened with interest to what you had to say? Then put a few questions to yourself.

Are you interested in people, all kinds and varieties of people?

Are you capable of expressing that interest, making them feel that you understand them or would like to understand them?

When someone tells you of something he has achieved do you immediately try to go him one better by bragging about something *you* have done?

Are you generous with your compliments? Can you praise people for little things, simply and naturally, and without gushing?

Do you have a habit of cutting in on the other person's conversation with an "Oh, that reminds me," before he has finished talking.

Do you ever take the trouble to go out of your way to be nice to someone who, so far as you are concerned, is unimportant?

ONE DAY I happened to visit a set on which Katharine Hepburn was working. The company had paused for a brief rest and the important members of the cast were having tea. In a far corner of the set, sitting all alone, was a little old lady who was working as an extra. It was the fag-end of the day and she looked tired and weary. I saw Hepburn get up from her chair, pour a cup of hot tea and carry it across the set to the little old lady. I saw the old lady's face light up as Hepburn offered her the tea, and talked with her a few moments while she drank it.

ELEANOR POWELL is never too busy to stop and help one of the chorus girls or boys, or the workers on her sets, with a dance step, or show them an exercise that will be beneficial.

A list of Joan Crawford's charming gestures would cover pages. One of the nicest, I think, is this: She had invited Julie Haydon, a young stock actress, to have dinner with her. Miss Haydon made an excuse and Joan later learned in a roundabout way that it was because she felt she did not have the proper clothes to wear. Joan made it a point a few days later to meet Julie downtown.

"Would you mind coming in with me while I try on some things?" she asked Julie.

Without Julie's being aware of what she was up to, Joan got her to try on frocks and hats and showed her what to do to them to make them look smart.

The next day the things Julie had tried on were delivered at her house. With the new clothes she went out and got herself a job.

When Jeanette MacDonald was working on *Naughty Marietta* she had a note from a young fan from Iowa saying she was in Hollywood

and her trip wouldn't be complete unless she could see her favorite star. Jeanette was in the midst of recordings, process shots, fittings. But she managed to find a half hour to invite the girl to tea, although she scarcely had a minute to call her own.

And that's what I meant when I said in the beginning that the stars of the screen make charm a habit. And that's a good point for you to remember, too. Don't save your charm for "party occasions" or to use on the person you want to impress or whose favor you crave. Use it on the family, on the newsboy, the waiter, the girl who does your hair.

CHARM is something that you can't hoard. You have to give it out. Paradoxically, the more you give, the more you have. And just in case you are one of those skeptics who say: "Why should I bother to be charming? What's it going to get me?" I will simply add this: Charm has become the measuring stick for modern woman's appeal, and the girl who fails to develop it is very likely to find herself at the tag end of today's parade.

◆

WHEN a baseball scout for the Washington Senators asked Walter Johnson to accompany him back to the capital for a tryout with the team, the great pitcher said: "I can pitch baseball, but not if I'm worried. I'm not going to fight two battles at once. I will go only on condition that I have a return ticket in my pocket before I leave here." He never needed the return ticket.

Check Your Personality Virtues

How do you stand on the "vital fifty" points of personality? The Board of Examiners, which has the duty of checking on the qualifications of thousands of teachers applying for positions in the New York City school system, has devised a personality scale for rating teachers.

One hundred items are included in the scale — fifty virtues, fifty vices.

Below are given the virtues. You can take your own rating but you should have several other people score you too.

Each personality virtue should be scored 0, 1, 2, 3, 4, on this basis: If you possess the virtue "invariably," score 4; "almost always," 3; "usually," 2; "rarely," 1; "never," 0. A perfect but unattainable score is 200; the real value of the scale lies in comparing your score with others.

In appearance, are you —

	Score
1. attractive?
2. cheerful?
3. considerate?
4. courteous?
5. friendly?
6. patient?
7. polite?
8. sympathetic?
9. tactful?

In conversation and communication with others, are you —

10. frank?
11. honest?
12. impartial?
13. open-minded?
14. skillful?

	Score
15. talented?
16. tolerant?
17. truthful?
18. well-informed?

In contacts with people, are you —

19. adaptable?
20. calm?
21. firm?
22. guiding?
23. in background?
24. leading?
25. listening?
26. modest?
27. patient?
28. pleasant?
29. poised?
30. quiet?
31. with sense of humor?
32. unselfish?

In mental-emotional traits, are you —

33. adaptable?
34. alert?
35. challenging?
36. enthusiastic?
37. inspiring?
38. optimistic?
39. ingenious?
40. mentally honest?

In diction or pronunciation, are you —

41. clear?
42. correct?
43. cultured?
44. discriminating?
45. natural?
46. understandable?

Is your voice —

47. controlled?
48. pleasing?
49. properly pitched?
50. well modulated?

TOTAL

Are You Oversensitive?

Sensitivity often is a handicap—but it doesn't need to be. Here's how to check up and turn it into a real asset

by THOMAS E. MURPHY

ARE YOU one of the so-called thin-skinned people whose feelings are easily hurt? Perhaps you reconcile yourself to this condition by the thought that it is because you are more "refined" or more genteel than the common run of humanity — in short, that you are "sensitive." And that, to your mind, implies a delicately adjusted organism, as contrasted with the crude, insensitive people who surround you on every side.

To that assumption, we might justifiably say, "Oh, yeah?", for sensitivity that results in easily hurt feelings means that you are just plain selfish — all wrapped up in yourself.

But sensitivity doesn't have to be a liability that makes you unhappy, causes you to withdraw from the companionship of others, and makes you a wet blanket, avoided because you are always misinterpreting remarks made in your presence.

Scientists have dissected this thing called sensitivity, have described the mechanism and demonstrated beyond doubt that it can be an asset as well as a liability.

That is one of the important things that Dr. Eugene Kahn and Dr. Helen G. Richter recently discovered in their analysis of hundreds of case histories in an effort to discover the real meaning of sensitivity. They found exactly four kinds of sensitive people in the world; two types wear their sensitivity like a millstone around their necks, while the other two cash in on it.

THE most heavily handicapped is the person they describe as "vulnerable," meaning he is without defense against the slings and arrows of outrageous fortune, or the ordinary slips of tongue of his fellow man.

Are you vulnerable? You are if you're the type of person who is always on guard against danger, always mistrusting, always living in fear. If you expect and detect disapproval and insult everywhere you go then you most certainly are vulnerable.

If you read hidden meanings into casual remarks, gestures or glances, think that people speak to you harshly, avoid criticism or competition, then you are num-

bered among those delicate mimosa-like creatures who lead imitation lives.

If you are vulnerable, you assure yourself, as a defense, that you are exceptionally refined, and by adopting a superficial air of gentility or idealism, you try to fool people into believing that you are possessed of a peculiar brand of kindness or understanding.

SOMETIMES the vulnerable person may accomplish worthwhile things — some of them have been excellent poets, artists, philosophers and scholars — but usually they have been so busy running away from life, so busy protecting themselves from hurts, that they have frittered away their lives.

Perhaps you are not vulnerable — let's hope not — but there is another condition closely akin to it, though not quite as serious, which has been described as "touchiness." If you are touchy, the scientists know that you keep pretty well in contact with reality but fly off the handle when somebody rubs salt into your own personal and peculiar sensitive spot; then you give a demonstration of temper and lack of control that would do credit to a prima donna.

"While the vulnerable withdraws, the touchy kicks against the pricks," is the way doctors describe the difference. Touchy people have an Achillean spot — perhaps it is a bald head, small

stature, large nose, or religion, race, poor educational background, even a dubious family tree.

Touchiness about physique is one of the commonest sore spots, and one can only guess at the number who have salved their irritated egos by mentally projecting their own images in the role of a Napoleonic conqueror — for Napoleon has done more to bolster up the touchy little man than any other historical character.

Your particular Achillean spot may not be any of these. Maybe you're a woman approaching thirty and getting touchy about your age. Perhaps you have more than one touchy spot — some folk have so many that it requires all the finesse their friends can muster to avoid treading on their toes.

The significant thing about both the vulnerable and the touchy person is the fact that they are both concerned about themselves — their center of interest is within themselves, and therein lies the difference between them and other sensitive people who have used this character trait as an asset.

THE first of these is the person who has what the scientists call empathy. It doesn't mean the same thing as sympathy, though. It means the ability to "feel into" other people, to visualize in your own mind just what the other fellow is thinking and feeling. The empathetic person is at a distinct

advantage in his dealings with others, because by his sensitivity he is able to gauge the reactions and feelings of others and can guide his course accordingly. He understands the other fellow, yet he doesn't "give" of himself. He has projected his center of interest from himself to the other person.

The most successful swindlers have been empathetic — but we wouldn't hold that out as the principal advantage of developing this quality. Successful artists, actors, writers, public speakers and advertisers have developed the quality of empathy.

Haven't you marveled at the finesse of the skillful politician who regulates the rise and flow of his oratory in response to those intangible but, to him, palpable evidences of the effect he is having on his audience? If you are empathetic, then you're a jump ahead of the other fellow.

EMPATHY is an asset to the person who has developed the quality, but it isn't nearly as valuable a social quality as the development of "symphoria." Here sensitivity is developed and directed into the most constructive and helpful channels — and everybody profits.

"The symphoric person," Drs. Kahn and Richter said, "ranks high on the scale of social persons — whether he be tagged with the labels of human kindness, warmth, charity, benevolence or what."

The symphoric person is sensitive — not about himself. He's the kind of fellow you want to have around when you're in trouble because you know he understands just exactly what you're feeling — he may not put it into words, but even in the pressure of his handclasp you sense his oneness with you. If you have something to be happy about, you know he isn't envious, but is actually participating in your pleasure.

BELIEVE it or not, there is the closest kinship between the vulnerable recluse and the socially minded symphoric. But the vulnerable person, consumed with thoughts of himself, runs away from life, while the symphoric person meets it head-on, lets himself go and lives a rich emotional life by participating in the loves, fears, joys and sorrows of other people. He is natural and his responses are genuine, unstudied and unaffected. He has no need for theatricals and this increases his efficiency. He is, in short, the salt of the earth — and we could all be like him if we tried!

If you're touchy or vulnerable, try thinking about the other fellow. What is he feeling? What is he thinking about? Even if you can't achieve the ideal state of the symphoric, with a little effort you can at least be empathetic — and begin to cash in on your sensitivity!

Test Your Sensitivity

1. Do you feel that you are more refined than the average run of humanity?
2. Do you shrivel up under criticism, taking it mutely but fuming inside?
3. Do you avoid competition with others?
4. Are your feelings frequently hurt by the casual remarks of others?
5. Are you excessively timid, living constantly in fear of unpleasant things being said to you?

Then you may be vulnerable.

1. Do you grow angry when somebody makes reference to your size?
2. Do you resent being the butt of good-natured twitting about some physical characteristic?
3. Do you rant against "educated fools" because you didn't have a chance to go to college yourself?
4. Do you grow indignant and read prejudice into the remarks of others when your religion, or one of your religious leaders is discussed, even fairly?
5. Are you inordinately proud about finding a distinguished person in your ancestral tree — and do you spend a lot of time tracing that tree, the family crest etc.?

If so, you may be touchy.

1. Do you enjoy studying the other fellow?
2. Do you like to observe the emotional reactions of others, like to listen to others talk and analyze their remarks?
3. In selling, can you gauge, from the other fellow's actions, when you've made your point?
4. Do you feel sure of yourself, poised, even superior in your dealings with others?
5. Can you regard strong emotions in others — sorrow, hate, fear and joy, understand them and yet feel nothing yourself?

Then, you may be empathetic.

1. Are you happy and without envy when a friend or acquaintance has a stroke of good luck?
2. Do people like to have you around when they're in trouble?
3. Do people come to you with their troubles and their confidences?
4. Do you enjoy participating in community drives and other social ventures which net you nothing financially?
5. Do you always act natural, without posing and saying usually what you mean?

Then you may be symphoric. If you are — our congratulations to you!

Win Him If You Want Him

Love is essential to every woman—and here is sound and helpful advice, by an expert, on your problems

by LEE M. GREGORY

IT IS A good thing to be beautiful if you want to be loved, but you can get along without that! It is essential, however, that you improve your personal appearance as much as you possibly can, for even a small measure of beauty increases your poise and self-confidence.

The older you are the more you will have to watch out for your looks. The woman approaching forty cannot greet her early morning reflection with a burst of joy. She looks reluctantly into her mirror to observe that her eyes are a little deeper and there are fine lines that warn of the approach of more definitely etched wrinkles. There is a dullness to her skin that wasn't there when she was twenty.

This means that you will have to give more time to keeping up your appearance. This fact applies

even if it is not your primary ambition to capture a husband.

You will have to eat more wisely and get more sleep. You will have to learn to use the products of the chemist's and the cosmetician's art to keep your circulation lively, and maintain brightness and warmth in your eyes and skin. Your hair will need more brushing and more frequent shampoos. You will have to experiment a bit until you find a coiffure that is truly smart and becoming.

Learn to use your make-up with the hand of an artist. A good make-up base will give your skin a uniformity of texture and coloring; the right shade of powder will restore some of its youthful clarity.

Practice applying your rouge until you know exactly how much to use, and where to place it to give your face a better contour and only the subtlest

THE AUTHOR, a native of Texas, was her father's top cowhand until she was sixteen. She worked her way through the University of Wyoming, was married immediately after graduation. After doing staff work on a leading women's magazine, she became associated with United Feature Service for which she writes a daily beauty column. This feature is condensed from the book of the same title, published by Hillman-Curl, Inc.

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hint of color. Use your lipstick and eye make-up for a dramatic effect. You shouldn't be afraid to express your personality, and with practice you can be dramatic without a hint of hardness or artifice about you.

Spend more time in selecting really good clothes even though you can afford few of them, and see that those you have are carefully fitted to bring out the nicest lines of your figure.

See that your person is immaculate at all times. A girl of sixteen might be excused for carelessness, but not you. It seems a bit ridiculous to talk to grown-up women about such things as cleanliness but it is surprising how many older women neglect the regular use of a deodorant or mouthwash, or how careless they are about the appearance of their hands.

THERE must be nothing casual about the woman over thirty.

Pay closer attention to those hands of yours. They tell much about you, sometimes things you would prefer to have unknown. Make them tell the right things. Train them to gracefulness and poise through simple exercises and conscious effort. Keep the nails neat and the skin soft. Whether yours are pale, shapely, delicate hands or thick, brown, capable ones they can be beautiful and honest.

These rules of beauty and grooming apply to the younger woman as well as the woman who has celebrated many birthdays. There are few women young or old who cannot improve their personal appearance at least fifty per cent.

