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YOUR PERSONALITY

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HOW TO GET ALONG WITH PEOPLE
by Milton Wright

WHEN IT'S LOVE YOU'RE AFTER
by Carol Reed

WAYS TO GAIN SELF-ASSURANCE
by May Lilian Fox

CLEOPATRA'S CHARM SECRETS
by Dale Carnegie

TEST YOUR EMOTIONAL BALANCE
by Donald A. Laird

HERE IS THE PERFECT WOMAN!
by Kathleen Norris

WHAT DO YOU RATE ON **Your Personality Chart?**

TESTS ABOUT YOU
BY NOTED AUTHORITIES

CURES FOR THE SELF-CONSCIOUS

Your Personality

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YOUR PERSONALITY

Ways to Gain Self-Assurance

Here's a success formula that works in business and in your social life—a simple plan that's really effective

by MAY LILIAN FOX

HAVE YOU what it takes? Do you know how to win the cooperation and good-will of your associates; how to avoid friction and petty resistances? Have you the following ten traits?

1. Friendliness
2. Cheerfulness
3. Honesty
4. Unselfishness
5. Enthusiasm
6. A sense of humor
7. Thoughtfulness
8. Optimism
9. Cooperation
10. Poise

It is axiomatic that to *have* a friend we must *be* a friend. In order to win the good-will and cooperation of our associates, we must have the faculty of making friends, and to do this, we must exude a spirit of good-will. Sec-

ondly, we must put that good-will into words or action.

A famous prison warden once said, "If you want to make a dangerous man your friend, let him do you a favor." Which goes to prove that even the worst and toughest of us like to be friends.

It's all very simple: On that dreadful first day in a new office we might show that we are doing our bit to establish friendly relations by saying with a smile, "I'm Mary Brown (or Bill Mason), the new cashier"; or, "Good morning, will you be so kind as to give me a little help?" or, "I'm a stranger to this system, have you a few minutes to show me how it works?"

There is no more subtle compliment than asking a person to help you. Such questions do not savor of inferiority; they are the questions of the self-assured per-

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son. It is only the pseudo-superior who scorns to ask the help or advice of others.

But many of us fear to show friendliness because in our hearts we feel inferior. We wait for the other person to make the overtures, forgetting that he, too, may suffer from that inferior feeling. Three out of every four have feelings of inferiority, which in turn breed feelings of insecurity and inadequacy.

INFERIORITY, most common of mental maladies, most consistently saps us of friendliness, poise and accomplishment. But it gives us a heartening fillip to remember that many world-renowned characters were forced to conquer inferiority before they could become successful people. George VI, now King of Great Britain, could scarce overcome this feeling enough to propose to Lady Elizabeth of Glamis.

Among other noted folk who have suffered from feelings of shyness or inferiority are Lowell Thomas, the late Cardinal Hayes, Christopher Morley, Westbrook

Pegler, the late O. O. McIntyre, Anna Neagle, the late Amelia Earhart. The list is almost endless.

All these were weighed down by a feeling of inferiority — but they conquered it. And so can we conquer it if we determine so to do. The first step toward its annihilation is:

1. Decide what you can do best and then do it until you excel beyond others.
2. Work at something for which you have an affinity. If you can develop your hobby until it becomes your job, you shall have gone far toward mastering inferiority.

Thomas Carlyle said, "Blessed is he who has found his work, let him ask no other blessedness." So long as we are doing work for which we are not adapted, we shall feel inferior to those who have an affinity for such work. We shall not be "blessed."

Another method of building up self-assurance is to take paper and pencil and put down the items in our work that we do a little better than anyone else; things which meet with our own approval. For instance, we might say:

1. I am always punctual
2. I am dependable
3. I can be trusted with money
4. I know English grammar well
5. I can write a convincing letter
6. I have a good imagination
7. I am not afraid of work

NOW, if we are not afraid of work, are punctual, trustworthy, can speak and write well, and have imagination, there is nothing in the world to justify a feeling of inferiority. Edison and Ford had no better qualities than these. They are the qualities that build success. Pushed to their last degree, they are called genius.

Inferiority is only a condition of mind. Get rid of it quickly. Here are a few ways to do so:

1. If you are sensitive about your speech, take an adult brush-up course in grammar. It will help you with your letterwriting too.
2. If your bookkeeping or shorthand is not up to par, go to night school for a season.
3. If you have difficulty in expressing yourself, take public speaking, or even learn one new word a day. It can be done while you are shaving or powdering. Write the new word on the mirror in soap; then use it on the first person you meet — or on the dog.
4. If you tire easily, walk more and do some deep-breathing exercises. It is amazing how much energy can be absorbed from fresh air.

When you can be satisfied that *up to this time*, you have made the most of yourself, despite your handicaps, you will have cast off the anchor of inferiority, and will find yourself sailing with the breeze of self-assurance and friendliness.

Close on the stern of friendliness follow cheerfulness and optimism. The influence of the cheerfully optimistic person is ten times that of the sourpuss. All great leaders are optimists. Without this fore-looking quality no progress would be made or even envisaged; there would be no inventions, no civil engineering, no sales. Optimism must possess us before we even go fishing, build a garage, buy 50,000 envelopes, change jobs, advertise our product, invest in a dictionary, or get married.

BEFORE we can meet the public successfully, we must acquire the habit of cheerful optimism. Can you imagine the Fuller Brush Company engaging a pessimist? Why, he would have his nose cut off in the door before he had even given his first brush away.

Optimism and enthusiasm are saleable products. Enthusiasm for one's work brings advancement and success. It is the energizing force that makes leaders of men; it is the dynamic power that generates the spirit of cooperation in one's associates and subordinates.

A sense of humor, too, oils the wheels of business machinery, and drags into a place in the sun many a lost cause. If the joke is on us, so much the better.

I was once the guest of a middle-aged business man who was toiling to impress a spoiled-brat

society girl with his importance. His object seemed to be marriage. Perhaps for that reason he swaggered. The tails of his evening clothes were just a little longer than anyone else's, his studs a little more costly, his good-breeding a little less genuine. It was patent to all that he wished to be thought a man of great *savoir-faire*.

After a costly dinner, we were driven to the Opera House, eight of us all told, to hear *Thais*. It was Thursday. Our host presented his box-seat tickets. They had been bought weeks in advance, for it was of prime importance to him that his Belle be pleased. As the young usher was about to say, "This way, sir," he wheeled:

"I'm sorry, sir," he said, "but these tickets should have been used last Tuesday."

"My tickets are for *Thais* this evening," our host replied coldly.

"I beg your pardon, sir, but *Thais* was played two days ago. We are doing *La Bohème* tonight. Your tickets are dated last Tuesday."

Ensued a long disagreement with the manager, followed by a great deal of running around. Those of you who have made this mistake — that of not checking your tickets when you buy them — know full well there is no reimbursement for a clerk's error. Nor was it possible, though he was willing to do so, for Mr. Host to

get eight tickets for that evening's performance.

On the sidewalk again, the ladies wrapped their mink coats tight, as if an unusually damaging iceberg had struck the ship of festivity. And it had, and was fast sinking it until one of the men — let us call him Bill Tactful — rescued the derelict situation. All his cosmopolitan wit was brought to bear on the catastrophe. One or two laughed perfunctorily.

MR. HOST, after his abject apology, maintained a frozen silence. Spoiled-brat gave him a disdainful glance. But Bill Tactful was indefatigable in his rescue work. His wit seemed sharpened by the iciness of the atmosphere. In time he won a giggle here, a chuckle there, and then a baritone laugh. The party began to thaw, it warmed, grew slightly hilarious. Even Mr. Host began to see the humor of the situation.

Bill Tactful had replaced defeat with cheerfulness; from then on we began to have fun, and arrived home at three in the morning with friendships cemented. We all agreed that we had learned a lesson in the value of a sense of humor.

Later I heard that young Tactful secured such a profitable contract from the firm of Host & Company that he himself was able to marry the girl he'd had his eye on for a long time.

The humorous person is usually a well-poised person. Because he does not take himself too seriously, he is not easily upset. It is only a fool or a knave who expects to go through life without mishap. Mental equilibrium is the first requisite in winning the good-will and cooperation of others. Poise of mind means harmony within; harmony within attracts harmony without; harmony without spells greater output — more success for the individual or firm.

BUT how can I acquire this mental poise? you ask. How? By realizing how unimportant in the scheme of the universe are the petty hates, criticisms and resistances we harbor. The best way to develop mental equilibrium is never to leave one's room in the morning without first taking a mental bath. One's physical bath is not nearly so important.

If you have nothing specific, read a short passage from one of the philosophers. An excellent little book is Allen's *As a Man Thinketh*. Take for instance the passage:

"Men do not attract that which they want, but that which they are. . . . Indigence and indulgence are the two extremes of wretchedness. They are both equally unnatural and are the result of mental disorder. A man is not rightly conditioned until he is a happy, healthy, and prosperous being; and happiness, health, and prosperity are the result of a harmonious adjustment to

the inner with the outer, of the man with his surroundings.

"A man only begins to be a man when he ceases to whine and revile, and commences to search for the hidden justice which regulates his life. And as he adapts his mind to that regulating factor, he ceases to accuse others as the cause of his condition . . . ceases to kick against circumstances, but begins to use them as aids to his more rapid progress, and as a means of discovering the hidden powers and possibilities within himself."

Wouldn't this excerpt teach us that a little time devoted to the cultivation of mental poise would be time most profitably spent?

Mental poise established, honesty, thoughtfulness and unselfishness will follow. Then, we should indeed be one of those delightful persons who possess real charm, both in our business and our social life.

"But," I hear you say, "unselfishness and thoughtfulness of others would not get *me* very far. In my office it is the survival of the fittest."

Can you honestly say you have ever experimented? Have you ever put these ten qualities into practice, even for a week? If not, try using them. Study them at close range. You will find upon examination that they are the foundation stones on which all the outstandingly successful businesses of America are built. They are the material out of which you may, if you will, weave the cloak of contentment and satisfaction worn by those who have won success.

Test Your Emotional Balance

by DONALD A. LAIRD, Sc.D.

Answer each of these questions either "yes" or "no."
When you are in doubt about any question, answer it "yes."

	<i>Yes</i>	<i>No</i>		<i>Yes</i>	<i>No</i>
Do you become riled and perhaps say unpleasant things when someone contradicts you?	<input type="checkbox"/>	<input type="checkbox"/>	When things go wrong, are you inclined to blame other people for the way things are going?	<input type="checkbox"/>	<input type="checkbox"/>
When you learn that an acquaintance has received a splendid job or made an unusual amount of money, does it make you feel a little jealous or envious?	<input type="checkbox"/>	<input type="checkbox"/>	Are you inclined to find fault with other people, rather than looking for their best sides?...	<input type="checkbox"/>	<input type="checkbox"/>
When someone is kidding you, or making fun of you, does it make you become embarrassed, blush, or possibly lose your temper?	<input type="checkbox"/>	<input type="checkbox"/>	When things go wrong, do you hope other people will sympathize with you?	<input type="checkbox"/>	<input type="checkbox"/>
When things go wrong, are you inclined to think it over and be discouraged?	<input type="checkbox"/>	<input type="checkbox"/>	When arguing with a person, or when correcting someone, do you talk loudly, or perhaps try to strike them?	<input type="checkbox"/>	<input type="checkbox"/>
When things go wrong, do you ever lose your temper and perhaps shout or hit things?	<input type="checkbox"/>	<input type="checkbox"/>	Do you have "spells of the blues", or periods when you feel sad or downcast for no definite reason?	<input type="checkbox"/>	<input type="checkbox"/>
Do you feel resentful when someone criticizes you?	<input type="checkbox"/>	<input type="checkbox"/>	Do you at times laugh unusually easily or hilariously at things most people do not laugh at?	<input type="checkbox"/>	<input type="checkbox"/>
			Are you moved to tears more readily than the average person of your sex?	<input type="checkbox"/>	<input type="checkbox"/>

If you were a "Yes-man" in this test it counted against you. The average adult answers 5 items by "Yes." More than that indicates you are below par in emotional control. We have found people who have no "Yes" answers, and half as many who have all "Yes" answers. That indicates that there are more people who have good control of their emotions than there are people who let their emotions run away with them. Which is your class?

Seven Easy Steps to Unpopularity

It's amazingly simple to make enemies and alienate people when you really work at it

by HOMER CROY

IT's really quite easy to make yourself unpopular, if you set about it the right way. Another encouraging side to this business is how quickly it can be done. No long waiting, no hours of uncertainty and frustration.

The very bedrock of it is to show the other person he doesn't amount to much. He will combat this with all his strength, but show him he is wrong; sniff at every idea he advances; laugh at things he holds sacred and you'll work wonders. But of course not all at once; for at first he will not understand what you are up to and will think he ought to forgive you. Let him know you don't want forgiveness from just anybody who proffers it. That will be an immense help.

Then intensify this by "showing him up" to as many of his friends as possible. Naturally he wants his friends to have a good opinion of him, so if you help destroy his popularity you accelerate matters tremendously.

Parents can take a leaf here, too, by scolding their children before company. They could take them into another room, or wait until the company has gone, but

that is marking time. If you will remember this and practice it faithfully you will be surprised at how changed everything will be.

Here is an inside tip: try to arrange people's lives for them. People get the idea they want to conduct their lives according to plans of their own. This is foolish. Naturally you know more about it than they, so do something about it. Tell the person he is botching things up pretty badly and is going to make matters worse if he doesn't do this or that. Be firm here. Don't hesitate. After all, it isn't your life. If things don't come out right you won't have to suffer.

I DON'T know of a smoother, easier, more expeditious way than to find small faults. This may not seem important at first, but the accumulated effect is tremendous. Say to your friend:

"You're always complaining about something." . . . "Your teeth stand out dreadfully when you laugh." . . . "You never make a good impression when you meet people." . . . "I don't like your hat . . . a charwoman wouldn't

be seen in public in the monstrosity you've got on. . . ."

The person likes you so much he probably will forgive what you are saying; but after a time he will find that he is not quite comfortable in your presence; he won't look forward to seeing you; won't telephone you so often. You will begin to drift apart; it won't be because of any one big clash, but rather as a result of a succession of small irritations. Keep it up, day by day, a peck here, a peck there, and pretty soon you'll have done the trick.

IN THE whole roster of unpopularity there isn't a neater way than to talk about yourself all the time. You are a remarkable person and the world should know it. You may experience a bit of difficulty here, for the other person may also think well of himself, and want to talk about himself and will actually try to do this unless you are firm about it. Brook no interference. Put him in his place. Don't let him say more than half a dozen words about himself before you break in and switch the talk over to where it belongs. But watch him or he'll be back at his old tricks again. Switch him again and again and finally success will be yours.

Closely related is "Do-all-the-talking." People are so constituted that they have their best time when they themselves do the

talking; it is a means of expression, a sort of outlet for the ego. But don't pay any attention to this. Jump briskly in and do the talking yourself. Now and then your waning friend will try to edge in a few thoughts of his own. Listen as politely as you can a moment or two, then snatch it away from him. He had no business to interrupt such an interesting talker.

Be an interrupter yourself. Break in when the other person is talking; the best time is when he is about to reach the point of his story — the very climax itself; then break in with some inanity. The room will be filled with electricity.

Argue. It's a simple step, but produces wonderful results. Don't let a person get away with anything. If he says England shouldn't be in India, pitch in and show him he doesn't know what he's talking about. You have never been in India, but neither has he, so why should he know any more about it than you? He doesn't, and you can make him feel this, too.

THERE are lots of other subjects. Politics. Religion. One of the hottest arguments I ever heard was whether or not its sting killed a bee. Neither one knew anything about bees, but that didn't slow up the argument. Neither side was convinced, either, but that's to be expected. Not once in a hundred arguments is anyone con-

vinced; on the other hand, it sets the person more determinedly than ever in his own opinion. Some day he may swing over of his own free accord, but it won't result from what the other said.

Here's a good long step: always have to be coaxed. If you're at a party and they ask you to play the piano, don't be foolish enough to play promptly, or not play; make 'em coax you. Finally give in as if you were going into a major operation; play a tune or two then make them coax you all over again. If the crowd is going swimming, hold out; make 'em coax. If three of your friends want to play bridge, and you are the fourth, don't give in gracefully — or refuse and mean it — but make 'em cajole you. It's remarkable what cajolery will do for you.

Never let the other person save his face. If he makes some small unimportant statement which you know is not wholly true, correct

him then and there. If he tries to bolster up his case to make as good a showing as possible, tear down his windbreak and let him shake before your cold, penetrating logic. Members of the human race like to be well thought of, but forget that. The thing is to prove he is wrong and you are right and never shall the twain meet. You won't.

HERE are all the ways together, in one neat package. Copy them down, carry them with you, practice them, and you will soon find you don't have your friends hanging around taking up your time:

1. *Try to arrange people's lives for them.*
2. *Find small faults.*
3. *Do all the talking yourself.*
4. *Be an interrupter.*
5. *Argue.*
6. *Always have to be coaxed.*
7. *Never let the other person save his face.*



These Types Are "Most Likely to Succeed"

ARE YOU shy? a plodder? popular? of high intelligence? These widely different personality types are equally likely to succeed in college, Virginia Raacke, college adviser of a Philadelphia high school, recently told schoolmen attending a University of Pennsylvania session.

You can be popular, even frivolous, definitely not the "grind" type of student, and still score a success in college if you possess intelligence and a wide variety of interests. "The popular high school pupil is a good college risk if his record shows that he maintained certifiable grades and his teachers have found him industrious and cooperative," Miss Raacke says.

The shy pupil, without leadership ability but of brilliant scholarship; the exceptional pupil of high intelligence and pronounced leadership; and the plodding pupil, are just as good risks for college success as the popular pupil.

I Wish I Hadn't Said That

Here's just what you've been looking for — a short course on how to keep your foot out of your mouth

by ALAN MARSHALL

NIGHT-SWEATS come alike to dying and to tactless men. Everyone knows the horror of waking up amidst the reenactment of some masterpiece of embarrassment of years long past.

You ask Mrs. Weatherby about her husband — you haven't seen either of them for months — and Mrs. Weatherby seems oddly discomfited by your solicitude. Later on you learn that only two weeks before Mr. Weatherby, with a shotgun in one hand and a carving knife in the other, chased Mrs. Weatherby out of the house; and that since then the Weatherbys haven't been speaking to one another.

Or you drop in to see the Smiths one evening, and you and Smith de-

cide to go to a hockey game, leaving Mrs. Smith at home to play with the cat. Next time you see them, Mrs. Smith says — and the drop of wormwood in her tone should warn you, but it doesn't: "Well, I guess you and Smith enjoyed your hockey game, didn't you?"

"Why, yes," you reply. "I thought it was a fine game."

"Exciting?" she queries further.

"Exciting enough," you answer.

"It must have been," says Mrs. Smith, "to make you stay out most of the night to recover from it."

"Why, Mrs. Smith," you cry, before you have time to think what you're saying, "I got home at eleven-forty-five!"

Now you've

THE AUTHOR has taught English at Columbia and the College of the City of New York. He has written mystery stories, contributed articles to several magazines, held an editorial department job on a weekly news magazine. Of good conversation, he says: "It should be ruled by courtesy and fairness; it should glow with the gentle illumination of humor, and crackle occasionally with the dazzling punctuation of wit. But wit ought never to be cruel unless, in the face of a mean-spirited attack, all the cruelty you can summon is needed to defend the final ramparts of your self-respect." This feature is from Mr. Marshall's book, *Speak for Yourself*, published by Hillman-Curl, Inc. Copyright, 1937.

done it. Mrs. Smith turns to her husband, who is now sweating profusely. She doesn't say to him, "Peter, what kept *you* out until four A.M.?" She doesn't say anything at all to him — not now. She's saving that for later on, when you've left them.

There is another type of situation which is so universal a part of human experience that in one form or another it crops up in humorous magazines once every two or three months. The background is generally a party or a ball. One man is chatting with another. At the other end of the room, one of the women does something which attracts the first man's attention. He turns to his companion.

"A homely old cow, isn't she?" he remarks.

"Yes, I guess she is," the other answers. "But I've got used to her. You see, we've been married for twenty years."

Or you are at a party. You drift about the room from one group to another. You come upon one little knot of people who seem to be talking about books; you catch the name of a book which someone has just mentioned, *Poison Oak and Other Poems*. It seems that you have read the book.

"Of all the downright phonies," you begin, and spend a minute or two elaborating that theme.

"It's a pretty bad book," one of

the group agrees. "But I liked it when I wrote it. . . ."

Once I heard a visiting British lecturer commit such a blunder in front of two hundred people. He told a story about the Public Orator of Cambridge University, whom he described as one of the fattest men in England. The story was amusing enough, although it wasn't very kind to the Public Orator; and when the visiting British lecturer had come to the point of his joke he waited for the laughter which he was sure his humor would call forth.

TWO HUNDRED persons, however, sat staring at him in sub-arctic silence. The rest of the lecture was a failure. The visiting Britisher had completely lost his audience, and their lack of appreciation of what he considered a splendidly funny story so shook his own confidence in himself that he floundered through the rest of his speech in a dismal fog of embarrassment.

The lecturer didn't know that three or four weeks before his own appearance, the Public Orator of Cambridge University had delivered a series of lectures to this same audience; and that the Public Orator had so endeared himself to these people with his charm and his wit and his wisdom that a funny story about him seemed to be in horribly bad taste.