MANY women have learned from bitter personal experience how important a nice figure is in winning and holding a man. There is the case of Kay, who was already engaged, but suddenly realized that her fiancé was paying less and less attention to her and was taking an undue amount of interest in a young woman executive in his firm. She decided that unless she wanted to lose him she had better take stock of herself.

First she managed to meet her competitor and studied carefully the things that might have attracted her fiancé. This young woman was not beautiful but she was intelligent and poised. She dressed plainly but smartly and had a slender, graceful figure.

Kay was wise enough to realize that she didn't show up favorably in comparison. Although she was a little over thirty, her figure had already taken on plumpish, placid lines that her fussy clothes emphasized.

Without saying anything to anyone about what she intended to do she asked her physician's advice about reducing and put herself on

Develop Good Taste

Your physical self may not be all that needs improvement, but once you have seen what you can do in this direction, you have made a good start toward building for yourself a more attractive personality. By seeing your good features and finding the ways that will help you make them more attractive, you are developing judgment and good taste.

a strict diet. She started taking regular exercises in a gymnasium and playing golf. She invested in some really smart, well-fitted clothes.

FOR several weeks she was mysteriously busy when her fiancé called, then one day she met him at a studio party given by a mutual friend. Imagine his surprise when Kay came in, beautifully dressed, younger, more slender than she had ever been before. A short time afterwards they were married, but Kay had learned her lesson. Now, she is so careful about her grooming and appearance that friends say she has the nicest figure of anyone they know, and she is becoming prettier in other ways, too.

You can make your figure more nicely proportioned if you have the desire and the strength of character to follow a reasonable, well-balanced diet and to put the

lazy, unused muscles of your body to work.

Sallow, blemished skins can be improved in nearly every instance with more time and attention to cleansing methods and to your diet and living habits. Hair can be improved with frequent shampoos, more brushing and care. Be honest with yourself about these details. If your own personal pride hasn't been great enough to make you do these things, then do them for love. A clear, schoolgirl complexion and smooth, silky fragrant hair will help you win your man.

You are interested in doing all that you can to develop a more pleasing personality. The surest way is to be *interested in something*. If improving your appearance hasn't made you forget self-consciousness — or even if it has — you should find something outside of yourself to occupy your spare time. If you have any artistic or musical skill develop that. Take advantage of any sports that your community offers and try to master them.

TRY to do something that will bring you in constant contact with people — both men and women. Try to understand them — and like them.

You *must* love others before you, yourself, can expect to be loved. You must understand them before you can understand yourself.

How To Select a Husband

YOU HAVE met a man who thrills you more than you have ever been thrilled before — you've been going places together. You get weak and tremble when he holds you close while dancing, when his hand touches you as he places your wrap over your shoulders. You are in love or just about to be.

What are you going to do about it? Before you do anything at all about it, even at the risk of being considered a cold and calculating female, face the following questions squarely and honestly. Unless you can answer "yes" to most of them you had better direct your energies and interests elsewhere while there is still time. It may hurt, and hurt deeply, but a little hurt now is better than years of unhappiness and bitterness because the man to whom you have given your affection is temperamentally, socially and financially a poor marriage risk.

Is this man whom you prefer above all others the kind of man you would be proud to introduce as your husband just as he is? Is he your equal intellectually? Are his manners and his speech acceptable? Is he considerate of the feelings of others? Does he get along well with people? Is he neat and careful of his appearance? Does he have an income adequate to support a wife? Is he ambitious

and anxious to be advanced in his job or profession?

If these questions can be answered in his favor, then your chances for a happy marriage are at least fifty-fifty and the man warrants further investigation.

Here are a few more questions for you. Does he smoke or drink to excess? Has he been known to become involved in sordid affairs with other women? Does he constantly shift from one job to another, never staying in one place long enough for advancement? Does he blame his luck or accuse someone of "having it in for him" so he cannot get ahead in business? Does he forget his dates with you or show up hours late with a flimsy excuse? Has he been a college football hero or mamma's darling? Does he spend his money recklessly to impress you — or others? Does he have a lot of warped ideas about women and what they should or shouldn't do?

IF YOU must answer a hesitant "yes" to more than one of these questions watch out for trouble ahead. No man is perfect — or even nearly so, but you had better find the best available to start with.

It's old advice, but it is still true — do not marry any man hoping that you can make him over. In rare cases it has been

done, but even then the marriage didn't turn out happily for both parties.

Marriage doesn't miraculously wipe out the inherent weaknesses of character that drive men to childish excesses. It can rarely overcome the handicaps of early social training and unfortunate associations.

Here is a check list that will give you some idea of your prospective husband's rating. Add up the

number of "trues" and multiply by two to get the answer. If you can say yes to every one of the 50 statements, you have a perfect man — but there must be something fishy somewhere for there is no such thing. Check the list again. If he rates as high as 80, you are a lucky girl — better grab him quick before some other woman hears about him. Even if it drops as low as 60, your chances are still fair.



HUSBAND EVALUATION CHART

Ambition:

	<i>True</i>	<i>False</i>
1. He has a good job	<input type="checkbox"/>	<input type="checkbox"/>
2. He is anxious to get ahead professionally	<input type="checkbox"/>	<input type="checkbox"/>
3. He is liked by his superiors	<input type="checkbox"/>	<input type="checkbox"/>
4. He is liked by those who work under him	<input type="checkbox"/>	<input type="checkbox"/>
5. He is thoughtful and considerate of others	<input type="checkbox"/>	<input type="checkbox"/>
6. He is a "square-shooter" in business and personal dealings	<input type="checkbox"/>	<input type="checkbox"/>
7. He is clever in making new social contacts	<input type="checkbox"/>	<input type="checkbox"/>
8. He reads and tries to improve himself generally	<input type="checkbox"/>	<input type="checkbox"/>
9. He concentrates on worthwhile people who can help him get ahead	<input type="checkbox"/>	<input type="checkbox"/>
10. He is aggressive in taking advantage of business or social opportunities	<input type="checkbox"/>	<input type="checkbox"/>

Appearance and Personality:

	<i>True</i>	<i>False</i>
1. He is good looking	<input type="checkbox"/>	<input type="checkbox"/>
2. He is neat and careful of his personal appearance	<input type="checkbox"/>	<input type="checkbox"/>
3. He is affectionate and tender in disposition	<input type="checkbox"/>	<input type="checkbox"/>
4. His manners are acceptable in the best company	<input type="checkbox"/>	<input type="checkbox"/>
5. His speech would never cause you embarrassment	<input type="checkbox"/>	<input type="checkbox"/>
6. He has no personal habits that you dislike	<input type="checkbox"/>	<input type="checkbox"/>
7. He is patient and even-tempered when things go wrong	<input type="checkbox"/>	<input type="checkbox"/>
8. He is popular with other women — but not too popular	<input type="checkbox"/>	<input type="checkbox"/>
9. He never makes an issue of small differences or annoyances	<input type="checkbox"/>	<input type="checkbox"/>
10. He is sufficiently interesting to wear well	<input type="checkbox"/>	<input type="checkbox"/>

Attitude Toward Family:

- | | <i>True</i> | <i>False</i> |
|---|--------------------------|--------------------------|
| 1. He has a great deal of admiration for the members of his family . . . | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. He has never been spoiled or dominated by his mother | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. He will not expect you to live with his family | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. He will not expect any member of his family to live with you . . . | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. He will not have to contribute to the support of his family after
you are married | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. He likes your mother | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. He likes the other members of your family | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. He won't mind if you want to keep your job | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. He likes children | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. He will leave the matter of having a family up to you | <input type="checkbox"/> | <input type="checkbox"/> |

Miscellaneous:

- | | <i>True</i> | <i>False</i> |
|--|--------------------------|--------------------------|
| 1. He will never ask for a night out with his bachelor friends . . . | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. He will never invite them home for dinner without asking you
first | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. He loves to dance | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. He likes to spend his evenings at home — unless you go out
together | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. He will never ask, "What did you do with that five-spot I gave
you last week?" | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. He wants you to be the best-dressed woman in the neighborhood . . . | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. He will never try to show off before other women | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. He always notices your new clothes — and admires them . . . | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. He never forgets to telephone when he is out of town | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. He'll invite you to go along on his out-of-town trips if it is possible
to arrange it | <input type="checkbox"/> | <input type="checkbox"/> |

Habits:

- | | <i>True</i> | <i>False</i> |
|--|--------------------------|--------------------------|
| 1. He doesn't drink excessively | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. He doesn't gamble | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. He is never grouchy or subject to moodiness | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. He never blames others when he fails in any enterprise | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. He is always on time when he promises to meet you | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. He never tells you how to play your bridge hand | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. He never tells you how wonderful his ex-girl friends were | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. He never spends money foolishly to impress others | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. He never criticizes your friends | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. He doesn't say a woman's place is in the home | <input type="checkbox"/> | <input type="checkbox"/> |



How To Awaken His Interest

ONCE YOU have met the man you think you would like to marry, your next problem is to put him in the same frame of mind. He may be shy and need encouragement. Perhaps he has never really been aware of you. You needn't sit back and hope that some miracle will happen to make him notice you. It probably won't unless you do something to make him think you are the most charming woman he has ever met.

What can you do? Your first step is to find out all that you can about him from his friends and acquaintances. Find out what he likes and what he dislikes — especially in a woman. Find out if he has any hobbies and see what sports he enjoys in his spare time. It may give you some important pointers if you will study his friends. Find out all that you can about his job.

Do not be in too much of a hurry to use your newfound knowledge. Probably your first and wisest step is to develop a passionate interest in his hobby. Read about it, talk to others who are interested in the same thing and then one day casually mention that you simply love to collect stamps, or sea-shells or old sabers or first editions and ask his advice on how you should go about finding them. This will give him a chance to do the talking and the

first thing you know he will be thinking you are a pretty bright girl.

You will further this impression if he discovers to his surprise that you also like to play chess (or golf or ride horseback or read Keats — it doesn't matter what it is as long as he likes it). Even at the risk of boring your friends or hiring a professional to teach you how it's done, learn to play his favorite game sufficiently well to make a good competitor.

If it's reading that he enjoys most, learn to read aloud really well. If it's riding, learn to ride — and enjoy it. You won't fool him very long, if you try to do it merely to make an impression. Take a real interest in the thing that he enjoys and you not only have practically won your man, but you also have something that will help to keep your marriage fresh and interesting, for ever after.

NOW YOU can safely show that you are interested in his job and his ambitions. Encourage him to talk to you about them and show him that you are not only intelligent enough to understand what it is all about, but that you can also ask pertinent questions and make wise suggestions when he invites them. Be cautious, however. It is better to say too little

than too much, for any man shies away from a woman who he thinks will try to run him.

Show him that you are as good a listener as you are a conversationalist. Every man likes to talk, especially about himself. It does something for his ego. When he gives you a chance to do the talking, have something really interesting to say whether it is about the lat-

est political controversy, his hobbies or his job. Talk about yourself if you wish but never talk to him about your troubles. He'll love to tell you his — but he is apt to lose his interest if he gets the impression that you are sorry for yourself. A man may feel like a big strong hero if a poor little helpless girl weeps on his shoulder, but he rarely asks her to become his wife.



How To Make Him Propose

HIS PROPOSAL usually comes as a matter of course, once a man is seriously interested. Do not try to hurry matters, however, or you may scare him off. A man in love is usually a pretty unstable creature. He can't sleep or eat; he spends hours over pages of figures. He is frightened by the thought of the responsibilities that he must assume — to be forced to make a go of it, to earn a living not only for himself but also for others.

He is probably thinking of all the unsuccessful marriages that he has known: men married to nagging, catty females who will not let them call their souls their own; men who never go out with the boys any more and who can't make an overnight trip out of town without taking their wives along.

He will probably have to ask the advice of all of his friends before he

gets up the courage to pop the question. All that you can do is to be patient and try to show him in every way you possibly can that you would make a good wife for any man.

Meet his family and his friends and concentrate on making them like you. You may not have much difficulty with his friends but you will make a real conquest if you can overcome the natural animosity that prospective in-laws seem to feel toward the woman their son chooses to be his wife.

Meet his ex-girl friends, too, and prove to him that you can be just as sweet to them as you are to him. Jealousy is something a man fears more than anything else, and if you can convince him by your charming manner that you are not the type to be jealous, you will bring your wedding day that much closer.

Aside to Girls

MAN is eager for an excuse to dramatize himself occasionally. He likes to boast a little about his accomplishments and to feel that he is not bad to look at, either. It makes him a little bolder, and if you know how to listen at the right moment, when to smile and when to flatter him — you'll have your proposal in a hurry.

TRY to let the man you love see you in as many different surroundings as possible. Show him that you are adaptable, that you can be as pretty and as much at home over the kitchen range as you are on the dance floor, that you can play golf or discuss the stock market with his boss as the occasion demands.

Learn when to be sensible and serious and when to be merry and dramatic. He'll be more keenly interested if he thinks you are a little mysterious. When you are in a dramatic mood, be a little freer (but lots more skillful) in your use of cosmetics and perfume. Let your wit be as sparkling as your appearance and you will discover the mood is contagious.

Keep your own friends, both men and women. Just because your thoughts center about one man is no reason why you should give up the rich and beautiful emotional experiences that genu-

ine friendship can give you. Besides, the man you are most eager to impress will have more respect for you and will feel that he is a lucky man to have won such a popular and attractive woman. Even a little rivalry at the psychological moment will do no harm. If he thinks someone else is seriously interested in your future, he'll be all the more eager to get his bid in first.

And when the moment comes — let him do the proposing. You may have to help him out a little, but at least leave him the satisfaction of *thinking* he did it all by himself. Whatever your answer, it will be a big relief to the man to have gotten up the courage to say "Will you marry me?" in effect if not in so many direct words.

DO NOT KEEP the poor man in suspense once he has asked you to be his wife. He has already been through enough torture.

If you are sure that you love him and want to be his wife say "Yes" but not too hastily or he might get the idea that you think it is about time he asked you to marry him. And under no circumstances pretend to be surprised or doubtful. He'll want to think that you are sufficiently intelligent to have been aware of his feeling for you all along and that you care for him enough to have considered him already as a prospective husband.

Things Men Hate About Women

FOR YOUR convenience I've assembled some of them in the following list. If there is any question in your mind about what your husband really thinks of you, get out your pencil and check the faults that apply to you. If there are less than five marks against you, you are exceptional and deserve a pat on the back. Or maybe you are too perfect — that's perilous, too. If there are a great many marks against you, well, you had better mend your ways or prepare not to be surprised if your husband develops an outside interest — or buys a ticket to Reno. Here, then, are some of the things women do that men dislike:

SLIPPING her shoes off when dining in a restaurant or going to a movie. She'd better buy shoes that fit or learn to suffer gracefully.

Making a date she doesn't intend to keep. She always feels she can telephone an excuse at the last minute.

Taking too long to dress — he'll stand only a limited amount of this. Start earlier or learn some short cuts.

Spoiling his stories. He probably never intended to tell them exactly the same way twice anyway.

Telling stories that embarrass him — especially those about his early struggles or mistakes.

Talking about her old boy friends — especially those she *might* have married.

Opening his letters. Probably the

only cure is for him to start opening *her* letters.

Using bright red nail polish.

Painting her toenails.

Using strong, cheap perfumes. Good perfume, used sparingly, would cost about the same.

Being careless about her personal appearance — slips that show — crooked seams in her hose — straggly hair — rundown heels.

Being too orderly about her house-keeping. He likes to throw his neckties into a bureau drawer, leave his shoes in the bathroom and leave papers and clippings piled all over his desk. Leave them there so he will feel at home.

GETTING into bed, then remembering that the window isn't open or the cat hasn't been put out.

Cuddling up to get warm just as he has dozed off to sleep.

Baby talk, especially in public.

Hanging wet hose in the bathroom to dry.

Wearing his bathrobe and leaving the sleeves rolled up to fit her arms instead of his.

Borrowing his razor.

Nagging.

Being sarcastic about his friends. If you can't say something complimentary about them, keep quiet.

Saying, "I told you so . . ."

Backseat driving.

Criticisms or complaints that begin with, "Darling, I hate to mention it, but . . ."

Asking him what he wants for dinner — or breakfast or lunch.

Leaving the top off of the toothpaste.

Talking in a high-pitched voice.

Saying she hasn't a thing to wear when he asks her to go some place with him.

Wanting to go places every night.

Asking him what he did during the day.

Showing undue affection for pets.

Asking questions of the dog for his benefit.

Going around in shorts and halter before his friends. Wear them in privacy or on the tennis court — not when you have company.

Telling off-color stories that are not really funny.

Telling stories of any kind and doing it badly.

Making a statement without being sure of the facts.

Wearing bedroom slippers around the house.

Making a spectacle of herself at a party after her second highball.

Going through his pockets at night.

Always expecting a calamity, or reciting her neighbor's troubles.

Complaining about her ailments.

Fishing for compliments.

Borrowing money from other women — or men.

Bragging about her relatives.

Not being there on time when she promises to meet him at a certain place.

Calling him by pet names in public.

Complaining about the food when he takes her to a restaurant.

Refusing to admit it when she makes a mistake, or always having an alibi.

Interrupting when he is shaving.

Eating crackers in bed.

Correcting his speech or manners in public.



The Letter Way of Making Friends

THERE is a subtle flattery about receiving personal letters which makes our heart warm toward the person who takes the time and trouble to sit down and write to us. Big men understand the power of personal correspondence in making friends!

Associate Justice Felix Frankfurter of the Supreme Court spends the greater part of each morning dictating short personal notes. He has exercised a greater personal influence over rising young lawyers than any other man in the country.

Thornton Burgess, famous for his animal stories which have been running in the nation's newspapers for years, gets an enormous amount of fan mail, mostly from children, many of them requesting information about sick pets. Every letter is answered carefully by Mr. Burgess.

Senator Robert F. Wagner of New York, in the course of an ordinary day, receives about 500 letters, every one of which is answered.

Paderewski is bombarded with mail from all corners of the globe — fan mail, appeals for help, requests for a lock of hair. All letters are answered, but no hair is available for distribution.

The late O. O. McIntyre had a tremendous audience for his newspaper column about New York, and a tremendous bulk of fan mail as well. But every letter was answered, usually in red ink on a penny postcard in McIntyre's own handwriting.

Party Pepper-Uppers

SO, you'd like to do a card trick? Here's one of those spur of the moment ones, that you can pull at a bridge table with any deck. No arranging, no sleight of hand — just bluff, an innocent smile . . . and knowing the secret.

Let someone shuffle the cards. Then let someone else cut the pack, and you pick up the top card — of which, obviously, you can have no knowledge. You hold it with the face toward your audience, let them see it, and then you put it back in the deck, shuffle again, and lo and behold, you pick the right card out of the deck when you look through it!

The secret is this: as you show the card with its back toward you, just bend it lengthwise in your hand, forming a sort of sidewise U. No one will notice this, but you can easily see the index corner of the card. Don't take a long time about it but put the card back in the pack, remembering what it is. It's a simple thing to ponder over the cards until you come to the chosen one and mysteriously reveal that it's the same.

It's a good idea to hold that bent card up either above or below the level of your eyes — makes it easier to spot the index corner.

Almighty Dollar

PLACE two tumblers on a table, two or three inches apart, and hand a guest a crisp dollar bill. Tell him the problem is to bridge the gap between the tumblers, using the paper money to make a support strong enough to hold up a third tumbler.

If he fails, you show him how. Merely fold the dollar bill into numerous accordion pleats running lengthwise. It's a principle of bridge construction, but you don't need to tell him that.

Growth of the Tree

THIS LITTLE puzzler does not involve trickery but is a test of general knowledge.

If a nail is driven into the trunk of a two-year-old tree at a point five feet above the ground, and the tree grows fourteen inches a year, how far above the ground will the nail be when the tree is nine years old?

A good many of the guests you spring this one on will probably give the answer as five feet plus 98 inches — but the real answer is “five feet,” for no matter how tall the tree grows the nail will never rise farther from the ground nor sink closer to it.

Don't Kid Yourself Out of a Job

In the matter of employment, as in anything else, you can be your own worst enemy — or your own best friend

by **STEPHEN J. MANOOKIAN**

UNTIL Cora Best came into the office of a chinaware concern, Florence Pomeroy (and those aren't their real names) had been the manager's happily successful secretary for four years. Hardly a week had elapsed, however, before the entire force knew Cora and had felt the glamorous warmth of her presence. Her "line," her enthusiasm, her versatility (although she was hired for the switchboard, she was also a good typist and fair bookkeeper) very favorably impressed everyone — except Miss Pomeroy.

Uneasiness crept over her whenever she watched the "colorful" Cora, who performed so well on the office stage. Within a month, this sensation had changed to downright panic. She convinced herself that the newcomer would become a most formidable competitor, and vowed not to let this happen, to fight fire *with* fire.

Little by little, the reserved, dignified Florence tried to go her apparent rival one better, making it her business to be more talkative to the other employees. Almost overnight, a riot of curls replaced the sleekly-combed blonde

hair, her lips burned with a bright shade of red, and frilly costumes supplanted the usual simple attire. When she suggested night-clubbing with Louis, the accountant, and indulged in hitherto-ignored cocktails and cigarettes, the change-over was complete. Then, six months later, the blow fell!

ONE Saturday she found a discharge slip in her pay envelope. Florence's heart dropped, and she was positive at that moment that Cora would be her successor. Finding enough courage in her disappointment to go to her employer and ask the reason for the dismissal, she was taken aback by his explanation.

"Well, Miss Pomeroy," answered the manager, "you realize that you were the senior woman executive in this office. I hired you because you had the dignity and poise which your position requires as my secretary. For some time, your services were satisfactory. However, there's been a radical change in you in recent months. I'm sorry, but I've called an agency for someone to take your place."

AT ONE TIME or another throughout the country, millions of persons insist on kidding themselves out of good chances through similar delusions. As Director of the Bureau of Vocational Counsel in Boston (an organization which has assisted hundreds in straightening out their job problems), G. John Gregory has discovered and uncovered many channels which are unwittingly followed until the victims fall by the wayside.

"For instance," he explains, "one of the common fallacies that has prevented so many from taking advantage of their opportunities is avoiding facts and realities. They're unwilling to put their cards on the table. These folk are constantly haunted by suspicion, jealousy, persecution complex, danger-dreaming, hero worship, and other non-existent mental bogie-men."

We don't have to go very far, he claims, to learn the sad results of fooling one's self. Look around in any neighborhood for such unfortunates. The unsuccessful salesman blames his product or company, whereas he's not honest enough to admit that he would rather be a steamship pilot or a farmer. The production engineer accuses the firm of denying him proper authority and fails to get the cooperation of subordinates, while the truth is that he should take a course in the study of human nature. The school-mistress

says she's tired of dealing with infantile minds, but if she were truthful with herself, her complaint in reality would be of lonesomeness, or lack of sufficient social life.

A pet question asked of disgruntled workers by the Bureau, is, "Aside from your job, are you getting enough of happiness out of life?" The candid answer to this, which seldom is readily forthcoming, nearly always reveals the core of some problem.

LAST YEAR, a Harvard graduate who had been a high school instructor in an eastern city concluded that teaching was the wrong profession for him to follow. To Bureau associates who listened to his wailings, he took pains to rationalize his sad state. As further proof, he confessed that he had been demoted from high school to teach junior high students.

After the demotion, which he termed the last straw, he had searched vainly for another kind of work, throughout the summer vacation period. Analysis showed that it was fortunate he didn't get another job because he was in fact ideally suited for the position, but he was "kidding" himself into believing that a change was necessary.

Now, what about his record? the Bureau wanted to know. Investigation brought forth the suspicious fact that, in two years, he

hadn't made a single intimate friend among the faculty. He was a lonely figure in the school. All the other members bossed him unmercifully. As for work, he did no more than the prescribed duties. There were other things, but these will give you some idea.

Consenting grudgingly to comply with the findings of the Bureau, he went back to school, because he wasn't financially able to do otherwise. With a fury that was unusual — for him — he found an internal revolution taking place within his being. Grimly, he determined to pursue the given set of assignments, which eventually resulted in his taking these steps:

FIRST, he called on the headmaster and presented a well-prepared program of bringing the students into contact with the different industries of the city — a practical scheme which was entirely out of keeping with his former getting-by attitude, since it would necessitate his personally taking charge of the proposed tours in his spare time.

Second, he forced himself to get up at every single teachers' meeting and tell the rest "just what was wrong with the setup." What happened? No meetings are now considered complete without this fellow's presence. Regularly, he is appointed to every important committee, and today has

made a local fame with the many projects which he has inaugurated in Business Studies for his classes. What he needed was to snap out of his shell, and give *active expression* to his abilities.

THE BUREAU has made the surprising discovery, among others, that over 60% of working persons *have not* made mistakes in the selection of jobs, so far as intelligence and technical ability are concerned. However, the same percentage make the error of seeking *in their jobs* every need of their lives.

An eminently prosperous 42-year-old hardware salesman was fired after ten years of service. One of the company's chief grounds, as told to a Counselor, was that Charlie hadn't been progressing at his old rate, and seemed to be slowing down — not because of age — but of something which they couldn't understand. Even after two weeks of analysis with him, the Bureau was still uncertain as to whether the fault was with the man or the job, although Charlie made every effort to unburden himself. Then his wife came in.

Her testimony revealed that he had become a stranger to his children, had given up his interest in all his previous social activities, and had even become so wrapped up in his work that he had stopped kissing his wife!

To his surprise, the Bureau's final suggestions were exceedingly simple: Monday — movies with the wife; Tuesday — family picnic in the woods; Wednesday — read a popular novel; Thursday — canvass neighborhood for Red Cross; Friday — dinner with friends; Saturday — putter in neglected cellar shop; Sunday — go to church, and greet as many fellow-parishioners as possible. Needless to say, this program's applications made Charlie happy to be able to live again — hardware or no hardware. He is once again — himself!

ONE OF THE most amazing vocational misconceptions dealt with by the Bureau is the widespread belief that once a person has flopped in one or two jobs, he may never reach his goal. Everyone who has read the history books knows that Abraham Lincoln failed in every job he had until he arrived at the Presidency. Therefore, your defeat in a past job should never give you the idea that you will be a failure always. Otherwise, you're just kidding yourself again.

"Considering yourself a misfit is like attaching a scarlet letter of self-defamation to yourself," Gregory declares. "Why, in that frame of mind, anyone is just wasting his time hoping for success, or for sale of his services at a better price. With failure written

Stumbling-Blocks To Success

IN TODAY'S workaday world, the Bureau of Vocational Counsel has found these to be the outstanding occupational stumbling-blocks:

1. Not realizing that successful working depends upon successful *living*.
2. Letting others decide how you must live or work.
3. Inability to cooperate with people. (Sounds simple, but it's a complicated science.)
4. Choosing a job *entirely* for the money involved.
5. *Under*-estimation or *over*-estimation of one's abilities.
6. Trying to do too much at a time, rather than progressing gradually.
7. Staying in any job which doesn't offer you a chance to express your constructive self.
8. Doing no more than the working day's routine requirements.
9. Taking home business problems instead of using free hours for enjoyable activities.
10. Using dull times as a constant source of pessimistic attitudes.
11. Blaming lack of a college degree as a barrier to growth. (Many "greats" aren't college grads.)
12. Inattention to spiritual qualities. (Very prevalent in this modern age.)

all over his face, employers won't think very much of his possibilities.

"How many folks do you know who are glad to see the hours go past, so that they can leave on the dot when closing time comes? They know they're just staying there, in the category of guests, until they find new jobs, and this always gives them an uncomfortable feeling of guilt. The best cure we have found for such persons is to have them make an unusual improvement in their unsatisfying jobs before they attempt a change. Then they can look a new employer honestly in the face."

Still another vocational phobia wreaks havoc with many lives — the false idea that you're too poor or too good for the job. Ever feel that way? Recently, the president of a small Southern college decided that he wasn't growing fast enough, and wanted to make money hand over fist. He seriously thought of entering the industrial field, where he could "show those chaps a thing or two." Accordingly, he consulted the Bureau.

WHAT his conception of growth was, he himself had not taken time to scrutinize, but he was chagrined when flatly told that his best bet was to make a success of his presidency. Why? he wanted to know. Every inch of him, came the harsh appraisal, indicated "Professor."

Convinced, he is safely back behind the protecting walls of the university, receiving a salary that will never make him a millionaire, but where he can be in his natural element.

All of us have heard the common advice, "Be more aggressive!" In the aforementioned case of unfortunate Florence Pomeroy, faked exuberance was out of keeping with her character, and acted as a definite deterrent. Nevertheless, numerous cases in the Bureau's files show that self-assertion will bear fruit if it brings to the surface the genuine essence of your personality and business potentiality. Altogether too many American workers stifle themselves unnecessarily behind a wall of timidity.

The following graphic illustration of timidity was given by a social service worker who felt that her experience rightfully belonged in the Bureau's files.

HEAVY courses in Social Service at college burdened Alicia Jordan (we'll call her), and when she was graduated she wanted to put these arduous studies on the profit side of the ledger. Every social service institution soon became acquainted with her quietly polite manner, as she made the rounds, but they were likewise politely well-mannered in their refusals.