On the Spot

NEVER ask anyone over thirty years of age about his father or mother. You meet a friend whom you haven't seen in two years, and after you have exchanged greetings, you inquire heartily, "And how's your mother these days?"

"Mother died a month ago," he says, and you wish that you, too, could die, on the spot.

AT THIS POINT it might be possible to lay down a highly dogmatic rule: Never say anything uncomplimentary about anybody, until you know precisely what may be his relationship to everybody else within hearing.

Also, never ask a husband about a wife or a wife about a husband unless you have seen them together within the past six months. Marriages may be made in heaven, and the mills of the gods grind slowly; but divorce courts sometimes move with the speed of unchained lightning.

Often you will have to make up your mind whether to be honest or tactful. If a friend has bought a hat or written a poem and if he asks you what you think of it, what you really think of it, you are probably in a very bad spot. If you are a competent critic of hats or poems, and if you think this particular hat or poem is not a happy specimen,

then you may say so — and no doubt make an enemy for life. Few people want opinions; they want praise.

BOSWELL tells us how our old friend Dr. Johnson, who was not generally a tactful man, once managed to display the kind of tact which consists of evading the main issue at hand. They had visited at the home of Lord Scarsdale and, said Johnson afterward, "It would do excellently for a town-hall. The large room with the pillars would do for the Judges to sit at the assizes; the circular room for a jury-chamber; and the room above for prisoners." Also, "he thought the large room ill-lighted, and of no use but for dancing in; and the bed-chambers but indifferent rooms; and that the immense sum which it cost was injudiciously laid out."

One of Johnson's companions reminded him that he had appeared pleased with the house when he inspected it.

"But," said Dr. Johnson, "that was when Lord Scarsdale was present. Politeness obliges us to appear pleased with a man's works when he is present. No man will be so ill-bred as to question you. You may therefore pay compliments without saying what is not true. I should say to Lord Scarsdale of his large room, 'My Lord, this is the most *costly* room that I ever saw'; which is true."

SOMETIMES tact may be combined with wit in such a manner as to save a situation which seems to be wholly lost.

I have been told of a public banquet at which a learned and famous man was to have made the main speech of the evening. Indeed, the other speakers, who preceded him, had been warned to limit their remarks to three or four minutes each, so that there would be plenty of time to hear what the great man had to say. One after another they made their little speeches and sat down.

The toastmaster introduced the learned doctor; with anticipation at a high point, everyone cupped his ears to catch the words of wisdom. The sage arose.

"The truth of the matter is," he said, "I had intended to work on my speech last night. But my wife dragged me off to the opera and we didn't get home until after midnight, so I simply haven't got a thing to say to you people."

Then he sat down again.

That, obviously, is a Situation. Either the dinner would disintegrate in a horror of embarrassment, with everyone slinking home in silence, or else by some clear stroke of genius the toastmaster could save the day.

"Our friend, Dr. Dinwiddie," he said, "has this evening once

again shown us the maxim which has guided his whole life; and in doing so has set us an example which all of us might follow with profit to ourselves: *Opera non verba.*"¹

This pun is a pretty nimble one. It serves to show how one man's wit may be another man's salvation, and it exemplifies the way in which you can use a second kind of tact.

I DO not altogether understand the psychological phenomenon whereby one man who is behaving like an ass can make everyone else within earshot suffer such tortures of embarrassment. We all know that this pain is a very real one; to listen to a fool talking is as agonizing as to dream of walking naked across Fifth Avenue at Forty-second Street. I suppose that this vicarious shame might be explained as a shame of species; children sometimes mock a deformity of body; adults cringe with embarrassment when deformity of mind shows itself in tactless or foolish talk. A tactless or a foolish man shames us just as the performance of a bad play shames us, making us sweat with the actors.

¹Which may be translated as *works, not words*—or *opera, no speech*.



Test for Talents

Do you possess valuable talents and aptitudes without being aware of it? It is astonishing how many people misjudge their own personalities in relation to their lifework, either believing they possess qualities that actually are absent, or never dreaming that they possess certain other qualities in abundance.

George Edwin Robinson, a vocational counselor of wide experience, has just published a useful book, *The Neumann Talent-Finder*, to help those who wish to find and get the *right* job. In one section of his book he lists the signs indicating special abilities, based on his experience in fitting the man to the job.

These simple little tests can be applied by anyone to throw light on unsuspected sides of his personality. Each "yes" answer is an indication that you possess the quality in question:

Signs of Initiative

Have you ever suggested a different method for improving your work, or for improving yourself or your circumstances?

Have you frequently suggested one or more methods your employer could use to improve his business?

Have you ever tried to invent something or taken a keen interest in inventive work?

When you were a youngster living at home, did you ever of your own volition try to earn money with which to buy something that was denied you?

Signs of Leadership

Have you ever been elected (not appointed) to any office in a club, lodge, business, church, or other organization?

Do many of your acquaintances come to you freely and ask your opinion or advice?

Do people voluntarily group themselves about you at a business (non-social) meeting, or at office or factory — possibly while eating your lunch?

Have you ever organized a small group of people to take concerted action along some specific line?

Signs of Executive Ability

Do you have enough mental courage to say "No" and mean it?

Do you make decisions for yourself and act upon them?

Do you like to be boss; that is, to *assume responsibility*?

Do you assemble the facts which surround a given course of action *before* you make a decision?

If you make a mistake, do you blame yourself rather than "pass the buck" to other people?

When It's Love You're After

Solitude may be sweet, but if you're honest you'll admit that it takes two to make it so

by CAROL REED

THIS living alone and liking it is a neat trick if you can do it. Solitude may be sweet; but every woman, if she's honest, will tell you that it takes *two* to make it so.

I know several young women who live alone. Some of them *pretend* to like it. But I've discovered it's just a smoke screen. You've probably heard the lament of some of the most confirmed live-aloners. It goes like this:

"Of course I get lonely. But the trouble with me is that I really don't know any interesting men. Where do you find them? How do you meet them?"

To argue that it is perfectly natural for the female of the species to need and crave masculine companionship, would be as pointless as insisting that babies need their mothers or that gardens need sunshine.

And so, why should meeting men become a major problem? Yet, unfortunately, with many girls, it is. Lonesome Clubs weren't born without a reason. I've never been to one of these clubs and don't know whether they work, nor to whose advantage, but I do know this:

If a girl wants to meet men, and is adventurous enough to do something about it, there are a few down-to-earth facts which she ought to face before going on her man-hunt.

To begin with, take a girl. Just for instance, you. Undoubtedly you have a mental blueprint of the sort of man you would like to meet — object, matrimony — though naturally you do not go round shouting precisely that.

MEANWHILE, it may never have occurred to you that you should have a mind's-eye blueprint of *yourself*. Now this is important. Since you *must* be what stimulates his interest, the man you will be most likely to attract is the one who is susceptible to your particular type. Of course, it is something else again if you don't have what it takes to attract the man you want. Then, you'd better compromise and angle for the man you can get.

If, for example, you are an outdoor girl who dotes on hiking, skiing and horseback riding, you'd likely affect a man's blood pressure the wrong way if his idea of sport is a quiet little game of bridge

or a crossword puzzle. Or, are you quiet, bookish, and with nothing much to say, even when you get mad? Then your own good sense has already told you it would be a mental strain to try to interest a man whose idea of a good time is to be paired off with a life-of-the-party girl.

THE ultraconservative type of man, a believer in the cool-surface-warm-heart theory, probably wouldn't mind at all if you are the refrigerator sort of person and show it. In fact, such a man might take the trouble to thaw you out. The man who likes his women responsive and doesn't want to waste time on too many Victorian preliminaries, couldn't be counted on to give you a second look.

And yet, there is always the exception which is comforting to those who have depended not wisely but too much on the like-attracts-like school of thought. I know at least one exceedingly brainy husband whose wife is very pretty. And the way she lets him strut his knowledge shows she's not what you'd call dumb, either. I happen also to know a few Caspar Milquetoasts and Powerful Katrinkas who are soul mates.

So you never can tell *positively*. If you are the clinging vine type, as like as not there is a man with the Sir Galahad complex who would adore you because you appeal to his protective instinct.

Meeting both your like and opposite types, while you're about it, doesn't mean that first you won't instinctively try to match that blueprint of yourself.

And don't try to retouch or dress up the blueprint too much. Above all, be honest. Try to see yourself as he will see you. *Ask yourself what you really have to recommend you* — which really comes under the heading of "using your imagination."

Quiz yourself on these qualities.

*Are you an interesting conversation-
alist?*

*Are you witty? Stimulating? Sym-
pathetic?*

Grade yourself similarly on your personal appearance — *the way you wear your clothes; kind of clothes — your personality, disposition, manners, prejudices, enthusiasms, accomplishments, sense of humor, poise, charm, ability to mix with people.*

Then add up your score, counting for each attribute enough to make a total *perfect* score of 100.

IF YOUR score doesn't tally impressively, some intensive homework is advisable. Your job may be merely a case of bringing up to date some of your horse-and-buggy attitudes, giving them more of a streamline effect.

Take the problem of girl meeting boy. If you would meet men, you must indeed go where men are! Get-Your-Man authorities, as a routine, prescribe ocean voy-

ages, mountain or seaside resorts, even dude ranches. Yet how many heart-weary girls there are who never do more than just wish for safaris from the home grounds.

Although there is a delightfully casual holiday air about these journeys, the mere *going* on a vacation cruise or to a resort can mean nothing more than including your name in the passenger list or roll call. You may find yourself surrounded by droves of women with ideas quite like your own. Result: the minute a man appears on the scene, the competition becomes so terrific that unless you are a composite of Myrna Loy, Marlene Dietrich and Ginger Rogers, first base won't be in your itinerary.

I'D SAY that a cruise to Alaska that I enjoyed last summer was typical. Of the 150 passengers on board at least 80% comprised schoolteachers and stenographers on vacation. You can imagine the struggle for the attentions of the few men. But what made me sit up and take notice was that the girls who were traveling solo or in twos had the best of the bargain.

And here's why: It takes a brave man to run the gauntlet of a crowd of girls. He might be greatly attracted to one girl, but if she is constantly insulated by four or five other girls, he will hesitate about singling her out, unless he is

very aggressive. But a girl standing alone or seated in the lounge, or if she is with just one other girl, is fair bait for a gentleman to approach and engage in polite conversation.

The same applies at a party or dance. Don't under any circumstances gravitate toward the wall-flower group the moment you find yourself without a partner. Here indeed a girl is known by the company she keeps and can become just another forgotten gal. I say, sit it out solo, even if it kills you.