With one dime left in her shabby

purse, she thought the hateful crisis had come. Subconsciously, however, her sense of humor — bitter though it had become — rose for an instant to the surface. “To be, or not to be,” that is, to stand at the street corner and attract passing “gentlemen,” or to commit an O. Henry-esque offense, and have herself escorted to jail. She chose the latter procedure.

FOR quite awhile she had wanted to give a piece of her mind to a particular social agency where seemingly the free services of idle-rich young ladies were preferred to those qualified, such as herself, who worked for a living. Jamming her tiny hat more firmly upon her head, she stormed in, intent on picking a fight which would lead inevitably to incarceration.

As she held forth and forcefully gave vent to her long stored-up opinions, the mantle of meekness fell from her. To say that she warmed to her subject is a shameful understatement. She got hot! Just as she reached the point at which a hurled inkwell surely would bring in the cops, the Secretary stopped her by saying:

“Wa-ait a minute. I’m astounded at your-er-summing up of our needs here, Miss Jordan. Strange, you never mentioned them before. I’m rather inclined to think that *you’re* the person we

Costly Turnover

ANY DOUBT as to the seriousness of the job situation in the United States may be dispelled if you consider that employee turnover is causing American industry a daily loss of approximately \$3,000,000. Thousands are being hired, tried, and discharged from their positions yearly, because of their inability to meet the requirements of their business and professional duties. Similarly, other thousands every year resign from their jobs — even in depression times — because of their dissatisfaction with their opportunities.

should put on the staff. Suppose you report for work on Monday.”

Of course, you may say this is an extraordinary case (and we have the Bureau’s assurance that it *is*), but bear in mind that unnatural high-pressure salesmanship is one thing, and a sensible and forthright expression of yourself and abilities is another.

Someone has said that the individual is his own worst enemy. From the facts related here it should be easy enough to remember that, conversely, you are your own best friend, especially in the all-important matter of your bread-and-butter, when you are completely and courageously *yourself in life* — devoid of inhibitions, delusions, and self-deceptions!

Say "Good-bye" and Go!

You may know how to make an entrance, but in polite society the exit is just as important

by MARGERY WILSON

Author of the books "Charm" and "The New Etiquette"

IN THIS hurrying, hectic, modern world, the person who can get out of, as well as into a house, gracefully, is a joy forever. What suavity and poise, control and unselfishness are required to combine in the perfect performance of the one who can leave without leaving regrets!

There is a surprising word in that last sentence — unselfishness. What on earth has that to do with a good exit? Just this: you simply cannot leave people gracefully if you are thinking about yourself. You may put on a glassy smile and tell your hostess that her party was simply too perfect, but if your mind is on the fact that you should be somewhere else in your own interests, you will be as cold as an arctic fish. And there are other reasons to be taken up later.

First, there are some simple mechanics that will smooth your departure. There is the matter of deciding to go. A delicate point of courtesy is satisfied if you rise to go at the end of one of your own remarks, instead of listening politely to someone else and then rising as though you had heard quite

enough — that you had no intention of listening to any more.

Having decided to go — in fact, having said so — if you are seated, you now try to rise as you speak. It is to be hoped that you will not spill whatever happens to be lying in your lap. A spill is not a happy beginning for a departure. But observation shows that more than fifty per cent of leave-takings are heralded by dropping objects. Of course, you and I don't permit ourselves such indirection. Or do we?

If you are trying to get out of a low, modern divan, you will be using all your powers of concentration to accomplish that feat. How is it done gracefully, you wonder. Nothing seems to incapacitate one's muscles and sense of balance so much as a wide, deep, low sofa.

YOU CAN WIN against helplessness and awkwardness, however, if you stubbornly refuse to hunch yourself along with little gallops of effort to the edge of the divan. A sidewise pushing of the body covers somewhat the forward lunging. Once having made

the front edge, you are relatively triumphant. All you need do now is to get your right leg under you, hoping it is remarkably strong, and rise upon its magnificent leverage as smoothly as possible. Use one hand or both, if they are free to help you rise, as long as they can reach without causing you to double over too much.

Practice makes near-perfect. No one really does it well. Wise is the woman or man who, wishing to leave an impression of dignity, makes his final rising from a chair of usual height, or leaves from a standing position. But this is not always possible. But above all you do, get all the jerks out of your body and mind and speech if you hope to make a suave exit.

BUT HERE is a warning. Having learned to blend your movement and speech into a smooth and lovely performance of leaving, don't demand or expect an audience for your excellence. Leaving should not be done to a psychological blare of trumpets. One should exit with as little fanfare as possible. This is a very fine point. It places one definitely as indelicate and unfinished to be dramatic about leaving.

Gracious people never seem to make such a point of it that the room seems to be empty when they go. People who leave behind them this unhappy atmosphere

are the halfway sophisticated students of *savoir-faire*. To be truly gracious, a guest should leave behind an atmosphere warm and filled with appreciation. His presence should linger in a room he has left, heightening the continuity and comfort of the remaining occupants. Strong personalities usually attract attention when they arrive, but they seem not to have left when they go.

ONE MUST learn not to disturb the atmosphere of a room on leaving it. This is not accomplished by shrinking up out of sight and sneaking off diffidently. Someone is bound to see you and be disturbed by the feeling that he hasn't done the right thing by you. By not jerking and founcing about, by a delighted look of appreciation and a brief regret that one cannot longer enjoy the present pleasure, he may leave with smooth deliberation and without wreckage.

Try to leave usually when you are having a good time. Don't wait for it to subside, until you are alone, and then go, for you will look forlorn because you will probably feel that way. A dispirited exit is a poor compliment to your hostess who, after all, is entitled to some consideration for her good intentions in inviting you. Bless her heart, she meant well, even if her party was dull.

But don't forget, as you decide

the party isn't worth while and that you'd probably have a better time somewhere else — *a party is no duller than the guests.*

So, when you leave feeling and looking as though you aren't having a good time (and it's very hard to conceal if you feel that way about it) you are really saying, "Somehow it didn't seem worth the trouble to give myself and other people a good time. I've let my hostess down. I didn't hold up my end, so I'm leaving."

WHATEVER your reason for going — and don't forget to have one and to state it — once you've started you may as well do it as nicely as possible. Of course you know that you extend your hand to your hostess when you are leaving. And of course you know it isn't polite to look as though you are in a great hurry to get out of her house — unless there is some real emergency which she, too, understands. Anyway, you are not to grasp her hand vaguely murmuring some good-bye while your eyes hunt for the front door. And of course you do not interrupt her rudely if she is really engrossed in a conversation with someone else.

Also, it is not necessary to say good-bye to everyone or anyone except your hostess. Naturally, if you are standing with a group, you will say good-bye to these guests who see you leave. But a round-robin is unnecessary unless you are

in a very small room and feel intimately in contact with everyone.

The simple word "good-bye" is polite and sufficient. One need not add to it if it is said with brightness and sincerity and full attention, however brief, given to the person one is addressing.

Yet, the impossibility of getting out of a house seems to prompt the confused mind to add little words and expressions that are quite senseless. The sharp decisiveness and sanity of the single word, "good-bye," is difficult for the inexperienced person. So we have expressions like, "Good-bye now," and that other gem of discomfort that has swept the country, "Take it easy."

Of course, one may say, "It's been so nice to see you"; "I've enjoyed our chat immensely"; "I hope I shall see you again"; "Do call me soon, Mary"; or "I'll call you in a few days so that we can arrange a further talk about that matter."

A GREAT DEAL has been said about really leaving after you have said that you are going to, and have gotten as far as the front door. Resolution and action should, by that time, be sufficient to carry one *through* the doorway. But, no, too often the impulse seems to be spent by then — and those front door séances begin.

The departing guest, clad in her coat, doesn't seem to notice that

the occupants of the house are freezing in the winter wind. She stands comfortably clothed, joking and dawdling, but of course nothing can be funny to a hostess under the circumstances. With her hair blowing back from her brow and her clothes blown against her body like the draperies of the Winged Victory, she stands, trying to smile.

WHO has seen greater gallantry than the hostess exhibits under such trying conditions? It is all very well to "linger out of a room," as Thomas McMorro has so colorfully put it, but please don't linger at the front door. I'm sure you don't, but isn't it strange that so many people do?

It is not necessary to walk backward while you smile at the people seeing you off — in case they do. A clean-cut exit consists of saying good-bye pleasantly and not too hurriedly to those who

have a right to expect it and then, no matter what effort of will it costs, turn on the heel and walk briskly, but not with the hurry one associates with escape, to your motor.

Don't turn and wave unless there is something humorous both of you have in mind and you want a final exchange of smiles. And don't wave to mature dignified people — save all coy gestures for children.

Those people who do not know what to say when leaving or haven't the strength of character to terminate a conversation either face to face or on the telephone, should rehearse good-byes with a close friend or a member of the family or pay somebody to help them work it out. But don't continue to flounder — if you do. It really is curable. Practically anyone can learn the art of a graceful exit.



Making Friends and Getting Breaks

I USED to be told that a woman should always contribute something pleasant to her environment. If she were ill or out of sorts, she should keep it to herself because it was only her own business. That goes for boys, too.

It isn't easy to do. Sometimes I have felt out of sorts or out of humor, but we must learn to control ourselves. That is something that is a great help in human contacts. Perhaps you already know it. I had to learn it.

Part of this attitude is sensing how another person feels and expressing your sympathy and awareness. Try to be that kind of person — that is the sort that makes friends and gets a break.

— MRS. ELEANOR ROOSEVELT

Learn the Facts of Love

Modern boys and girls are getting down-to-earth guidance in love and marriage problems along with their math and history

by ALLAN FINN

MARION was confronted with an age-old problem: both Jack and Bob wanted to marry her.

They were both splendid fellows, though decidedly different in temperament. In the nature of things, one would probably make a better husband for Marion than the other, but she hadn't the least idea which one it might be, and she liked them both equally well.

Marion was a student at the University of Oklahoma City. She was an attractive young modern, serious enough to want to know what she wanted, and among her classes was a course in marriage preparation. She took her problem to the marriage classroom and frankly put it up to students and instructor: "Which should I marry?"

For a week the class discussed the relative suitabilities of Jack and Bob, in relation to Marion's own character and concepts about matrimony. No positive recommendation was made, but a few days later Marion announced that she had accepted Jack, basing her decision on these class discussions.

This actual case history is of

course unusual. Most Marions still choose between their Jacks and Bobs more or less blindly. But an increasing number of Marions — and of Jacks and Bobs as well — are learning the facts of love in special college courses devoted specifically to that fascinating subject.

SOCIOLOGISTS know perfectly well that love is even blinder than has long been suspected, which perhaps explains why Dan Cupid is fast becoming the most popular instructor on the American college campus. For example, this fall marriage courses are being given by 250 colleges and universities. About a hundred of them get down to the brass-tack facts of love. Some of the better ones are offered at Colgate, North Carolina, Iowa, Syracuse, Vassar, Haverford, Sarah Lawrence, Brooklyn and Stephens.

Parents at first were dubious about the idea of marriage preparation courses in college. They wanted their daughters to be popular at school, but most of them had maintained the usual conspiracy of silence on sex while

daughters grew up and there was a pretty general tugging of misgivings at the parental consciences. But more and more, as the need for such a course became apparent, parents got solidly behind it.

What, precisely, do these courses teach young men and women about marriage? Do they have practical value in actual marriage practice?

THE ANSWER to these questions is best found if we look in upon an actual marriage course in operation. Let's call the college Middletown University. The attitude of the students — there are about fifty in a typical class — is sober-minded. The lush psychology of the twenties, when a career was the thing for girls and marriage an also-ran, has given way to a social attitude which has been colored by the depression.

Girl students frankly want to marry and have homes. But they are determined to avoid sex pitfalls and the domestic stupidities of their elders. Most of the girls have been hedged in at home by taboos and inhibitions. Their ideas of sex are pretty limited. They are vague about glandular processes, the chemistry of emotion. But they know that sex plays a more important role in marital happiness than they have been allowed to think, and they demand that nothing be concealed and that there be no squeamishness.

In our Middletown course, the sexes are separated to allow frankest discussion. Lectures are complemented by private consultation with the professors or medical and social experts attached to the staff. The chief textbook used is *Marriage*, by Dr. Ernest R. Groves of the University of North Carolina, premier authority in this field of education.

Most students come to class with immediate questions in mind.

Girls are particularly interested in problems of courtship and the single life: petting, unwanted pregnancy, venereal disease, how to attract and hold their swains.

Boys ask about heredity, fertility, the problems of celibacy.

And in Middletown University, which conducts one of the franker courses, these are the answers they get:

Courtship

GIRLS ARE told that boys want them to be smart, admired by others. So dress sensibly, in good taste. Be considerate and tactful; don't be brusque with an unwanted date — his best friend may be the one man in your life. Learn the boy friend's interests and be constructive about them. Remember that he is vain as a peacock and eats up flattery if it's not smeared on. Don't be dumb, nor too intellectual.

Show the man of your choice your best qualities. Select reason-

able amusements to show him you are sensible about money. Remember that men make their choice in the cool, reasoning period of courtship. Be prepared for the psychological moment. It isn't wise to accept the first overture unless you know him. Don't protract engagements. After a year there's danger ahead.

Boys are advised that girls like small attentions, small courtesies and favors. A nickel's worth of violets is better than a promise of a dollar's worth of roses.

Petting

THIS PASTIME is fraught with peril because you overestimate your ability to stop. Sooner or later a day comes when, off guard, the bars of restraint come down. "Sales talks" under the spell of moonlight and magnolia blossoms are full of biological pitfalls. "Heavy" petting can lead to psychic disorders carried over into marriage, bringing emotional distortions.

Girls are usually responsible for heavy petting. They ignorantly lead boys on, not understanding their quicker emotional responses. Girls can easily set the tone of the meeting. Study the emotional reactions of your date and adjust your relationship accordingly. Don't be afraid you'll lose your power over him; boys have profound respect for the fair sex's natural restraint.

Chastity

THERE ARE NO TWO ways about it: chastity is a prerequisite to a happy, lasting marriage. Postponement of mating, especially if you are engaged, makes for increase of desire, appreciation, consideration, love, tenderness. If all emotions are experienced before marriage, what is to come after?

Avoid temptation by proper outlets for sex drive. Go in for outdoor sports, athletics, cultural pursuits. A girl is wise to see that her boy friend is similarly occupied. Sex is intimate, romantic. Don't trifle with it in the unwholesome atmosphere of automobile or park corner.

Choice of Mate

PICK HIM with your head, not your heart. Mating at first sight cannot be based on real love. A "crush" may wear off after the honeymoon. Find out his social status, religion, family background, psychological reactions, prejudices — all factors making or breaking marriage.

Test his suitability to your ideals, temperament, desires, personal habits. He may want to raise a large family; you may shrink from the idea. If you are undersexed, don't marry an oversexed man, or vice versa. Ages giving the best prospects of successful marriage are between 25

and 29. Wide differences in ages carry perils of sharp divergences in tastes and standards.