A WINTER CRUISE is often a good investment; you're practically sure to meet interesting men. If such a cruise is out of the question, don't overlook the freighters. Less cost, leisurely, intimate, this mode of travel means a small passenger list of discriminating people, usually. Competition isn't so formidable. One young woman of my acquaintance spent sixty dollars on a freighter trip from Los Angeles to New York. She not only had a grand time — she married the Prince Charming of the cruise as soon as the ship docked in New York!

If you go for the outdoor type of man, civil and mining engineers, and the like, then the West is your bailiwick — the off-the-trail places, Jackson Hole, or Bret Harte country around Sonora; and sections of Arizona are ex-

amples of big-game territory, in season or out.

To get down to cases in this man-hunt business, if sportsmen are your dish, go to places where men hunt and fish, or where racing is the big idea. If the typical business man suits you best, you know his stamping grounds: in the cities — even sometimes on vacation in his carefree moments.

TEN TO ONE, you've overlooked your possibilities right under your nose. You've probably noticed that some of the visiting young ladies in your locality have snapped up very good numbers right on your home grounds. And did you ever stop to think that the man who may seem a little on the dull side may possibly have friends who aren't?

I'd also like to emphasize right here that whether you're a fixture in your town or a stranger, joining a church won't harm you in the least.

You might even go in for politics. Lots of women do. And there's golf and tennis — make a point of being good at your game. You won't want for mixed tilts and foursomes.

Think of the opportunities offered by courses in night schools and colleges, short story courses, public speaking, psychology, geology, law, and so on. Learn to play a better game of bridge. In any of these interests you'll be learning

and getting yourself into circulation at the same time. Remember that the commonplace young man of twenty-five may be a big shot at thirty-five.

Curiously enough, a few women I've met have made themselves quite the life of the party by knowing something about palmistry, numerology or astrology. Sounds obvious, to be sure. But it isn't silly. Men are funny that way. They go for such things. "Do you mind letting me see your hand, Mr. Billingsby? — there's something I'm curious about" may be just a prelude to something more enduring for your third finger!

SO WHAT do you do? You study his palm for a moment. And if anything ever came in handy, it's the lore you gained from the palmistry book at the public library. . . . No danger of "going up in your lines": "There's a decided continuity (or break) in your fate line"; "You have a very clear, logical mind"; "Your head line is marvelous"; "Your heart line — why, Mr. Billingsby! — your heart line reveals that you're quite a Romeo!"

Never worry about Mr. Billingsby walking out on you while this is going on. He'll probably wind up by inviting you to dinner the following evening — so you can tell him more.

Like everything else that's worth having, it takes a dash of imagi-

nation — and showmanship — to catch a man's fancy. Generously add charm to this — not the kind you turn on like a switch, just for effect. But let your smile be warm, your laugh, lilting; and withal a sense of humor that functions, a sympathetic understanding, good sportsmanship. These are surefire in breaking down masculine sales resistance.

After all, men want pretty much the same from life that women want. Like women, they are pathetically afraid of loneliness, though they may try to appear just the opposite. Like women, they have a certain amount of vanity, and no man can long resist feeling an interest in a girl who frankly pro-

fesses to admire him. As for expressing your admiration, with some girls, just a look does it. The idea is to give a man the feeling that God turned out something special in *him*.

Long ago a psychologist friend of mine told me I ought to regard every man I met as a potential sweetheart. Being young and independent, I took violent exception to this. We argued. But later, I realized that what he meant was that if a girl wants to meet men, she'd better have men on her mind, and be willing to meet them at least half way. I took his advice — and it worked!

When it's love you're after, keep love on your mind. Try it.



Success Story

SOMEWHERE around your plant or office is there one of those little boxes with a slit in the top and a sign marked "Employee Suggestions"? Have you ever taken a chance, put some idea of yours on paper, and dropped it into the box?

A number of years ago there was just such an employee suggestion box in a big Boston department store. Members of the staff were urged to contribute ideas, criticism, and little items about daily happenings in the store for use in an employee magazine. One young woman decided that that was a fine idea and she began to make a daily practice of dropping little pieces into the box. As far as she knew, nothing ever happened to them — until one day she was summoned to the manager's office and told that she was to work in the advertising department at a substantial increase in salary.

Not until then did she learn that, of all the hundreds of employees of the store, she was the *only one* who had made any contributions to the box! What an amazingly easy way of making yourself stand out from scores of others who, like you, are bogged down in "dead end jobs"!

That young woman, Mrs. Dorothy Swenson, is today in charge of advertising that moves \$24,000,000 worth of goods a year for Brooklyn's largest department store.

Character Runs True to Form

THIRTY years ago, three young French boys named Charles, André, and Phillipe were close friends and classmates at St. Cyr, the army academy that is the West Point of France.

The trio helped to form one of the greatest polo teams in French athletic history. An unexpectedly dramatic sequel of their partnership was recently related by Bill Stern, National Broadcasting Company sportscaster, in his *Sports Newsreel of the Air* program.

André, star and leading scorer of that great 1911 polo team, had one tragic fault. When the pressure was on he "blew up."

Phillipe was calm, steady, always dangerous, and very reckless. Once he crashed head-on into the sideline fence, laughed as they carried him off with a broken leg.

Charles, a strapping six-footer, was the man who held the team together. When the tide ran hopelessly against the French team, it was Charles who fought to snatch victory from certain defeat.

Soon polo-playing days were over. André, Phillipe and Charles became officers in the French Army. When the German blitzkrieg started in May, 1940, all three had risen to the rank of general.

André was General André Corap, in command of the French Army stationed north of the city of Sedan. The enemy attacked there with crushing power. The pressure was on and, just as years before on the polo field, André went to pieces. The fatal German break-through at Sedan crushed André's army.

General Phillipe Billott commanded the French Army trapped in the Flanders pocket. There was just one faint chance — an orderly retreat. But Phillipe the reckless, taking the unnecessary risk of fighting in the front lines, was killed and his leaderless army began the tragic retreat to Dunkirk.

Where was Charles? In the background, as assistant minister of war in the Reynaud cabinet, he was trying to hold France's resistance together just as he had once rallied St. Cyr's polo team in the face of desperate odds. When France fell, Charles fled to England. He is General Charles de Gaulle, leader of the French Government in exile.

Character runs true to form though your life, the lives of thousands of other men, even your country's fate, is in the balance.

An Intimate Quiz About You

Answer these questions, conscientiously, and you may learn something new about your personality

by MARGUERITE BARZE

INTERESTED in knowing what kind of person you are? Maybe you already do—and we hope you're satisfied! But in any event it's a lot of fun to get an "off-guard" slant on your personality, and that's just what this engaging test is designed to give you.

These questions are divided into three groups—Class H, Class E, Class Y. Answer all the questions *yes* or *no*, letting your conscience be your guide. There are no right or wrong answers, except as they apply to you. Decide quickly on your answers, basing them on what you do or think most of the time in the circumstances posed by the question. Later we'll tell you how to interpret your results.

Class H

1. Are you quick to assume more than your share of responsibility?
2. Do you usually feel that you can tell what the other fellow is thinking?
3. Are you enthusiastic about almost everything?
4. Is your imagination so active you have to take it in hand frequently?
5. Is curiosity one of your traits?
6. Do you have hunches that you frequently follow out?
7. Have you often laughed until you cried?

8. Is it hard for you to keep cool-headed in a tight place?
9. Would you rather go ahead, even though you make a mistake, than delay action?

Class E

1. Do you hate to lose in a competitive game?
2. Do you often feel that others do not understand you?
3. Does some useless or silly thought keep running through your mind a lot?
4. Do you like to go with important people?
5. Do you hate to analyze and explain your actions to others?
6. Do you frequently feel that you deserve a better lot than you have?
7. Are your day dreams usually about yourself?
8. Do you think you can do things as well as most people?
9. Would you rather take the lead than follow?

Class Y

1. Do you meet your friends more than halfway?
2. When in a dilemma do you let someone else make up your mind for you?
3. Do you hate to argue?
4. Do you accept the small offices to which you are elected even when you know you shouldn't?
5. Do you usually sleep well?
6. Do you always give a hand-out to a beggar?
7. Would you rather be considered good natured than intellectual?
8. Do you think it would be fun to hitch-hike?
9. Do you usually change your plans for the other fellow's?

NOW COMES the fun of finding out what your answers mean. If you have six or more *yes* answers in a group, you classify in that group. You can classify in more than one group; that is, if you have six or more *yes* answers in Class H and six in Class E, you will be a Class H E personality. The probability is that you will be a combination. If you do not have as many as six *yes* answers in any group, then you belong in Class X.

Here is an example:

<i>H</i>	<i>E</i>	<i>T</i>
1. <i>yes</i>	<i>no</i>	<i>yes</i>
2. <i>yes</i>	<i>yes</i>	<i>no</i>
3. <i>yes</i>	<i>no</i>	<i>yes</i>
4. <i>yes</i>	<i>yes</i>	<i>no</i>
5. <i>no</i>	<i>no</i>	<i>no</i>
6. <i>yes</i>	<i>no</i>	<i>no</i>
7. <i>yes</i>	<i>no</i>	<i>yes</i>
8. <i>yes</i>	<i>yes</i>	<i>no</i>
9. <i>yes</i>	<i>yes</i>	<i>no</i>

This person is an H, since only in Class H does he have as many as six affirmative answers. Therefore he will look under the analysis of Class H, immediately following, to see himself as others see him.

You may be an E Y, or some other combination as determined by your answers; below, you will learn just what your responses reveal about you, listed under your class heading.

Class H

You are a live wire, strung high to the pole of your ambition. But even if you are high-strung you are neither high-hat nor high-handed.

How you do love to go places and do things! And you are so full of surprises. But there is about you a questing quality that is appealing and draws other people to you, more perhaps than you are drawn to them.

You've a great many bees in your bonnet, and sometimes make much ado about nothing. Alert and quick on the trigger, you may jump to conclusions and land in precarious places. But your bull-in-a-china-shop experiences will teach you tact and patience.

You are well able to paddle your own canoe even when it gets in deep water. The waves and the rocks only inspire you to greater effort. Sometimes the other fellow gets all the credit, but you humbly keep still and go right on with your paddling. Bless you!

In love affairs you are impetuous and ardent, and your marriage will never be a humdrum state. Sometimes you crave more freedom, but you need to find it within yourself. Cultivate your spiritual nature, even though the psychic and superstitious side tries to assert itself.

Busy people have more time? Of course they do, and you are the proof, if you don't let your nerves get all a-dither. You are imaginative and creative and because of these traits you are apt to create attention by your unexpected ways and unusual ideas.

You could acquire a lazy bone to good advantage!

Class H E

Romance and drama — how you love them! And you are the hero or heroine in every picture and book you see and read. Which is well and good if it does not make you withdraw too much from those around you.