Contraception

NO MATTER what you hear, there are only two absolute assurances against conception: abstinence and sterility. Most marketed devices are untrustworthy. Consult your physician; learn to understand your physical processes.

Marriage

CONTRARY to cynics, monogamy is still the only possible marriage for human beings. Remember, it is in its very nature a conflict because it involves two unlike parties seeking to join a like existence. It must be conceived as a partnership, with independent opinions, rights, sensitivities to respect. Don't be discouraged by early trials of adjustment, and don't force them.

Avoid mutual extremes of mood and temperament. It takes two to make an argument or a fight. Increase confidence in each other. It bolsters love. Plan your finances ahead. By all means have a pre-marriage medical examination. It will safeguard against tragedies in childbearing.

Successful Relationships

HUSBANDS should always be mindful that sex is a mutual experience, one of participation by the wife, not submission. Don't for-

get she always regards you as a Don Juan. Honeymoon impressions linger. Don't blast them afterward.

Be considerate, sympathetic, thoughtful of her slower responses; don't be afraid to discuss your problems. Perfect mating should be dramatic, not casual; romantic, not matter-of-fact; studied, not indiscriminate.

Wives should promptly get rid of their inhibitions. Prudishness has no place in sex harmony. Sex is natural, vital to nervous mechanisms. Take your sex life in your stride. Some women do not awake to full expression of their natures for many months.

Pregnancy

UNLESS low fertility is suspected, wait a year for children. Best years for childbearing are between 20 and 30. During pregnancy keep in touch with your doctor. Pregnancy often means the real beginning of social and economic problems. If possible, have at least \$500 in the bank. Avoid emotional and physical hazards. In-law problems occur. Be tolerant.

Hundreds of students have heard advice along these lines in college courses during the past few years. Have they turned it to practical account? No complete checkup has yet been made.

The University of Wisconsin, when its course was eight years

old, still had had no divorce among its many ex-students. Dr. Norman E. Himes, of Colgate, another leader in the field, has made no survey of former students, but he informs the writer that "there seems to be a pretty generally prevailing view on the campus that the course answers its purpose." At the University of Oklahoma City, three married women agreed that the marriage course they had just completed would help them.

Miss Mary A. Johnson, Assistant Dean of Women in charge of a marriage preparation course at Brooklyn College, regards petting as one of the most serious problems facing girls, in or out of college, today. Here is the advice she gives to avoid its dangers:

PETTING usually occurs after dark, in parked automobiles. So don't park. If you have to, park outside the house. Keep the conversation going. Petting usually begins when conversational subjects run out. Find out what he likes to talk about best and keep

him interested in it. Make your goodbyes short and sweet. Get out of the car as soon as you reach home. Have the latchkey ready. After you're gone he'll think you're smart, but he won't be mad.

"Girls hold the right to deny or give," says Miss Johnson. "I don't think it's hard to see who's to blame for petting woes."

One of the great problems in teaching these marriage courses, it seems, is making students understand that sex is not as simple as it sounds. Says Dr. Himes:

"Sometimes students are impatient when they do not find ready-made, simple and clear-cut answers. But it is useful for the students to learn that perhaps there are no simple answers, that we have much to learn, that they ought to have some share in building up our knowledge in this field. It is valuable also that their social horizon should be widened, and that they should be made to understand that social problems can be made just as pressing as their immediate personal ones."



THE No. 1 resolve of both men and women is "to save more money," according to a poll taken by the American Institute of Public Opinion. If you are a typical man, your other resolves for improving your character, in descending order as you estimate them, are to better yourself in business, to stop or reduce smoking and drinking, to improve your character, be more religious, make more effort to get a job, improve your disposition, and to be more ambitious.

If you are a typical woman, you will resolve to improve your personality in this order: improve your character, be more religious, improve your disposition, be more charitable, better yourself in business, manage home and children better; lastly, to stop drinking.

GIVE YOURSELF BACKGROUND

by F. FRASER BOND

*Author of "Mr. Miller of 'The Times,'" "Breaking into Print,"
"You Can Write," "The Woolly Lamb of God"*



THE educated person, they say, is one who knows something about everything and everything about something. This means that he has at least a nodding acquaintance with many subjects, and has made himself a specialist in one line. I use the phrase *made himself* advisedly, for the process of becoming educated does not consist in being spoon fed. It consists of a personal effort deliberately made to avail oneself of one's opportunities. In these days information surrounds everyone. It is almost as omnipresent as the ambient air and in most cases just as free. All its enjoyments, all its advantages are yours for the taking.

*Condensed from the book of the same title. Published by McGraw-Hill Book Company,
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Give Yourself Background

Why enact your life before a drab backdrop when you can make it more fascinating and colorful?

by F. FRASER BOND

TIME and time again we have all heard such expressions as, "Unfortunately he has no 'background,'" or "She is intelligent, of course, but totally lacking in 'background.'" And we have been aware that, because of failure to possess this attribute, doors were being shut against the individuals thus weighed in the balance and found wanting.

On the other hand we have heard such remarks as, "It is always a pleasure to meet him. He is so interesting," or "She is quite the right one for the position; she has such a fine 'background.'"

And we have seen the doors of society and business swing open in wide welcome to lucky persons who possessed this open-sesame.

What is background, this all-important part of personality?

Is it something that one can acquire for oneself?

We can define background as personal cultivation. We can cultivate background as we can cultivate a flower in the garden, with much the same care and much the same success. If we leave the plant to itself, it grows wild and in time becomes a weed. If we take the trouble to dig around it to supply nourishment to its roots, to prune it, to direct its growth, it repays our care by becoming a cultivated flower, a thing of beauty and distinction, and perhaps a prize-winning bloom.

If we carry over this simple comparison and apply it to the human mind and personality, we see that cultivation still demands care; it means the supplying of the right nourishment, the sloughing off of the worthless, and the concentrating on the worthwhile to produce a prize-winning bloom.

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THE AUTHOR.

Why Background Is Important

BACKGROUND has a twofold importance. It is necessary to the individual himself in his adventure of living; it is necessary to the individual in relation to society if he is to get the most benefit from his contacts with his fellow men.

Background benefits the individual because it enables him to live his life more enjoyably, more successfully, and with ever-increasing resources in himself and interest in his surroundings. With background one can lead the fuller life.

The badly adjusted radio set can pick up little from the ether around it. The superb instrument with the complete range of improvements, the latest tubes, and the newest coils and aerials and ground wires in perfect adjustment can pick up everything that comes over the air from near at hand and from the remotest corner of the earth.

The person without background resembles the inferior receiving set. He cannot take advantage of the best that life has to offer because he cannot tune in on it.

The man with background, like the superior set, has facilities that enable him to get the best out of life. The newer and the finer the tubes and the more exact the adjustments, the better the music that filters through. One's ca-

capacity for enjoyment of all that life offers is enhanced in direct proportion to the sum of one's understood and appreciated experiences.

Background benefits the individual because it develops his powers of judgment and gives him sound standards of taste. Judgment and taste constitute one's critical faculties and enable one to select and to appraise. These faculties have great value in all relationships. They increase immeasurably the enjoyment of the arts.

TAKE the case of music. If we have no particular ear for music and happen to tune in on the radio while a Bach fugue is being played, we get from it sound and little more. If we want to get more, if we want to add a knowledge of Bach to our cultural background, we listen and listen and listen. We pay attention to what the announcer tells us of who Bach was, and what he did and how he did it, and what we should look for in his music. If we listen to Bach music again in the light of this information, we find that it is no longer mere sound to us, but that it now holds an interest. As this interest grows and our knowledge of his music increases because we make a point of tuning in on those programs or attending those concerts where Bach is played, that interest and knowledge ripen to understanding.

Eventually we come to the point where we ourselves, without benefit of announcer or music critic, can make certain comparisons between Bach and Irving Berlin. We place each man in his own field within the same art, and know where those fields converge and where they diverge.

The same rules, the same procedure, and the same result hold good in literature. As we develop background in the use of the mother tongue and grow in our appreciation of words, language, and the literary graces, we become able to make at least rudimentary distinctions between the work of the stylists and that of the riff-raff writers; we learn to form personal subjective opinions. This, after all, is what is meant by forming taste. We are putting new coils and tubes and aerials in our private receiving sets.

BACKGROUND benefits its possessor in all his contacts both with society and in business. The superior radio set not only receives well, but it transmits well. If we have background, we can express ourselves more completely, more efficiently, more valuably. Something of our own personal cultivation goes out from us to the people we meet. They find our conversation and our ideas colorful.

Just as a prism takes on color from its many facets, so our personality gains through the many

sides which the development of fresh interests has given us. Our associates begin to refer to us as persons of judgment and good taste. We indicate to them our possession of these attributes in:

Our clothes.

Our manner and manners.

Our expressions of thought in conversation and in our letters.

As a result we come to take on a new importance in our community life, in our social activities, and in our business or professional contacts. We have begun to count.

THE possession of background benefits us not only through enhancing us in the eyes of the world, but through enabling us to gain a more thorough understanding of all whom we meet. An intelligent reading of fiction in book form or in the magazines will introduce us to many human types and many human idiosyncrasies. We gain an understanding of the social forces that develop such types and a knowledge of how best to cope with them when encountered in actual life.

An intelligent viewing of many screen plays will aid in the same way. For literary purposes, authors often exaggerate the human traits they present in order to emphasize some special point. We can benefit by this exaggeration for it fixes the trait more vividly in our memories, and we can make allowances for this dramatic device

when we discover the same traits in our everyday contacts.

There are few human characteristics and relationships that fiction in story or play form does not utilize. It analyzes them, shows their capacities for good and ill, and often offers methods to solve the problems they create.

An adequate background in fiction alone will give its possessor the ability to understand and handle people, a deeper sympathy for the weaknesses of mankind, and a greater appreciation of the heights to which the human character can rise.

Background Can Be Acquired

CAN background be acquired? Yes. There are four main ways. Background can be secured through the experiences of life, slowly; through the curricula of formal education in grammar school, preparatory school, and university, by self-education and through association.

The first way is long and rough. It is the course of trial and error. It takes few short cuts for it is a path lighted by individual experience rather than by the pooled experience of the race. Only the hardiest achieve success.

The second way is still the conventional way, but many people who have both the desire and the capacity for culture cannot enjoy the advantages of a university education.

The third way, that of self-instruction, is now more efficiently mapped and more expertly lighted than ever before in the history of the race. Science, through the press, the motion picture, and the radio, has made cultural opportunity more widely available. Scholarship in compiling "outline" books, which deal with every field of learning, gives us authentic short cuts to the fundamentals of a liberal education. Of course, we must regard such books, as their authors intend us to regard them, primarily as introducers to their separate subjects. It is for us to pursue the acquaintance.

The fourth way, that of association, is a route that travelers on all the other roads make use of, either consciously or unconsciously. It is the subtle path by which we come to possess good taste and good form.

Culture, as Henry James Forman has pointed out, is one of those elusive attributes in the individual, as difficult to define as what makes a gentleman. Indeed sensitive people shy away from both of these words and their definitions. Unfortunately, we lack substitutes for either. Both words carry with them in the popular mind an air of self-conscious superiority, alien to their true nature. They carry this through no fault of their own and find themselves frequently applied to the patently pseudo and spurious.

Because culture is the result of

an individual process and as such is the antithesis of all that smacks of mass production, it can never subscribe to any blanket dogma.

Can one develop good taste? Most certainly. One acquires it by developing sound standards. We gain these by deliberate association with the best. We gain them less deliberately through all worthwhile associations. Although eminent educationalists have decried the notion that culture is a sort of contagion, which one "gets" by being exposed to it, the notion holds a real truth.

ASSOCIATION with good music aids us both to understand and to appreciate good music. Contact with persons of breeding improves both our own actual conduct and our understanding of what underlies correct behavior. Familiarity with the best books breeds contempt for the trashy and vulgar in writing. Our own individual taste grows in assurance through association with those standards that the cultivated world has itself developed.

Where do we find these standards? Dr. Nicholas Murray Butler answers us, when he says:

They are all about us in the masterpieces of literature, in the great achievements of art and architecture, and in the noble deeds and words of splendid men and women. We find our standards in our associations. If we seek contact with what is best in

letters, in art, in conduct, we insensibly become familiar with what is best and what is base and what is ugly.

BY ADHERING to the right standards, the French people, as Dr. Butler also points out, have developed good taste as a national trait.

One of the great achievements of the people of modern France is to have brought this characteristic of an educated people more largely into the life of a nation as a whole than any other people has thus far been able to do; and as a consequence, French taste, French standards of criticism and appreciation are recognized all over the world because the people of France, educated and less educated, rich and poor, dwellers in the city and peasants living in the fields have all come more or less into contact with these fine standards which are giving so much comfort and satisfaction and distinction to their national life.

When we turn from the aesthetic side of good taste to the practical side of personal relationships, we leave France and go across the channel for our model. The English have developed "good form" into a national fetish. The basic pattern here is not intellectual but an instinctive feeling for the right thing. Fundamentally, good manners in personal relationships go back to the underlying rules of good sportsmanship. The English try to "play the game" in general society as true to form as they play it on the football field or the cricket pitch. The

unfairly aggressive attitude, the ill-bred slighting or underestimating of one's rival, anything that savors of taking an unwarranted advantage is as they say "not cricket." The sporting thing to do turns out to be the gentlemanly thing to do.

When to Begin Background Building

WHEN should one begin background building? Is there an age limit to self-improvement? The first question indicates the consciousness of the lack of background, and the second the desire to remedy that lack. When both this consciousness and this desire coincide, the time to start the process has come.

Many examples from the lives of famous men who succeeded because they developed background through their own initiative tend to bear out this conclusion. They did not start their background building until they felt both their lack of a rounded education and the strong desire to secure this all-important asset through their own intelligent effort.

This was so in the case of the Earl of Rosebery, who was regarded at the time of his death as one of the most genuinely cultivated men in England. True, he attended Eton and Oxford, but according to E. T. Raymond, his biographer, he took little away from them.

He was in a very real sense a self-educated man. What he learned was picked up in his library. The circumstances were more splendid, the means of self-education were more commodious, but Lord Rosebery's case was essentially not unlike that of the intelligent working man who instructs himself by the light of a gas-jet in a freezing bed-room. A fine library, an excellent memory, a capacious understanding, a naturally good literary taste and knack, an earnest ambition to qualify for political life, did much to supply the deficiencies of his formal education.

Is there an age limit to background building?

Neither age nor the lack of it can set a limit on achievement if the will and desire to learn are present; neither age nor the lack of it need hinder our power of absorbing and making use of new ideas and new information.