You are both thinker and doer, and will take elaborate pains with every spoke in the wheels of your chariot. And you should be able to ride to success. But "up today and down tomorrow" may be one of the stones in your roadway.

Sometimes you feel that life is just a bowl of cherries — for the other fellow. But most of the time you are able to pick your share and eat them with relish and gusto.

When everything is at sixes and sevens and you feel like cussing or weeping — just laugh. It will help take you down off your high horse and make it easier for you to walk along with other people. Temperament and pride are fine, but you need contact with others to lighten your heart and keep you in spirit.

Because you like to chase will-o-the-wisps you need a hobby on which to work off steam — possibly two: one for the brain and one for the muscles. You have initiative and originality and will do your part to make the tapestry of life a colorful, well-executed piece of art.

Tense and intense, you are apt to be possessive of one you love. This may draw down criticism on your charming head but will hold those who love and understand you that much closer.

You are an actor on the stage of life, able to portray all the intricate and varied emotions so vividly because you are acquainted with them first hand.

Class H Y

You have a way of making yourself charming when you want to, for you know how to put your best foot forward. And you are good at accepting things as they are, which is pleasing to those around you.

You are a happy medium — a normal sort of person. Your flair for doing little things for others that will make them like you is an art, and you are probably generous to a fault.

If it is hard to put a finger on you sometimes it is because you are a bit balky and feel like bucking the reins now and then just for the fun and fury, and to break the monotony.

You are quick to anger, quick to forgive, and should have a grand sense of humor. When you get mad you waste no time in getting things off your chest, and then are ready to smile and forget it.

You should make a good host or hostess, for you are eager and gay and do not worry overmuch if things should turn out wrong. You like to have people around you, probably more than you should. And most people like you in spite of your tempestuous ways — or maybe because of them.

Take time to scrape off a surface layer

or two, away from the distraction of routine and people. A vacation alone now and then would help cure your restiveness. And you will find that you have a serious side that is worth cultivating.

Your heart palpitates easily. But you give of your love only when it is returned — measure for measure. Which is good for the pocketbook of your nerves, and you are not apt to become bankrupt emotionally.

With congenial work among congenial people, you are a happy, contented easy-to-get-along-with person. For you have faith in human beings — and also in yourself.

Class H E Y

You are like a violin, with the lives and thoughts of others the bow which plays upon it until the strings are ready to snap. But this gives you insight — and power.

Dramatic and yet dreamy, energetic and yet leisure-loving, you are a person who is paradoxical and unique. Full of zip and pep, you live a positive sort of life, and yet you are aware of the complications of existence and are deeply concerned about them.

Your friends mean a great deal to you and you in turn mean a lot to them, for you are swell company. You get a kick out of things, and can listen as brilliantly as you talk.

You may be like a geyser and only work in spurts, but you are not wasting time when seemingly idle. Your brain is always busy — and the eyes of your heart. You do not ask many questions but are certainly quick at answers. Some of them may be sharp, but they are always clever.

You are interested in the rainbow of others' aspirations and reactions because you are interested in your own, which are many and vari-colored. Do you sometimes wonder why you can dope out other people better than yourself? You let your own emotions cloud your personal deductions.

Loving home and children, you will probably make a business of marriage and, putting a lot into it, you will get a lot out of it, and so will your mate.

You have what it takes to carry you

wherever you want to go: the fuel, the steam and the nerve. But maybe you do not put all your resources into one engine and are trying to pull too many trains.

Concentrate — and streamline!

Class E

You are a person of high standards and have great respect for brains. That must be why you hate so to make mistakes and seldom give way to the inclination to do foolish things just for the sport of it.

There is about you an intriguing air, for you do not tell all you know and are good at minding your own business. But you are so very serious!

All of which adds up to a cool and dignified person who craves independence, is ambitious and sensitive, and is ever longing for — what?

Here's a tip. You are not as different from others as you think you are, and once you realize this you can get closer to people and give them a rare understanding. It will release some of your own inhibitions, too.

You are apt to love deeply — and darkly. But you do not always show it, partly because of an austere personality and partly because you do not want to get hurt.

You love to ponder and dream and analyze, and seldom get lonely for you have a wealth of thought and emotion to keep you company. But if you let common sense and action be nails to deflate the balloon tires of your ego, you will enjoy a ride with others.

Incidentally you would gain more friends, which is something you are prone to neglect, not because you do not like people but because you are so engrossed in your own four walls of home and business.

But don't you get gosh-awful bored now and then? We thought so.

Stifle the yawn — and whistle!

Class E Y

You are not half so dignified as you are apt to appear, nor half so conventional. You are really a very friendly sort of person, who is sensitive to moods and feelings but is not a bundle of nerves.

You make lightning decisions, laugh at mistakes, and decide today to take a trip tomorrow, which makes you lots of fun. But this impulsiveness is of surface things — not of fundamentals.

You are *not* a stuffed shirt, no matter how swelled out your chest is. That is from leaning over backwards to be generous and independent. But isn't some of that pride foolish?

Having a keen sense of right and wrong, you should be an exemplary sort of person who seldom strays from the trail of truth and honor. But you would shield anyone you loved no matter what he had done.

You love to be the sun, but are willing to be a star. This tractable nature may cause some to take advantage of you, but your pride and sense of values will not let them repeat the offense.

You firmly believe that curiosity killed a cat, and keep your nose out of other people's business. But because you are sympathetic, shut-mouthed and slow to condemn, many people use you as an outlet for their troubles.

You probably like games and sports more as a fan than an active participant, for unless you are terribly interested it is easy for you to say, "I can't be bothered." But you would almost break your neck to make a record if someone you like shows they have faith in you and expect it.

You take your love affairs a bit seriously for having so many of them. But you will have eyes for no one else once you are married. And how thoughtful you will be at remembering anniversaries, and giving gifts!

Class Y

You would like to live in a house by the side of the road and be a friend to man. Democratic, sociable and easy going, you will always have a crowd at your heels, for you are a jolly good fellow — most of the time.

Whenever you do feel like a sourpuss everybody knows it. You spill gloom all over the place. But soon the sun is shining and you have forgotten it ever rained.

Details do not ruffle you and circumstances do not matter much either. What

difference the price of eggs? You make a fine balance for the worrier and the go-getter and the person with jittery nerves.

Before marriage you are like the bee that flits from flower to flower, but are content after marriage to make only one kind of honey.

If you had your choice between picking a fuss and silence, you wouldn't cheep. You would rather tease and kid and joke, even about serious matters.

You do not like pretense and show, and lead a simple life. You are easy to laugh with and easy to love, for neither your nature nor your existence is complex or baffling. And how you do love to be made over — and waited upon!

Sometimes you may get in the doghouse by your over-generosity and your inability to say no, but your warm personality soon makes the barking cease. But don't you get tired of straddling the fence and taking the line of least resistance?

Yes, sometimes you do, and decide to do something about it — definitely. But peace means more to you than a battle — and those you love could have your head, if it weren't fastened on.

Class X

Because you do not stomp your feet and pound the table is no sign you do not have definite opinions. But you are content to keep them to yourself most of the time.

A book and a pipe and a love in your heart is all you want, you say. Sure you aren't spoofing? You may be letting

pride, inertia and shyness be barriers to your otherwise popular place in the limelight. For people always like you if you give them a chance.

You may not try to keep up with the Joneses, but you want to be "nice people," within the pale of respectability. Your insistence upon an easy well-ordered existence may be what makes you feel now and then that life has no kick or sparkle. You think acting and nerves are poppycock, and would rather get your adventures and thrills vicariously, wouldn't you?

Fraidy cat! No wonder you find yourself sighing that "life is a toil and love is a trouble."

You should be a good ballast wheel for those around you. You are not easily upset or thrilled and seldom get all hot and bothered. When someone needs a practical visionary — presto! You are the weight on the scales.

Love is your forte. You are apt to be a one-man woman or a one-woman man who is oblivious to the rest of the world and its woes if you and yours are sailing smoothly along.

You are fair and square, modest and unassuming. You like to tease and joke in your quiet, good-natured manner. But why be so careful to hide your light under a bushel? Not to squeal on the other fellow is admirable, but you could toot your own horn now and then to good advantage.

You need a lively hobby to ride — one on which you can gallop. And what with your sense of direction, you ought to "go to town"!

English as She Is Twisted

IT is a question whether it is more embarrassing to use a big word incorrectly, or to use it correctly in company where its meaning may not be understood or its use construed as affectation. Sometimes you are surprised by the strange twists given to words whose meanings you think are generally understood.

The late Dexter Fellowes, noted circus press agent, told a story about John Stetson, a prominent Boston theatrical producer back in the eighties. At a luncheon group the talk turned toward a discussion of the actor Joseph Jefferson, and one man remarked that Jefferson was a vegetarian.

"My Lord, I didn't think Joe was as old as that!" Stetson exclaimed.

Cleopatra's Charm Secrets

Even today you can learn about influencing people from this woman who lived two thousand years ago

by DALE CARNEGIE

THIS is a bit of the story of the most seductive sweetheart that ever raised a man's blood pressure. Her name was Cleopatra, the queen goddess of Egypt — Cleopatra, the enchantress of the Nile.

She has been dead for two thousand years, but her fame still glows brightly across the dead centuries. She committed suicide when she was thirty-nine, yet in her short riot of life, she won and held the ardent love of two of the most famous men who ever walked the earth — Mark Antony and Julius Caesar, the latter of whom you honor every time you speak the month of July, which was named in his memory.

Caesar had conquered practically all the earth, but little Cleopatra conquered him, and the story of how she did it is one of the dramatic incidents of antiquity.

When Caesar drifted down to

Alexandria, forty-eight years before the birth of Christ, Cleopatra was in a bad way. Her throne had been taken away from her, she had no money and she was in grave danger of having her head cut off. She had married her brother, they had had a family quarrel, he made war on her, and she had fled from Egypt to save her life.

Caesar commanded her to appear before him. But how could she? That was a problem, for Alexandria was infested with her brother's spies, and to be caught meant instant death. So one dark night, she slipped into the city in a

small fishing boat, had her servant tie her up in a roll of carpet being shipped to the palace, and unroll it before the eyes of the mighty Caesar.

When Cleopatra leaped out of that carpet and started laughing and dancing around the room,

IN ADDITION to his most successful book, *How to Win Friends and Influence People*, Dale Carnegie has written numerous other interesting and helpful volumes including *Public Speaking and Influencing Men in Business*, *Lincoln the Unknown*, *Five Minute Biographies* and *Little Known Facts about Well Known People* from which this feature is taken. The last named volume is published by Greenberg, Publisher, Inc. Copyright, 1934.

the very sight of her exquisite body quickened the riotous blood of the astonished Caesar.

BOASTING that he himself was descended from Venus, the goddess of Love, Caesar prided himself on being a judge of feminine pulchritude but this was something new, something breathtaking.