EDUCATION is a process that never stops. The world's leaders never get over the habit of study. At the age of sixty-eight, the late Charles Ransom Miller, editor of *The New York Times*, embarked on the study of Russian. At this time the great war in Europe kept the always-busy editor busier than ever. Accordingly he devised means by which he could utilize his few unfilled moments. He had large cards prepared on which were written the letters of the Russian alphabet. These he would place at the foot of his bed at night where they

would be the first objects he saw in the morning. Before he rose he would get in some intensive study. Then he would take the cards into his bathroom and attach them around his shaving mirror. In this way, constantly keeping at it, he came eventually to read Russian with facility, and even to converse in it. Similarly, to all men who amount to anything, education is available; one can acquire it at sixty as well as at sixteen.

Every Man His Own Best Teacher

IF YOU feel that new information and new ideas, together with the stimulation they supply, will enable you to look on the world with a fresh point of view, will enrich your personality with wider capacities to understand and enjoy life and greater ability to take advantage of the opportunities it offers—the time to start your background building is now.

Every man is his own best teacher. He alone knows the information he most needs; he alone can best shape it to his own ends. The adult man or woman can grasp in a moment what it may take a child hours or even days to comprehend. The compulsion of the hickory stick no longer counts. In its place exists the urge to know and to understand.

What do we mean by self-education? Professor Robert S. Woodworth, Professor of Psychology in

Columbia University, gives us an answer when he defines learning as “the development of the individual through his own ability.”

The reason for the development of the individual is the reason behind all education, namely, to enable that individual so to make use of all his resources that he may the more successfully cope with the problems of life.

The methods of education may differ. The fundamental process remains the same: one learns for one's self. One develops one's self through one's own efforts. Whether this self-instruction takes place at Oxford or Cambridge or Harvard or Yale, or in a hall bedroom or in a woodsman's shack, it follows the one procedure: a mind takes in, turns over, and gives out or stores away for future use.

The Media of Self-Education

THE modern world supplies the modern individual with many readily available agencies which he can use to develop himself through his own efforts. Outstanding among these agencies are:

- Newspapers
- Magazines
- Books
- Radio
- The motion picture
- The theater
- Concerts
- Lectures
- Personal contacts

In order to make the best use of these many available media for

self-instruction, we must possess or develop certain qualities of the mind. The four outstanding prerequisites are:

Curiosity — the urge to question

Alertness — the state of being mentally "on one's toes"

Observation — the use of the eye, not merely to gaze but to *see*

Ability to associate ideas — to see relationship, to note cause and effect

Every normal person has these attributes in greater or less degree. Although qualities of the mind, they can be hampered by physical defects. A sluggish bodily condition might well interfere with one's alertness. Defective eyesight mechanically hinders the field of observation. Correct as far as possible such physical detriments. Tune up the system. Secure the best lenses procurable. Give the essential qualities of curiosity, alertness, and observation the very best chance to function efficiently.

But in this whole scheme of background building we put the main emphasis on the mind and its training. Apart from the mind, the chemical components of the human body would sell for one dollar. That price holds good whether the body belongs to a driving idiot or to an Einstein.

Generally speaking, we can think of minds as being of two types: the memorizing type, which seems created to file and classify;

and the thinking mind which observes, develops, progresses.

The modern world gives its greatest rewards to the second type of mind. We no longer ask of a person, "How much does he know?" Instead, we ask of him, "What use can he make of his knowledge?"

How to Study Effectively

THE chief advantages of university training lie in the idea of planned and organized study, in learning how best to draw from the reservoirs of knowledge and how to shape to one's own ends the knowledge thus acquired. We can all take over these benefits from the campus and utilize them in our own homes.

The science of psychology takes for its province the human mind and its workings. Its intensive researches have brought to light the most efficient ways to learn and to retain in the memory that portion of knowledge which we wish to make our own.

The following simple rules are based on these psychological findings. They cut the time spent in study by eliminating the time wasted, and bring to the student who adopts them the satisfaction of knowing that he is following formulas whose efficiency has been tested and proved.

The first rule is to relax. Relaxation is a basic prerequisite to all learning or memory processes. If

the mind is in a disturbed state, harassed by worry, emotionally upset, panicky for fear that the work cannot be done on time, etc., it defeats itself. It cannot concentrate. Relax. Approach all mental work coolly, calmly, and unhurriedly.

PREPARATIONS FOR STUDY

1. Set a definite time for study.
2. Set a definite place in which to work.
3. Prepare the surroundings by securing the best possible light and a comfortable chair.
4. Prepare the mechanical equipment. Place the books you will need on your table; sharpen your pencils, etc.
5. Remove as far as possible all distracting influences from the room. If you intend to read, turn off the radio.

PROCEDURE OF STUDY

1. Start promptly at the hour you have set.
2. Make a preliminary survey of the range you wish to cover in the time.
3. Define your goal.
4. Eliminate unessentials by checking material in the table of contents and in the index.
5. Vary your activity. When your reading interest flags, write down an outline of material just covered.

TECHNIQUE OF LEARNING

1. Associate in your mind the ideas you receive as they come to you in reading in relation to one another.
2. Make sure that you understand the words used in order that the ideas you form may be the ideas the writer intends you to form.
3. Repeat these ideas to yourself:
 - (a) In the author's words;
 - (b) In your own words.

4. Discover some personal reward or benefit that the information being learned will bestow. Discover some personal punishment or loss that may come through failure to learn the subject matter in hand. The idea of reward or punishment is a basic stimulus in the learning technique. Use it deliberately.
5. Form the material being studied into a pattern. At first this pattern is a mere framework or outline. Amplify this by fitting all related parts into the general scheme.

TECHNIQUE OF MEMORIZING

1. Discover and organize the significant facts in the material to be memorized. As Professor R. S. Woodworth points out, this method has been found much more efficient than dull repetition. It saves time.
2. Recite to yourself what you are memorizing. After reading over the material once or twice, attempt to recite it, and prompt yourself from the text when you cannot continue. This practice of reciting to one's self saves time and fixes the material more enduringly in the mind.
3. Space your reading of the material. Leave some time between readings to think over the material read.
4. Space your repetitions of the material. Repetition of the material fixes it better in the memory when an interval elapses between the repetitions.
5. Memorize your material as a unity rather than in parts. Experiment has shown that this method saves time. It impresses on the mind the meaning, the outline, and the broad relationships of the material. Memorizing is a deliberate act of intentional learning. As such it can be managed scientifically with a view to economizing the time spent on the act and utilizing one's con-

centration to the best result. Memorizing places the material learned in the mind. How can we avoid forgetting it?

HOW TO AVOID FORGETTING

1. After memorizing something important which you wish to retain in your mind, go to sleep, rest, relax, or "take it easy." Just as in muscle building, one rests between exercises, so one is advised to rest after mental exercise.
2. Review the memorized material. Well-learned material can be kept in the mind by reviews spaced at long intervals.

Tests of an Educated Man

SO MUCH for the processes of learning. What of the product? What is an educated man? Dr. Nicholas Murray Butler of Columbia University gives an authoritative answer. He has listed six tests which, reduced to simple outline, are as follows:

1. Correctness in the use of the mother tongue
2. Refined and gentle manners which are the expression of fixed habits of thought
3. Sound standards of taste
4. The power and habit of reflection
5. Constant intellectual growth
6. The power to translate thought into efficiency

This brief and suggestive list not only gives us some criteria by which we can tell the educated from the uneducated, but provides us with tests that we can apply to ourselves in order to ascertain whether we are advancing. Let us

use them as a guide throughout our whole process of background building, a process which may well have as its ultimate goal the achievement that the last of the tests sets forth: "the power to translate thought into efficiency."

LET US take up briefly in turn each of these tests:

Correct Language. Language is the expression of thought and therefore of life. It is not merely an artificial set of signs and sounds for conveying ideas. A man's words project a picture of his mind. If his mind is topsy-turvy, his words show it. They are involved and confused. If his mind is orderly, so is his speech. We mark our progress in education as we increase in correctness and precision in the use of the mother tongue.

How can we individually gain this correctness and precision? Dr. Butler answers this question for us. "The way to learn good English is to associate with good English. If we read good English and hear good English, we begin to write good English and to speak good English. Correctness and precision in the use of the mother tongue are to be gained chiefly through association in reading and in speech with good English."

Good Manners. This test, of course, does not refer to parlor tricks or the outward polish that is so often merely a veneer. It implies correct social behavior but it goes

deeper. "To be a gentleman is within the reach of everyone of us who understands the real meaning of that term. It is to have an attitude toward others which is based on self-respect and regard for human personality."

COURTESY also implies a constant thought for other people's rights and feelings. How can we attain gentle manners? By never willingly causing pain to others. Dean Swift once remarked that the best bred man in any company was the one who made the fewest people uncomfortable.

Good Taste. One might put forward a reasonable claim that good taste, which implies sound standards of feeling and appreciation, ranks as the supreme test of the educated man. Your ultimate claim to that distinction rests upon the sort of things you like.

Good taste implies a development of discernment. One is not really cultivated until his ideas and beliefs have soaked down into his likes and dislikes. How can we achieve this end? The way to get to like the best things is to get acquainted with them.

Reflection. Reflection, which is both a power and a habit, marks the educated from the uneducated mind. It is a process of turning things over in the mind. The ignorant mind jumps to conclusions; the educated mind takes the new idea and ponders it. The educated

mind considers the new thing in the light of established ideas and discovers how it is going to get along with them. The educated mind takes apart, examines, tests, and develops critical ability.

One can gain this power and acquire this habit by refusing to let oneself be stampeded, by stopping to test and to examine.

Growth. Physical growth stops long before the arteries harden. Mental growth stops and the mental arteries harden the minute we fail to look upon life and the world with an open mind. The educated man knows that the need and the desire to learn never let up. He looks eagerly for new facts, new ideas. His mind grows. For the vast majority the power for mental growth passes early because with the majority the desire for growth passes early.

The psychologist points out: "No man over forty changes the style of his collar." We can work for mental growth by forming the habit of open-mindedness, by keeping informed, by sympathizing with new aspirations.

The Power to Translate Thought into Concise Action. This is the power to do, to achieve, to mold, to use the machinery of life efficiently. The difference between the ignorant and the educated thinker does not lie in the amount of time each spends in thought but in the type of thought. The former's thoughts go round and

round like the squirrel in his cage and lead him nowhere; the trained thinker uses thought as a guide to appropriate action. To the educated man the ideal flows easily into the practical. He makes the word flesh. He learns by doing; his thinking takes form in deed.

Correct Speech: The First Essential

KNOWING how to speak correctly opens the first door to success in business and in social life. It is the first test of the educated man or woman. Without this ability, we feel hampered, diffident, and uncouth. Our manner betrays this sense of inferiority. The world, which takes us at our face value, sees our uncertainty and draws its own conclusions. No one can afford to let himself be marked down.

Everyone who has no physical impediment to speech can learn to speak his mother tongue correctly. Those orally handicapped can largely overcome their misfortune.

The secret to success is conscious effort. Those of us who speak incorrectly do so because we are too lazy to speak otherwise. Many of us deny ourselves the use of words whose meaning we know well, simply because we are too indolent and too indifferent to find the correct way to pronounce them.

The present age, with radio and the talking picture, places more emphasis than ever on the spoken

word. Unfortunately, these agencies do not always bring us the correctly spoken word, though they improve yearly in that regard. Their value to us lies in the fact that they do speak and that we are thus enabled to hear. If we make the right use of them as mentors, we have available tutors in pronunciation of which our forefathers never dreamed.

To learn correct pronunciation, we must consciously associate with correct pronunciation. As we listen to speeches by men and women of accepted cultivation in a hall or over the radio, we should make deliberate note of the way they pronounce certain words, if their way happens to differ from ours.

Tests for Pronunciation

THE important thing for the average man anywhere is to speak as well as he can the best language he and his hearers know. But the difficult thing is for the average man to realize that the pronunciation he has used all his life is not on that account the only one. It does not follow that those who use a different one are people of inferior education. How correctly do we pronounce our mother tongue? Here we have a story devised to test us. It will be both amusing and instructive before we proceed further to gauge our battling average. Read this story aloud. Then consult the tabulation which lists the story's vocabulary

and places after each word its pronunciation according to established American usage.

A CURIOUS COUPLE

By C. H. R.

Under the azure crouched an indisputable Indian. His forehead was bedizened with herbage, and he wore a scarlet belt about his abdomen. Though his conduct was exemplary and decorous, he lived in extraordinary squalor.

Though, like a patriot, familiar with the tribal legends his parents had taught him, he knew little beyond legendary lore, and was ignorant of our national literature, and of the process of telegraphy.

He knew nothing of calligraphy, and very little about finance. He was not an aspirant for Parliament, but he hoped to exorcise evil spirits from the epoch by the advertisement of an Indian sacrifice. When granted a favor, he sought the apotheosis of his patron.

A piquant matron by his side was his housewife to whom he gave alternately a meager maintenance and peremptory commands, for he considered the position irrefragable, that to perfect a woman she must be isolated and made to obey. On this point he considered his arguments irrefutable. He appeared to care little for hymeneal harmony. Her peculiarity was bronchitis, which he hoped to cure by launching a tiny raspberry into the interstices of her larynx. The two made a squalid but interesting tableau.

The dramatis personae of this scenario was named Elihu (alias Rain-in-the-Face) and Minnehaha, his wife. While she was no pianist, she was a dutiful wife. He was glad to have her as his coadjutor. Yet in her lonely life he would often harass her with some sardonic inquiry or with a virulent

threat to put her in gaol. She would then placate him by cooking for him some flaccid sweet potatoes fried in oleomargarine, hoping he would not longer treat her as a pariah.

This antique girl sat often by the road, eating Italian almonds, and musing over esoteric vagaries. Her temper was as changeable as the hues of a chameleon. An attitude of languor indicated a need of condolence, or of allopathy, and her hair, worn in pyramidal style made her the cynosure of the tribe. Her tatterdemalion husband would lounge through the livelong day, and at nightfall begin an address to her, with the grimaces and gibberish of a ruffian. Thus:

"Ugh! Wake to your duty, and be a docile and notable squaw. Bring my gondola, and let us relieve some granary of its produce."

To which she, with grim raillery, replied: "You blatant blackguard, I won't. Your truculent commands are not obligatory on me. It would exhaust my strength and enervate my constitution; neither have I dropped to such a degree of decadence as to be a Communist."

Then he coaxed: "Do, dear, and I'll give you a bouquet and a brooch of diamonds. You shall find it a jocund and not a dolorous task. You are so acclimated that the night air will not hurt you, and you are conversant with my temper when roused." But she was implacable.