"My! My!" Caesar might have said to himself. "Oo, la, la, how long has this been going on? Why haven't we girls like that in Rome?"

Caesar was fifty-four and bald-headed, and Cleopatra was exuberant with the vitality of a youth of twenty-one; and as Caesar looked upon her, he was lifted, as if by a tidal wave, to the foamy crests of love and ecstasy. By the ardor of her passion and the brilliance of her mentality, she made Caesar her willing slave for life.

So this brother of hers was trying to kill her, was he? Well, Caesar swore that he would teach that young upstart a lesson; so with his Roman legions, he marched out and annihilated the Egyptian army and chased her brother into the Nile where he was drowned.

From that time on, Cleopatra was the undisputed Queen of Egypt, holding dominion over all the lands of the Pharaohs.

Months went by, and Cleopatra presented Caesar with a

son — the only son he ever had. With one wife back in Rome, of course Caesar couldn't marry Cleopatra — you know how tongues will wag. So to hush up the scandal and legitimize her son, Cleopatra used a brilliant piece of strategy. She ordered the priests to announce that Julius Caesar wasn't a man at all. No. No. He was a God. He was the reincarnation of Ammon, the Sun God, and he had come back to earth in Caesar's body to procreate a child for the Queen.

Sounds like a wild tale to me; but people believed it two thousand years ago in Egypt. I am afraid that Cleopatra would have a hard time getting by with that story now.

Shortly after that, Caesar was assassinated; and roaring old Mark Antony, always drunk, always in debt, became the mightiest Roman of them all. Intoxicated with the wine of victory, Mark Antony led his armies into the East bent on loot and plunder and a life of dissipation.

EGYPT was the richest country in the East; so some of Antony's followers said to him when he was sober: "Look here, let's go down to Alexandria, cut off Cleopatra's head and feast on the flesh pots of Egypt."

Cleopatra trembled. How could she stop Antony? With ships and swords? Never. With love and

caresses? Yes, maybe. So with a flair for the dramatic, with a genius for showmanship, she set out to meet Antony in a gilded ship with purple sails.

Surrounding herself with all the pomp and pageantry of the Arabian Nights, she had little boys, painted as Cupids, fanning her with peacock feathers, while voluptuous maidens, swathed in silk, danced to the wild strains of desert music. The fragrance of burning incense intoxicated the senses; and, in the midst of all this oriental glamour, Cleopatra lay on a silken couch, enchanting, irresistible, posing as Venus, the Goddess of Love.

WELL, there you are. What would you have done if you had been Mark Antony? Well, that is precisely what I would have done, too. Why, if Mark Antony had been down in bed with rheumatism and dyspepsia and dandruff, he couldn't have resisted a girl like that. He didn't even try.

A rough, crude, vulgar soldier was this man, Antony, giving wild parties to wild women and mountebanks, and scandalizing even Rome. And now, Cleopatra, a woman to the manor born, a creature of culture and refinement, a woman who could quote poetry, had become his mistress. His passion for her brought into his boisterous life the first touch of beauty and sublimity he had ever

known, and it inspired in him a devotion and fidelity that commands our admiration across more than twenty centuries.

CLEOPATRA knew how to handle men. She didn't nag about his manners. She did everything he wanted to do. She shot dice with him, hunted and fished with him; and sometimes, she even disguised herself as a slave and strolled through the streets at night with him, jerking chairs from under people and playing wild pranks. Once, when they were out fishing, and Antony complained because he didn't get any "bites," Cleopatra had one of her servants swim under the ship and put a salt herring on Antony's hook.

She catered to Mark's stomach and always kept a retinue of chefs on constant duty, day and night, preparing hot dishes, so that a banquet could be served the instant Antony desired it.

Antony became so infatuated with her that he lost all semblance of sense. He gave her the whole sea coast of Phoenicia as a present. Then he made her a gift of the province of Jericho, the island of Crete. Finally, as a grand climax to all his lavishness, he handed over to her the whole province of Asia.

The news of these gifts set Rome seething with hate and boiling with fury. What? Was all this territory, bought with a hundred

battles and paid for in Roman blood, to be tossed away like a bauble to satisfy the whims of an Egyptian mistress? The answer was WAR. Cleopatra's hour had struck. She had overplayed her hand. The day of awful reckoning had come, and Rome rose in its mighty wrath, destroyed the ships of Antony and Cleopatra and routed their armies.

This was the end, and they knew it. Antony realized that he would be captured and beheaded, so he stabbed himself and died writhing in the arms of Cleopatra, clinging to her in death as he had clung to her in life.

She vowed over and over again that she would never be taken captive and led through the streets of Rome in chains for the

populace to hoot and jeer at. So she committed suicide by poisoning. How she did it, no one will ever know. Even the people who found her twenty minutes after she died, couldn't solve the mystery. Some thought she had bitten herself and then poured the poison of a snake into the wound. Others declared that she had had an adder smuggled to her in a basket of flowers and that she had let the adder bite her breast.

She lies buried today beside Mark Antony somewhere out in Egypt. Precisely where is still a mystery. If you go out to Alexandria and find her tomb, you will make a fortune and you will get your name flung in headlines across the front page of every important newspaper on earth.



How to Keep From Getting Angry

ONCE you're angry, you have lost your head and your emotions are out of control. The logical defense, therefore, is to keep from getting angry *by doing the opposite of what anger makes you do*:

Anger drives you toward the object of your rage with the urge to tear it to pieces. To keep control of yourself, walk away — don't run — from the nearest enemy or inciter of your anger.

The old advice to count to ten before exploding is sound enough. Many causes of anger, however, are purely verbal. You have heard angry persons talk so fast they practically foam at the mouth. Therefore, talk *slowly and deliberately* and keep your anger in check. And when you do speak, keep your voice low-pitched and controlled, rather than cracked and strained like the typical angry man's.

Finally, take deep breaths and take 'em slowly. It's next to impossible to make a panting, breast-heaving spectacle of yourself when your breathing rate is under perfect control. The physical indications of anger, described above, make you all the angrier when you experience them, for a reason akin to the discovery of a great psychologist: We don't run because we are afraid; we are afraid because we run.

How Smart Are You ?

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

by RAY MacDOUGALL

1. Indicate which, if either, of these statements is true: Mercury floats on water. Iron floats on mercury.
2. What is the name for molten rock erupted by a volcano?
3. Are women more likely to be color blind than men?
4. Associate the following houses with the persons who wrote about them: House of Seven Gables; Bleak House; Fall of the House of Usher.
5. If a married woman retains the use of her maiden name, she is following the course advocated by: Anne Morgan; Clara Barton; Lucy Stone; Frances Willard.
6. What is a Doberman pinscher?
7. What one name is out of place in this list: Lord Nelson, Floyd Gibbons, Benjamin Franklin?
8. The city of Honolulu is located on what island?
9. What is the line that follows "Mine eyes have seen the glory of the coming of the Lord"?
10. Who raked the meadows sweet with hay?
11. If you wished to season meat to make it more palatable, would you add sodium perborate, sodium bicarbonate, sodium chloride, or sodium permanganate?
12. Who was the composer of the opera *Faust*? Of *Tristan and Isolde*?
13. With what nations do you associate the following food items: (a) Frijoles; (b) haggis; (c) crêpes Suzette; (d) Gorgonzola?
14. How long is the term of office of U. S. Senators? Of members of the House?
15. Which of the thirteen colonies was founded by the British general, James Edward Oglethorpe?
16. Give the names of the five Great Lakes.
17. "When you say that, smile," was a famous remark of what character in fiction?
18. How many different kinds of pieces are used in playing chess?
19. In what opera do we hear the famous Bridal Chorus?
20. Only one of these terms has any reference to the actual process of flying — which is it? Flying buttress; flying wedge; flying Dutchman; leading edge.
21. How many oarsmen are there to a boat in intercollegiate boat races?

22. The English word "stone" as a measurement of weight represents how many pounds?

23. What is the highest peak in northeastern United States?

24. Which two of the following words have similar meanings: dextral, gauche, digital, sinister, sagittal?

25. When it is 12 noon Eastern Standard Time in New York City, what time is it in London? Berlin? San Francisco?

26. The Big Dipper and Little Dipper are known by what other names?

27. If you were hunting for a Creole, would your chances of finding one be best in New Orleans, the Ozarks, or the Badlands of South Dakota?

28. You have heard of the seven deadly sins — can you name three or four of them?

29. What plant is the particular enemy of hay fever sufferers because of its irritating pollen?

30. The play *Caesar and Cleopatra* was written by (a) George Bernard Shaw; (b) Shakespeare; (c) Oscar Wilde; (d) Sheridan.

31. With what University is Professor Albert Einstein associated?

32. If you were playing poker would you rather have a pair, a full house, or a flush?

33. Who is author of the phrase "The best laid schemes of mice and men —"?

34. What do the initials K. C. B.

after an Englishman's name stand for?

35. What statesman was known as the Tiger of France during the first World War?

36. "Suttee" refers to (a) a Victorian sofa; (b) a widow's self-destruction by fire; (c) a Californian on whose ranch gold was first discovered in the forties.

37. What is the standard color of the ten-cent U. S. postage stamp?

38. When you change from standard time to daylight saving time, do you set your clock back or set it ahead one hour?

39. If you were playing possum, would you be digging a hole, going hunting, pretending to be asleep, or playing a musical instrument?

40. What famous song begins "Maxwelton's braes are bonnie"?

41. What is litmus paper used for?

42. The stratosphere begins at about (a) 35,000 feet; (b) 19,000 feet; (c) 42,000 feet; (d) 10,000 feet.

43. A catenary is (a) a person who has lived 100 years; (b) a narrow passage by which access is gained to crowded quarters; (c) the curve assumed by a cable hanging loosely between two supports.

44. Standard Time was adopted in the U. S. about (a) 19 years ago; (b) 58 years ago; (c) 92 years ago; (d) 75 years ago.

(Answers on page 36)

Cures for the Self-Conscious

No one knows your problems of self-consciousness better than you—and here's how you can go about mastering them

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

DO YOU BLUSH, stammer or ever become speechless? Do you fear entering a ballroom, restaurant or any place where many people are gathered? Do you quake when you are told your employer wishes to see you?

Are you afraid of meeting persons who are strangers? Do you become uneasy and restless when anyone keeps looking at you? Are you embarrassed when alone with a member of the opposite sex?

Are you awkward and constrained in your movements or do you keep touching your hair, rubbing or holding your throat, adjusting your tie or dress, etc.? If a woman, do you powder and use lipstick overmuch? If a man, are you too fussy about clothes?

Do you often think that others are looking at you? If you have any defect—whether it be only a mole on the face or a really serious deformity—do you keep worrying how you can hide it?

Do you feel you would drop dead if, in company, you were asked to sing, dance or make a speech? Are you continually conscious of your sex?

Each of these manifestations is

an exaggerated awareness of self. In short, each is a form of self-consciousness.

ODDLY enough, there actually are thousands of men and women who suffer from handicaps such as I have listed—and *needlessly*. For self-consciousness in all its varied manifestations can be overcome. This form of social paralysis which crushes the spirit and renders its victims ineffectual and miserable is among the commonest torments that the psychiatrist has to deal with, and yet *one of the easiest to cure. Indeed, most cases can be conquered by the victims themselves.* In this article I hope to show you how.

Suppose we take a concrete example; that of Mary W. Here was a girl of twenty-three who possessed everything in life one could wish for—health, intelligence, beauty, wealth, social position, grace, artistic accomplishments and the ability to wear clothes well. But she lacked the one quality essential to complete happiness, and the one without which all the others seemed to her as non-existent—*social poise*. In fact, I be-

lieve Mary was about the most miserable girl I have ever met.

“WHEN I’m invited out,” she exclaimed almost hysterically, “I get stage fright at the very thought of finding myself in a social gathering. Long before the dreaded day arrives my throat becomes dry and often pains just to think about it. I’ve got so now that I decline every invitation. The torture of meeting strangers is more than I can bear. Lately I’ve been observing my eyes. They look queer. Do you think, Doctor, that I’m going insane?”

At this last confession of fear, she broke down and sobbed like a child. What had occurred in her case, as in so many others, was that self-consciousness had been allowed to progress and develop into other symptoms. The young lady now was suffering from a full-fledged neurosis. Had self-consciousness been routed in time, years of suffering would have been avoided.

Let me therefore emphasize at the outset that *self-consciousness can certainly be cured*, but that it must be attacked fearlessly and vigorously as soon as possible. Not that a case of long standing is hopeless, but such cases may require months of treatment and intensive psychiatric methods at the hands of an expert. Mary’s self-consciousness was one that required psychoanalysis. This cured her com-

pletely and she soon became a well-poised, happy woman who danced, sang and played like the best of them. In another year she was engaged to be married.

Although the symptoms were more pronounced than the average, Mary W.’s case was otherwise typical. First to be noted is the fact that what *she* thought was the reason for her self-consciousness was not the fundamental cause at all. Second, that in this instance, as in all others, self-consciousness was based on the *unconscious suspicion that others knew what she was trying to hide*. Let me try to make these points clear.

MARY thought that her self-consciousness came into being because her mother, from childhood up, was too critical of her dress, deportment, use of slang, girl and boy associates, and so on. The mother would say, “Don’t you want to grow up and be a lady?” or “Watch your step, my child. Don’t give the wrong impression.”

That these were factors in the development of this patient’s self-consciousness cannot be denied. On the other hand, they were only *contributory*. If little Mary had not been ready for self-consciousness, so to speak, her mother’s admonitions would have rolled off, like water off a duck’s back, as the saying goes, leaving no impression. But the favorable soil for the

Social Stage Fright

ONLY the best people are self-conscious, but not one of them is happy about it. Self-consciousness is a form of social stage fright which usually makes its victim thoroughly miserable.

Dr. Bisch is a leading psychiatrist of New York City who draws on the case histories of hundreds of clients to reveal in this article just what the individual can do to cure his own self-consciousness. He is the noted author of *Be Glad You're Neurotic* and other best-sellers.

sprouting of the symptom had already been laid down. This, Mary had done herself.

We know what we tell children — what we try to teach them — but we do *not* know how they elaborate the information in their own minds. It's like the difference in radio sets. A program is sent out over the air waves by a certain broadcasting station. Yet, each receiving set which is influenced by this one identical stimulus, responds differently from every other. The differences of reception between sets made by the same manufacturer are, perhaps, slight; but those between the sets of different manufacturers may be marked.

Thus we find that children in the same family are likely to differ less in sensitivity than do children of different families, compara-

tively speaking. This, however, is not a constant because of what already has been said, namely, that we never can be quite certain how a child will react to any given stimulus; that is, any given force in its environment.

TO RETURN to the case of Mary, analysis of her emotional make-up revealed that as far back as she could remember she felt she was *different* from other children. Her wealth made her think so, although poverty might have reacted upon her in the same way. Then she was too closely guarded, did not have enough opportunity for "give and take" with other children. Too much attention was drawn to herself when interest should have been centered in others.

Specifically, though, what Mary had done — innocently and like a child, of course — was to worry about certain sex thoughts and practices that she did not realize were normal. This created a feeling of shame.

"Even if mother and father have not discovered my sin," she would think, "I know I can't fool God."

And she would look in the mirror to see if any telltale evidence could be discovered in her features, especially her eyes. If ever people discovered the truth, she believed, she would be shunned and gradually become a social outcast.

MARY forgot all these childhood trials and tribulations as the years passed. By seventeen she went in for sports and her secret practice was conquered.

But the shame element persisted. She had successfully *repressed* it from her conscious mind into her unconscious. She forgot all about it. At any rate, she never suspected that her reaction to onanism was the root cause of her self-consciousness because, after all, the habit had been overcome years before, but more especially because the intervening links in her memory chain were dropped out from conscious thinking. Indeed, her conscious mind, in making her forget her shame of childhood, tried to keep the shame still residing in the deeper, unconscious mind, from reappearing.

On the other hand, the unconscious wanted to rid itself of the shame element, and so it produced the symptom of self-consciousness. The symptom itself really was an attempt on the part of the unconscious mind to gain aid for itself — a mental “SOS.”

When Mary realized what was behind all her difficulties her self-consciousness readily was overcome. She had by now learned that such secret thoughts and habits are a perfectly normal development in a child. In the light of her adult intelligence she realized how foolish it was to wonder what kind of impression she might make

upon others. After her psychoanalysis she became convinced that she was far better than many others.

Although not all cases of self-consciousness are based on this particular type of repression, it is probable that most of them are — at least upon one of its variants. For it is such ideas of which children universally are ashamed. It is these torments they keep to themselves and fight down.

ON THE other hand, if you are a self-conscious sufferer and you can readily recall sex shame in childhood, suspect that either this is not the real, fundamental cause or that it is not the whole truth, if such realization does not remove your self-consciousness disability. *Keep searching for other or deeper reasons.* Think back to childhood and think fearlessly.

Sooner or later you should find that something which has gradually metamorphosed itself into this self-conscious bugaboo. After all, you know how foolish it really is to feel like that even though you can't help yourself. Although the cause of your self-consciousness assumed mighty proportions to you in childhood, from your adult point of view you should be able to root it out, when found, as readily as you can a weed from soft garden loam.

Let it not be thought, however, that women only are victims

of self-consciousness. I chose Mary's case because it presented typical features. Some of the worst cases I have known were of the masculine gender. It is obvious that if, for instance, a man cannot stop himself from blushing, he suffers more than does a woman in whom a moderate flushing of the cheeks is considered becoming. In men the emotional mechanisms are surprisingly similar to those of women. This does not imply that self-consciousness in a man denotes any lack of masculinity.

Perhaps you have observed that I have used the term emotional more than once. This factor in self-consciousness should be stressed. By no amount of reasoning or will power can this handicap be removed. What must be sought until the cause is found is the emotional

constitution of the individual, particularly that of childhood.

Although a mild degree of self-consciousness may be bearable and not seriously interfere with a person's success or happiness, it is always best to rid oneself of all traces. This is particularly true because self-consciousness frequently grows worse instead of better, also because in subtle ways it tends to undermine one's character by sapping vitality, creating a pessimistic outlook on life and making the victim timid and fearful.

As a final word of reassurance, let me add this: *Although self-consciousness may be rooted in the innocent shame of childhood, it most certainly is nothing to be ashamed of. On the contrary, self-consciousness is a compliment to one's finer nature. Only the best people, the highly sensitized, develop it.*



Answers to "How Smart Are You?"

(from page 31)

1. Iron floats on mercury. 2. Lava. 3. Men are much more likely to be color blind. 4. Hawthorne; Dickens; Poe. 5. Lucy Stone. 6. A large smooth-coated terrier. 7. Benjamin Franklin is the only one who was not blind in one eye. 8. Oahu. 9. "He is trampling out the vintage where the grapes of wrath are stored." 10. Maud Muller.

11. Sodium chloride (common salt). 12. Gounod; Wagner. 13. (a) Mexico; (b) Scotland; (c) France; (d) Italy. 14. Six years; two years. 15. Georgia. 16. Superior, Michigan. Erie, Ontario, Huron. 17. The Virginian. 18. Six. 19. *Lohengrin*. 20. Leading edge (of an airfoil).

21. Eight. 22. Fourteen pounds. 23. Mt.

Washington in New Hampshire. 24. Gauche and sinister; both mean "left" as opposed to "right". 25. London, 5 p.m.; Berlin, 6 p.m.; San Francisco, 9 a.m. 26. Great and Little Bear, or Ursa Major and Ursa Minor. 27. New Orleans. 28. Envy, anger, pride, lust, gluttony, covetousness, sloth. 29. Ragweed. 30. George Bernard Shaw. 31. Princeton.

32. Full house. 33. Robert Burns. 34. Knight Commander of the Bath. 35. Georges Clemenceau. 36. In India, a widow's suicide by throwing herself on the pyre of her husband. 37. Yellow. 38. Set it ahead. 39. Pretending to be asleep. 40. *Annie Laurie*. 41. To test presence of acid. 42. 35,000 feet. 43. (c). 44. In 1883, 58 years ago.

Nobody Likes Them (Do You?)

THE Pushing Man or Woman who demands service at the top of his voice in complete oblivion of the fact that a dozen others are ahead of him.

The Telephone Pest who habitually rings you up for a nice long gossip session at mealtime or just when you have a thousand things to do.

The Young Man With a Horn attached to his automobile, who honks it raucously outside your door to announce his presence instead of ringing the doorbell as any well-bred person would do.

The Voluble Eater who tries to talk and chew at the same time.

The Movie Sluggard who won't rise to let you in or out of your seat but expects you to do a mountain-climbing stunt over his knees.

The Olfactory Nuisance who comes to close quarters loaded with alcohol or garlic.

The Sidewalk Platoon, male or female, who blitzkrieg down the avenue four or five abreast, running down hapless pedestrians.

The Chronic Kickers who think that the best way of hiding their feeling of inferiority is to bawl out salespeople or others who are forced to "take it" for the sake of their jobs.

The Dumb Driver who pulls out of a parking place without looking and honks obstreperously at you before the red light has fully changed to green.

The Feminine Obstructionist who keeps a line of passengers waiting while she gets on a bus, fumbles helplessly in a purse that contains everything but small change, and finally pulls forth a ten-dollar bill.

The Radio Fiend who thinks he's the hit of the party when he turns up the set to maximum volume so you can only converse by shouting.