Brandishing a ferrule, he then shouted with vehemence: "What! Shall I not have precedence and homage by my own hearthstone? I'll teach you the romance of matrimony, beat you like a spaniel and give your bones over for sepulture!"

But she sweetly replied: "Look out for your orthoëpy, my love, or I'll tear your wristband!"

Here we have the vocabulary

listed with the generally accepted American pronunciation of each word. [˘] indicates a short vowel, ⁻ a long vowel, and ['] the accented syllable.

azure	azh'-ur	irrefragable	ir-ref'-ra-ga-b'l
indisputable	in-dis'-pū-ta-b'l	perfect (verb)	per-fekt'
forehead	far'-ed	isolated	i'-so-lāt-ed; long <i>i</i> preferred
bedizened	bē-dīz'-'nd; bē-dīz'-'nd	irrefutable	ir-rē-fūt'-a-b'l
herbage	Best American usage pronounces <i>h</i>	hymeneal	hī-me-nē'-al
abdomen	ab-dō'-men	peculiarity	pē-kū-li-ar'-i-ti
exemplary	eg'-zem-pla-ri; eg-zem'- pla-ri	bronchitis	bron-kī'-tis
decorous	de-kō'-rus preferred; dek'-o-rus also used	launching	<i>au</i> pronounced like <i>a</i> in <i>arm</i>
extraordinary	eks-tror'-di-ner-i	raspberry	<i>a</i> as in <i>ask</i>
squalor	<i>a</i> like <i>o</i> in <i>odd</i> ; <i>o</i> like <i>o</i> in <i>connect</i>	interstices	in-tur'-sti-sēz
legends	lej'-endz	larynx	lar'-ingks; <i>a</i> as in <i>am</i>
legendary	lej'-en-der-i	squalid	<i>a</i> pronounced like <i>o</i> in <i>odd</i>
literature	lit'-er-a-tūr	interesting	in'-ter-es-ting
process	prōs'-es; American usage pronounces <i>o</i> like <i>a</i> in <i>far</i> ; British like <i>o</i> in <i>old</i>	tableau	tab'-lō; <i>a</i> as in <i>ask</i>
telegraphy	te-leg'-ra-fi	dramatis	dram'-a-tis per-sō'-nē; second <i>a</i> as in <i>abound</i>
calligraphy	ka-lig'-ra-fi	personae	sē-na'-ri-ō
finance	fī-nans'; short <i>i</i> preferred	scenario	el'-i-hū
aspirant	as-pīr'-ant	Elihu	accent on second sylla- ble preferred
Parliament	par'-li-ment	pianist	<i>u</i> as in <i>use</i>
exorcise	ĕk'-sor-sīz	dutiful	kō-aj'-ōō-ter; English usage, kō-a-jōō'-tor
epoch	ĕp'-ok	coadjutor	<i>t</i> is not pronounced
advertisement	accent on second sylla- ble preferred, with short <i>i</i>	often	ha-ras'
sacrifice	sak'-ri-fīz	harass	<i>o</i> is pronounced like <i>a</i> in <i>arm</i>
apotheosis	a-poth-ē-ō'-sis	sardonic	inquiry
patron	pā'-trun	inquiry	in-kwīr'-i
piquant	pē'-kant; <i>a</i> pronounced as <i>husband</i>	virulent	vir'-ū-lent
alternately	al'-ter-nit-li; final <i>a</i> as in <i>senate</i>	gaol	like <i>jail</i>
meager	mē'-ger	placate	plā'-kāt; first <i>a</i> as in <i>ate</i> or as in <i>ask</i>
maintenance	mān'-te-nans	flaccid	flak'-sid
peremptory	per'-emp-to-ri; both <i>e</i> 's pronounced as in <i>end</i>	oleomargarine	o-lē-ō-mar'-ja-rēn
		pariah	pa-rī-a
		antique	an-tēk'
		Italian	i-tal'-yan
		almonds	<i>a</i> as in <i>arm</i> ; do not pro- nounce <i>l</i>
		musing	<i>u</i> as in <i>use</i>
		esoteric	es-ō-ter'-ik; both <i>e</i> 's as in <i>end</i>
		vagaries	va-gār'-iz
		changeable	chān'-ja-b'l
		chameleon	ka-mē'-lē-un
		attitude	<i>u</i> as in <i>use</i>

languor	<i>u</i> is not pronounced
condolence	kon-dō'-lens
allopathy	a-lop'-a-thi; <i>o</i> as in <i>odd</i>
pyramidal	pi-ram'-i-dal
cynosure	sī'-no-shoor; <i>u</i> as in <i>sure</i>
tatterdemalion	tat-er-dē-māl'-yun
lounge	<i>ge</i> like <i>j</i> in <i>joke</i>
grimaces	gri-mās'-es
gibberish	<i>gi</i> like <i>j</i> in <i>joke</i>
docile	<i>i</i> as in <i>in</i>
gondola	gōn'-dō-la
relieve	rē-lēv'
granary	first <i>a</i> as in <i>ask</i>
produce	prō'dūs; <i>u</i> as in <i>use</i>
railery	rāl'-er-i
blatant	bla'-tant
blackguard	<i>ck</i> not pronounced; final <i>a</i> as in <i>arm</i>
truculent	truk'-ū-lent
obligatory	ob-lig'-a-tō-ri
exhaust	<i>x</i> is pronounced
strength	<i>g</i> like <i>gs</i> ; <i>h</i> not pronounced
enervate	en'-er-vāt; first <i>e</i> as in <i>end</i>
constitution	kon-sti-tū'-shun
neither	nē'-ther or nī'-ther
decadence	American usage, dē-kā'- dens; British, dek'-a- dens
Communist	kom'-ū-nist
bouquet	bōō-kā'
brooch	brōch
diamonds	<i>a</i> is pronounced
jocund	jok'-und; <i>o</i> is like <i>a</i> in <i>arm</i>
dolorous	dol'-cr-us; first <i>o</i> as in <i>odd</i>
acclimated	a-klī'-mi-ted
conversant	kon'-vur-sant
roused	<i>s</i> like <i>z</i>
implacable	first <i>a</i> as in <i>at</i>
ferrule	fer'-il
vehemence	vē'-ē-mens
precedence	prē-sēd'-ens
homage	pronounce <i>h</i> ; <i>o</i> as in <i>odd</i>
spaniel	span'-yel
sepulture	sep'-ul-tūr; final <i>u</i> as in <i>use</i>
orthoëpy	or'-thō-ē-pi

Ways to Achieve Correct Pronunciation

NO ONE can pronounce our words for us; we must do it ourselves. No one can learn correctness for us; we must deliberately make the effort to learn it for ourselves. The chances for each of us to achieve correct speech are greater today than they have ever been before. It is for us to avail ourselves of them.

We have to admit the fact that our shortcomings in speech are due mainly to laziness. We know how to look up words in the dictionary but we have not bothered. We have the courage to ask an authority how to say "exquisite" or "hospitable" but we have not bothered. As a result we fail to say "ex'-quisite" and "hos'-pitable." Our failure to say even those two words correctly may, for all we know, create an unfavorable impression.

Here are some basic rules which if followed will lead to the achievement of correct speech:

1. Take as your model the speech of the educated people in the community in which you intend to live.
2. Be natural. Avoid all affectations of pronunciation which differ from the standards set by the best speech in your community.
3. Avoid the use of unfamiliar words. Substitute words which you normally use and can pronounce. Make sure, however, to find out both the meaning and the pronun-

- ciation of the words you avoid. Make them part of your vocabulary.
4. Speak clearly. Use the tone-producing machinery you have — your mouth, your lips, your tongue — to secure clear enunciation.
 5. Do not talk with your mouth shut, through your teeth, or through your nose.
 6. Avoid slovenliness of speech. Give each syllable its proper value. Do not copy slovenly announcers who say "progr'm" for "pro-gram." You would not say "kilogr'm." Sound the last syllable to the last letter in all words ending in "-ing." Instead of "scin', hearin', and believin'," say "secing," "hearing," "believing."
 7. Give all vowels their proper value. The vowels *a*, *e*, *i*, *o*, and *u* give to speech intensity, purity, and music.
 8. Understand the meanings of the words you use. Make sure you pronounce correctly and distinctly the words with which you have no difficulty.

THE study procedure for acquiring a wide and correct speaking vocabulary is as follows:

Secure a pocket notebook.

Write down each word stumbled over during the day.

Write down each new word encountered during the day.

At night, check these words in a standard or special pronouncing dictionary. List beside each in your notebook the preferred pronunciation and the meaning.

Say them aloud correctly.

Form sentences using the new words in their correct meaning.

Make a point of introducing these words into your conversation as soon after mastering them as possible.

If two or more persons in the same house, office, or club study

together, each day's lesson becomes more animated and more useful, for your companion in study has his new words also to learn and use. You can trade words, pronunciations, and meanings as boys trade stamps. Deliberately, in conversation with your fellow student, you can use correctly the words just learned. Through use such words become familiar; you no longer stumble over them; they form a part of your verbal equipment.

If you master ten a day, you have, by the end of the first month, increased your verbal equipment by at least three hundred words.

Years ago, a country boy attending Dartmouth College had the ambition to use his mother tongue with correctness and precision. He started for himself the conversation game we have just indicated, and resolved to use at least one new word correctly during each meal he took at his village boardinghouse table. Years later that country boy had realized his ambition so thoroughly that he became editor-in-chief of the *New York Times*.

Books That Give Background

ALL that has ever been thought, felt, seen, discovered, and imagined — "the funded capital of civilization" — now finds its way between the covers of books. Never before has the result of

scholarship been so readily available to everyone. Merely by reading in our homes we can gain an insight into knowledge which in former days would have cost us endless time in lecture rooms and libraries.

Thanks to the vogue of "outline" books, the background and outstanding developments in every field are now assembled for us from countless sources.

SUBJECTS which make the basis of general culture and which form the foundation of college curricula are history, English and American literature, science, philosophy, psychology, and the arts.

The chief study of mankind is Man. Everything about the genus *Homo* holds interest for us. The story of the adventures of our species on this earth is history.

HISTORY

- H. G. Wells, *Outline of History*, Garden City
 H. W. van Loon, *The Story of Mankind*, Star
 H. E. Barnes, *History of Western Civilization*, Harcourt, Brace
 T. R. Glover, *The Ancient World*, Cambridge University Press
 Charles and Mary Beard, *The Rise of American Civilization*, Macmillan
 J. T. Adams, *The Epic of America*, Blue Ribbon
 J. H. Breasted and J. H. Robinson, *History of Europe*, Ginn
 James Brycc, *The American Commonwealth*, Macmillan

Physiology and biology are sciences that have to do with the hu-

man body, its structure, and its development. Psychology, a newcomer among the sciences, investigates the structure and workings of the human mind and brain.

PHYSIOLOGY AND BIOLOGY

- L. Clendenning, *The Human Body*, Garden City
 V. Kellogg, *Biology*, American Library Association
 H. G. Wells, Aldous Huxley, and G. P. Wells, *The Science of Life*, Doubleday, Doran

In connection with this general subject, we make an important subdivision under the head of "Evolution" to study the now generally accepted theory initiated by Charles Darwin and outlined by him in his famous *Origin of Species*, published in 1859.

EVOLUTION

- J. McCabe, *The A B C of Evolution*, Putnam
 V. L. Kellogg, *Evolution*, Appleton-Century

WHEN we come to psychology, a vast and popular field opens up. Everyone is interested in what he thinks and that interest extends to how he thinks and why he thinks. We all want to know, in the words of the well-known title, "Why we behave like human beings."

PSYCHOLOGY

- G. Dorsey, *Why We Behave Like Human Beings*, Harper
 J. H. Robinson, *The Mind in the Making*, Harper

- M. Wright, *Getting Along with People*, Whittlesey House, McGraw-Hill
 W. A. White, *Twentieth Century Psychiatry*, Norton
 R. S. Woodworth, *Psychology*, Holt

With an understanding of the mind of man and its workings, we can turn to a consideration of what that mind has thought. The whole range of philosophy now lies before us.

PHILOSOPHY

- Will Durant, *The Story of Philosophy*, Star
 A. M. Barten, *The Philosophy of Life*, Star
 C. C. J. Webb, *History of Philosophy*, Home University Library, Holt
 C. E. M. Joad, *A Guide to Philosophy*, Random House

MOST men possess, as William James expresses it, the "will to believe." Accordingly, the whole subject of religion is an important subdivision of philosophy. It is well for us to know not only why we believe in the creed we hold to but also to understand something of the foundations and dogmas of other faiths. In order not to be one-sided on this highly debatable question, we should balance our reading.

RELIGION

- R. E. Humen, *Living Religions of the World*, American Library Association
 S. Reinach, *Orpheus*, Liveright
 L. Browne, *This Believing World*, Macmillan
 W. T. Grenfell, *Religion in Everyday Life*, American Library Association
 Bruce Barton, *The Man Nobody Knows*, Bobbs-Merrill

- G. Papini, *The Life of Christ*, Harcourt, Brace
 H. W. van Loon, *The Story of the Bible*, Garden City

CLOSELY allied with the religious impulse in the mind of man is the aesthetic one. Man is not content merely to worship; he wishes to enhance that worship with expressions of his own individual gifts. From this desire, many of what we now call "the arts" were born.

MUSIC

- Bauer and Perper, *How Music Grew*, Putnam
 S. G. Spaeth, *Art of Enjoying Music*, Whittlesey House, McGraw-Hill
 D. G. Mason, *Guide to Music for Beginners and Others*, Gray
 P. A. Schales, *The Listener's Guide to Music*, Oxford
 R. T. White, *Music and Its Story*, Macmillan
 John Redfield, *Music*, Tudor
 Ernest Newman, *Stories of the Great Operas*, Garden City
 Paul Whiteman and H. M. McBride, *Jazz*, Dodd, Mead
 A. L. Bacharach, *A Musical Companion*, Gollancz

DANCE

- T. and M. W. Kinney, *The Dance*, Stokes
 John Martin, *America Dancing*, Dodge

DRAMA

- Sheldon Cheney, *Theater*, Tudor
 Barrett H. Clark, *The Modern Drama*, American Library Association
 Ashley Dukes, *Drama*, Holt
 Glenn Hughes, *The Story of the Theater*, Samuel French

ARCHITECTURE

- C. M. Price, *The A B C of Architecture*, Dutton
 Sheldon Cheney, *The New World Architecture*, Longmans, Green
 Kimball and Edgell, *A History of Architecture*, Harper
 Lewis Mumford, *Architecture*, American Library Association
 C. H. Whitaker, *Rameses to Rockefeller*, Random House

SCULPTURE

- Lafcadio Hearn, *Appreciation of Sculpture*, American Library Association
 C. L. Barstow, *Famous Sculpture*, Appleton-Century

PAINTING

- C. L. Barstow, *Famous Paintings*, Appleton-Century
 C. H. Coffin, *Guide to Pictures for Beginners and Students*, Doubleday, Doran
 C. H. Coffin, *The Story of American Painting*, Stokes
 Thomas Craven, *Men of Art*, Simon & Schuster

LITERATURE

- John Macy, *The Story of the World's Literature*, Garden City
 J. E. Paratt, *The Pageant of English Literature*, Nelson
 A. Tassin and A. B. Mauricc, *The Story of American Literature*, Macmillan
 E. M. Tappan, *Short History of England's and America's Literature*, Houghton Mifflin
 Irving Babbitt, *French Literature*, American Library Association
 F. E. Schelling, *Shakespeare*, American Library Association
 Elizabeth Drew, *The Enjoyment of Literature*, Norton

POETRY

- M. Wilkinson, *The Poetry of Our Times*, American Library Association
 Louis Untermeyer, *Modern American Poetry*, Harcourt, Brace

- Louis Untermeyer, *Modern British Poetry*, Harcourt, Brace
 Hubbell and Beatty, *Introduction to Poetry*, Macmillan
 M. J. J. Wrinn, *The Hollow Reed*, Harper
The Oxford Book of English Verse, Oxford University Press
 Drinkwater, Canby, and Benet, *Twentieth Century Poetry*, Houghton Mifflin

“SCIENCE” is here used in the popular and limited meaning of the term. Actually many of the subdivisions already listed might come under the almost all-embracing scope of science.

GENERAL SCIENCE

- Sir J. A. Thomson, *The Outline of Science*, Putnam
 Edwin E. Slosson, *The Physical Sciences*, American Library Association
 J. W. N. Sullivan, *Science: A New Outline*, Nelson
 Sir James Jeans, *The New Background of Science*, Macmillan
 Sir Arthur Eddington, *New Pathways to Science*, Macmillan
 D. E. Richmond, *The Dilemma of Modern Physics*, Putnam
 A. W. Haslett, *Unsolved Problems of Science*, Macmillan
 Sir William Bragg, *The Universe of Light*, Macmillan
 Paul Karlson, *The World Around Us*, Simon & Schuster

ASTRONOMY

- F. R. Moulton, *Consider the Heavens*, Doubleday, Doran
 H. Spencer Jones, *Worlds without End*, Macmillan
 Harlan Stetson, *Earth, Radio and the Stars*, Whittlesey House, McGraw-Hill

BOTANY

- J. H. Fabre, *The Wonder Book of Plant Life*, Lippincott

D. C. Peattie, *Green Laurels*, Simon & Schuster

F. S. Mathews, *Field Book of American Wild Flowers*, Putnam

MEDICINE

L. Clendenning, *The Romance of Medicine*, Garden City

Ralph Major, *Disease and Destiny*, Appleton-Century

GEOLOGY

E. A. Mills, *Romance of Geology*, Doubleday, Doran

ECONOMICS

Henry Clay, *Economics*, Macmillan

S. H. Slichter, *Modern Economic Society*, Holt

G. H. Moulton, *The Financial Organization of Society*, Chicago University Press

D. B. Woodward and M. A. Rosc, *A Primer of Money*, McGraw-Hill

Franklin Escher, *Modern Foreign Exchange*, Macmillan

J. R. Commons, *Industrial Goodwill*, McGraw-Hill

W. Z. Ripley, *Main Street and Wall Street*, Little, Brown

H. G. Wells, *The Work, Wealth and Happiness of Mankind*, Doubleday, Doran

Other "Background Books"

THE "outline" books give us a short but a comprehensive introduction to those fundamental fields of learning which, taken together, form a liberal culture. In addition, we must list specific books which for one reason or another now form part of the background of all cultivated people.

What are these books? We can get to the answer by asking another question: From what books

come the quotations we run across continually in conversation, letters, public addresses, and articles? The answer is not difficult. All branches of the English-speaking world agree on at least six sources.

Whether we realize it or not, our articulate life each day makes use of quotations from:

The Bible

The plays of Shakespeare

Aesop's Fables

Alice in Wonderland

The classic myths

The Gilbert and Sullivan operas

Understanding English Fiction

ENGLISH fiction forms an integral part of the basic culture of all English-speaking countries. In translations its influence has spread to the whole world. The following hints may lead to a clearer understanding of the influences that aided in forming it.

The dominant feature of English fiction is its insistence on *character*. Man Friday, Mr. Pickwick, Micawber, and Sherlock Holmes lead lives in the reader's imagination independent of the stories in which they appear.

From the impressive pageant of English fiction, we select the following books as background builders.

Henry Fielding

Tom Jones

Daniel Defoe

Robinson Crusoe

Jonathan Swift
Gulliver's Travels

Sir Walter Scott
Ivanhoe
Quentin Durward
Kenilworth

William Makepeace Thackeray
Vanity Fair
Henry Esmond

Charles Dickens
Nicholas Nickleby
Bleak House
Pickwick Papers
A Tale of Two Cities
David Copperfield

George Eliot
The Mill on the Floss

Charlotte Brontë
Vilette
Jane Eyre

Anthony Trollope
Barchester Towers

George Meredith
The Ordeal of Richard Feverel
Diana of the Crossways

Thomas Hardy
The Return of the Native
Tess of the D'Urbervilles

Samuel Butler
The Way of All Flesh

George Gissing
New Grub Street

Robert Louis Stevenson
Dr. Jekyll and Mr. Hyde

Oscar Wilde
The Picture of Dorian Gray

James M. Barrie
A Window in Thrums

Arnold Bennett
The Old Wives' Tale

Joseph Conrad
Youth
Lord Jim

John Galsworthy
The Forsyte Saga

H. G. Wells
The New Machiavelli

Hugh Walpole
The Cathedral

James Joyce
Portrait of the Artist as a Young Man

Siegfried Sassoon
Memoirs of a Fox-hunting Man

Trends in American Fiction

AMERICAN novelists have been most successful when they have depicted the contemporary life around them. Since the beginning of the twentieth century a change has taken place in the trend of American literature. It has turned from romanticism to realism and from criticism of American institutions to "research of the soul."

An analysis of American reading based on a survey of "best sellers" reveals:

The popularity at the beginning of the century of romantic novels in the vein of *Graustark*

The appearance of criticism of American life with Edith Wharton's *The House of Mirth* and Winston Churchill's *Coniston*

A period of "muck-raking"

The growing popularity of "realistic" fiction

By 1919 the sale of nonfiction books increased to the point where they too became "best sellers."

Present-day American reading, based on an analysis of the type of books bought in the largest quantities, shows:

A greater maturity

A tendency toward escape-seeking

The decline of religious authority

Freer sexual attitudes

A growing spirit of inquiry

A widening of interests

A rise in the level of taste

THE following books are picked out from the writings of Americans as valuable aids to background building. They include not only novels but short stories, a form of literature in which Americans are preëminent, and in addition, poetry, autobiography, and essays. The selection shows the development and scope of American writing.

Jonathan Edwards
Sermons

Benjamin Franklin
Autobiography

Thomas Paine
Selected Writings

Washington Irving
The Legend of Sleepy Hollow

James Fenimore Cooper
The Last of the Mohicans

Edgar Allan Poe
Tales and Poetry

Nathaniel Hawthorne
The Scarlet Letter

Herman Melville
Moby Dick

Ralph Waldo Emerson
Nature Addresses and Lectures

Henry Thoreau
Walden

Oliver Wendell Holmes
Autocrat of the Breakfast Table

Henry Adams
Mont-Saint-Michel and Chartres
The Education of Henry Adams

Walt Whitman
Leaves of Grass

Mark Twain
The Adventures of Huckleberry Finn

Bret Harte
Short Stories

Henry James
The American

O. Henry
Short Stories

William Dean Howells
Literary Reminiscences

Upton Sinclair
The Jungle

Edwin Arlington Robinson
Collected Poems

Edgar Lee Masters
Spoon River Anthology

James Branch Cabell
Jurgen

Carl Van Vechten
Peter Whiffle

Theodore Dreiser
An American Tragedy

John Dos Passos
Manhattan Transfer

Sinclair Lewis
Arrowsmith
Main Street

Ernest Hemingway
A Farewell to Arms

Willa Cather
A Lost Lady
Death Comes for the Archbishop

George Santayana
The Last Puritan

The "Best" Books

AMONG the ingrained diversions of the literati is the habit of compiling lists of "best books." Readers of the periodicals in which such lists appear may well take them with a grain, if not indeed with a whole pillar of salt, for the compilers never seem to answer the important questions . . . best for whom and when? One such list maker who always included the Spanish classic *Don Quixote* explained that he had never read the book but by listing it each year he kept it in his mind and would one day get around to it.

All lists of "best" books reflect

the individual preferences of the men and women who compile them.

Tangible Benefits

WE ARE the heirs of all the ages. Our reading has given us a hint of the vastness of our legacy. Our minds, stimulated by this reading, have speculated, perhaps, on our personal responsibility as legatees. How can we best use this bequest which the accumulated efforts of mankind have given us?

To make practical use of background is one way of accepting our responsibility as heirs. If we fail to do so, we act like the unwise servant of the parable who hid his talent. It behooves us rather to emulate his more astute contemporaries and to develop and increase our initial capital.

How can we best make practical use of background? We can do

this by selecting what we need and shaping what we select to our own tangible ends.

Even more important than the practical advantages that we derive from cultivation and the practical benefits that our cultivation enables us to confer is that great intangible — the spiritual asset.

ARISTOTLE hints at the nature of this spiritual satisfaction when he writes:

The search for truth is in one way hard and in another way easy. For it is evident that no one can master it fully nor yet miss it wholly. But each adds a little to our knowledge of nature, and from all the facts assembled there arises a certain grandeur.

When we come to perceive this "certain grandeur," we have reached the point at which we regard education not merely as the means of making a living, but as the guide to making a life.

Answers to "How Smart Are You?"

(from page 47)

1. (c). 2. Oahu. 3. 3½ yards. 4. Satellites is used where stalagmites or stalactites should be. 5. No. A hurricane deck doesn't provide much shelter at any time. 6. Douglas (Corrigan). 7. A ghost. 8. (a) Litter of kittens. (b) Gang of lions. 9. Seth. 10. A buccaneer.

11. 1853. 12. The purchase of Alaska in 1867. 13. False. 14. Florence Nightingale. 15. (c). 16. California. End Poverty in California. 17. Harley Street. 18. IIII. 19. First class mail. 20. (c).

21. Lebrun; seven. 22. False. There was a cruiser by that name, and a battleship is now building. 23. Pirate's flag. 24. Four. 25. Shako. 26. "God be with you." 27. Joseph P. Kennedy.

28. Sequoia. 29. St. George; St. Andrew; St. Patrick. 30. Ulysses S. Grant.

31. Yes. 32. Left arm with right leg. 33. *Snow White and the Seven Dwarfs*. 34. (a) Nicholas Murray Butler. (b) Huey Long (or a character in Amos 'n' Andy). (c) John Nance Garner. 35. Edward VIII. 36. Albatross. 37. Four. 38. Fifteen. 39. No. 40. On a ship.

41. (1) False. He was hanged at Charles Town, after being wounded at Harpers Ferry. (2) False. Hitler was born in Austria. 42. January (20), 1937. 43. True. 44. Christian Science, by Mary Baker Eddy. 45. A wheaten bread baked in the loaf until it acquires a uniform yellow color, then sliced and toasted.

How Well Do You Know Yourself?

To find out what your answers to this quiz reveal about you, turn to the specified pages in this issue

Do you keep your temper, even when exasperated?	17
<i>see page</i>	
Do you speak the mother tongue correctly?	113
Is it easy for you to find fault with people?	20
Do you feel that you have to say good-bye to everybody when leaving a party?	96
Are you "symphoric"?	74
Do you know the points on which to rate a man as husband material?	80
If you like to work in solitude, what kind of personality do you have?	24
Do you shrivel up under criticism, taking it mutely but fuming inside?	75
Have you read one-fourth of the important books that build up one's background?	119
Do you know how to analyze your "personal package"?	39
Do you feel that you are too good or too poor for your job?	92
Who is usually responsible for heavy petting, the girl or the boy?	100
Do your clothes shout "Look who's here!" the moment you enter a room?	68
Is it difficult for you to admit a mistake?	6
Do you try to do too much at a time?	90
Do you read hidden meanings into casual remarks?	72
Are you often tempted to talk about old boy friends and male conquests?	85
Do you want to be popular?	41
Do you listen with sincere interest when someone else is speaking?	16
Is selfishness rated as a very important personality handicap?	3
Do you consider yourself a misfit?	92
Do you give advice to other people?	60
Do you keep up an active correspondence with friends and acquaintances?	86
Do you prefer to work where there are many people around?	24
Do you have the one trait invariably associated with pleasing personality?	3

CONTRIBUTING TO YOUR PERSONALITY:

In these days when anxious attention is focused on events in Europe, the story of GUY HICKOK (*I Was Self-Conscious for Thirty Years*, page 27) is particularly timely — he was a European correspondent during the history-making years that followed the World War and it was his business to interview kings, presidents, dictators and military leaders. He returned to the U. S. some years ago, found that his experiences made him much in demand as a lecturer, and recently has been in charge of short wave foreign language broadcasts for one of the large networks.

DR. JAMES GORDON GILKEY (*How to Reshape Your Personality*, page 52) is pastor of South Church, Springfield, Mass. . . . MARGERY WILSON (*Say "Good-Bye" and Go!*, page 94) is known to thousands of women as an authoritative counselor on problems of charm and etiquette. . . . STEPHEN J. MANOOKIAN (*Don't Kid Yourself Out of a Job*, page 88) is a well-known Boston newspaper man.

F. FRASER BOND (*Give Yourself Background*, page 103) is the author of several self-help books and a former professor of journalism at Columbia University. . . . GOR-

DON BYRON (*Give Yourself a Chance*, page 15) is a former British Army officer who rose to be Captain of Royal Artillery, then became a salesman, sales manager, copywriter for an advertising agency and finally general manager of the same agency.

DICK CARLSON (*How to Win Popularity*, page 1) is an outstanding counselor in the field of industrial relations, and is director of personnel for the Civil Aeronautics Authority at Washington — the government department which is in supreme charge of all non-military flying. More than 7,000 persons have completed Dick Carlson's course in personal development. . . . LEE GREGORY (*Win Him If You Want Him*, page 76) is author of several nationally syndicated woman's page features. She lives in Yonkers, New York, with her husband and three children.

DR. PAUL POPENOE (*How Do I Know He Loves Me?*, page 10) is the famous director of the Los Angeles Institute of Family Relations, where the marriage and family problems of hundreds of troubled couples are straightened out each year. His position gives him unique opportunity to gather authentic data on modern marriage.