The Non-Stop Talker who is an expert at everything but listening.

The Small-Time Chiseler who never seems to have a cigarette supply of his own.

The Big Shot who never admits the possibility that he was once a Little Shot — and maybe still is.

No, SIR, I don't like people like these, even a little bit. I don't think anybody else does either. I've just been wondering if people ever think things like this about *me!*

— CHARLES WINSLOW

Rules of the Love Game

Remember that most men are primarily decent, that it's up to you to establish the tone of your relationship

by HILDEGARDE DOLSON

FIRST OF ALL, decide what you want, and stick to it. There's been too much sophisticated prattle about "Play hard to get." A lot of surface tricks won't help much. You have to establish your own sense of values and keep them.

No matter who you are or what you want, learn the facts of life, or you have no business seeing men at all. Don't base your ideas on furtive bull sessions, an unhealthy, timorous imagination, or romantic novels. Go to your family doctor, or read a good book, and get the honest, down-to-earth facts.

Too many females get a raw deal because they don't know what it's all about. Ignorance is inexcusable, and highly dangerous.

Whatever your goal, there are a few sound, basic rules to follow.

Rule No. 1: Don't be one of these women who

moan "All men want but one thing." That's idiotic. Most men are primarily decent, and the most important thing to remember is that *it's up to the woman to establish the tone of the relationship*. Granted that men's physical desires are stronger — that they're easily aroused and eager for the chase — we still insist that a woman has the upper hand, if she only has sense enough to see that.

Supposing you want to see men without any really serious element attached, at least for the time being. Then exercise your wits to keep it that way *from the start*.

Even if you care for a man, see that you avoid being alone together too frequently, in a room.

"But what if he can't afford to take me out?" somebody asks. You can still arrange foursomes — go to concerts, lectures, movies, or even walking.

CONTRIBUTOR to leading magazines and an advertising copy writer, the author has worked as a hotel cashier, has written songs and once was a bookkeeper in a picture-frame factory (but confesses that she's still hazy about the difference between a debit and a credit). Included in her achievements is a book, *How About a Man*, copyright, 1938, by Hildegard Dolson and published by J. B. Lippincott, from which this feature is condensed.

And a humorous, light attitude can actually do a lot to avert trouble, if the man isn't seriously interested.

If he likes you as a companion, and isn't in love with you, that's fair enough treatment. You're giving him as much as he deserves, and don't let any male tell you otherwise. Never, never hand out favors just because a man asks for them, or listen to this line about "Frustrations are dangerous. To live fully, you must give in to your impulses." Being easy game gets you exactly nowhere. And if you *are* frustrated, a promiscuous fling is no cure-all.

TO ILLUSTRATE what we mean about handling a situation: Helen and Peggy are two pretty Southern girls, sharing an apartment. One evening they were both at a party, and promptly separated to enjoy themselves singly. A rather attractive man came up and talked for some time to Helen. Late in the evening he worked the conversation around to men who decorated their own rooms. Then he said:

"I have some new draperies, and I'd love to get your opinion of them. Why don't we leave and go to my apartment right now?"

Helen looked frankly amused and said: "Is it draperies this year, instead of etchings?" The man grinned rather sheepishly, and then asked her if she'd go to

the theater next week with him.

Helen left soon after that, to go dancing with another man, and came home about three A.M. to find Peggy sobbing violently. It developed that the "draperies man" had tried his story on her, with more success. She'd gone to his apartment, been furious at what she considered his uncalled-for advances, and was still weeping over the biting remark he'd made about her "backing down at the last minute."

IF YOU walk into a set-up of this sort, you're inviting trouble, and you needn't blame the man as much as yourself.

One man we know said: "A woman doesn't realize how much a man is guided by her attitude. Most of us test a woman out early in the game. If she holds us in check, we accept that for a while at least, and are all the more interested. If a girl walks right into our arms, then we're human enough to try for everything we can get. The trouble is that many women get panicky right away, and think they have to grant a lot to keep us interested. If they only knew it—the gradual approach is a much sounder basis for any relationship. It gives a man time to care for a woman in a lot of different ways."

Another man expressed this same idea when he said: "The difference between having an

affair with a woman you care about and one you don't is that you want to have breakfast with the first one, and you're anxious to avoid it with the other dame."

It all goes to show that physical ties aren't enough to hold a man, and you might as well realize that now.

WE'LL ADMIT freely that a lot of men will make it very difficult for you. They'll claim romantic passions in order to sway you. Some of them mean it. Most of them aren't as intense as they seem. Keep a pinch of salt at hand, to temper any violent promises and pleas. Not because you're a coquette, but because you owe yourself time to make sure.

If a man *is* interested in you only physically, he'll undoubtedly go off in a huff. Let him go. If that's all he wants, you'd lose him anyhow. That type of man howls for what he can't have, and tires of it as soon as he gets it. But you'll be pleasantly surprised to find most men will continue to see you, and like you.

If you keep them dangling indefinitely, that's something else again. Eventually, if you have any emotions and decency, you'll have to decide which it's to be. But it's not necessary to settle that question the first evening, any more than it's necessary to give a baby chocolate the very first time it yells for it.

Right here we want to give you a highly important remark from a man. He said: "Girls who start a thing they can't finish are riding for a fall. Some of them deliberately work a man to a fever pitch, and then hold out for a wedding ring. They get fooled, either before or after the ceremony. But so many decent girls do it because they don't know any better, and their upbringing makes them stop short. Nobody can stifle their physical impulses completely, but it's a lot easier for girls than for men. If women heard the remarks we make among ourselves about that type of 'short-change' girl, they'd realize it's not the way to keep a man. It invariably does the opposite."

THE reputation for promiscuity or "part-way" promiscuity may easily attract a man for an evening, but it never yet held him. Try to look beyond the immediate occasion, when you're faced with this problem. If you aren't a frigidaire, it's only human to want to respond. But try for your sake as well as a man's to keep the situation under control until you've made up your mind completely. The rewards are well worth the effort. And the girls who practice self-restraint at the beginning get the best men, whether as friends, husbands, or lovers.

Some of you probably have a terrified view of losing a man

while you're busily exercising this firm control. We're willing to bet that you'll get a lot more than you'll lose by it. But we'll readily agree that if you want a man to like you, it doesn't do to discourage him too much.

As one man told us: "I like to have a woman show she's interested in me, but not to the extent of throwing herself on my neck whenever I snap my fingers. However, if there isn't a definite spark in her, I'll give up the whole idea and go off. Life's too short to bother with a woman who acts as indifferent as a marble statue."

He's right, of course, but women have so many ways of showing they're interested, exclusive of physical signs. And anytime you want a closer relationship, it's easy enough to let a man know it, if he has any perceptions at all. Shy, sensitive men want very definite encouragement, before they'll proceed. They dread being made a fool of, just as much as you do. It's the born plungers and the "gimme" men you'll have to restrain with a firm hand.

NO MATTER how deeply you care for a man, try hard to preserve some balance during an affair. Don't let him feel that he owns you completely, or that you want to keep him tied hand and foot. Don't act too desperately

intense, and pull that line of "I've given you everything, and I hope you appreciate my sacrifice." In the first place, men hate having that thrown up to them. In the second place, sex isn't a human sacrifice.

Unless you're a halfwit, you know you'll have some unhappiness to swallow. You'll get your share in any emotional tie-up, whether it's an affair or marriage. A lot of nice women are treated shabbily, but some of them bring it on themselves.

BECAUSE women as a whole undeniably get more involved than men, some of them are bound to lose out. We can't give you any love-potion or magic phrases to prevent that. We *can* warn you against grabbing so tightly that you defeat your own purpose. And if you see that an affair is only a shadow of its former self — that a man is anxious only to be free — have the grace to let it go at that. Try to call it off before he does, and you won't feel nearly so tragic afterward. Saving your pride has a curious way of easing your heart, very often. We know one woman who withdrew gracefully, without any stormy accusations or tears, at the first faint sign of coolness. The man became so piqued that he promptly fell in love with her more than ever.

What Men and Women Want

THE average American business girl wants to know how to talk well, get along with and impress people, acquire charm, have good looks and keep thin. These facts were collected from a survey of 60,000 members of the Y. W. C. A., business and professional girls' clubs. The same survey shows that:

The average girl is concerned about men and marriage. She deplores the lack of marriageable men. She wants to know how to meet men and how to hold them, and how to make marriages succeed and why they fail. She wants a way to happiness and a personal philosophy. She goes to church regularly but is troubled because religion does not feel real to her.

She is 25 years old, works in an office where there are 30 to 50 employees, and lives at home. With her boy friend she likes to dance, go to shows and talk. She reads the newspapers every day, first the funnies and then the front page.

So much for the average business girl. But you don't have to be average, and don't even have to be a girl, to understand what men and women want from the opposite sex in the way of personality and character attributes. Here are typical men and women "wants" that will help anyone to make a hit with the opposite sex:

Men Want—

Their admiration to come in twosomes, not in a crowd.

To be happy without doing too much about it themselves.

To be attractive but not pursued.

To rule in major issues and to be ruled in the details of life by women.

Women to be talkative and amusing.

To talk about themselves, but as indirectly as possible.

Cheerfulness.

Women to be on time.

Women to be modernly assertive, but not bold, loud, or conspicuous.

To stake out certain rights for themselves, such as a chair, the paper, certain opinions, etc., upon which no one must trespass.

A touch of bright color.

Good nature.

A tongue without a barb.

Women Want—

Admiration expressed in courtesy.

Compliments that are not too exaggerated.

Men to be chivalrous.

To be wanted.

Men to confide in them.

Men to be masterful on occasion, but to come to them for advice and comfort a few times.

Men to know more than they do.

Men to have physical courage.

Men who do not spare and guard themselves overmuch.

Men to be generous in their opinions of women.

Men to talk well and easily, but not orate.

Men to have a sense of humor without being clowns.

Men to be able to argue without anger.

Men to be neat without being foppish.

Men to be meticulous about money matters.

Not to be "talked down" to.

Crackpots Aren't So Bad

Science says it's good medicine for you
to make a fool of yourself occasionally

by M. B. SUMMERS

SO YOU'D LIKE to make a fool of yourself?

You're a practical, hard-boiled businessman of forty or fifty-odd — but you'd like to go out and learn tap dancing?

Or you're a streamlined, sophisticated business girl, or a keen young scientist — with a kiddish longing to play musical chairs at a party, or take part in amateur theatricals?

What stops you? What inhibitions hold you back? Probably you don't realize that psychologists have discovered that a "crackpot" turn of mind, a gift for fun, are absolute necessities for citizens of this harried, frightened modern world.

The prescription calls for refreshing and restful play. Almost childish in its simplicity. The sort of release your children get when they slam the school door behind them and dash off to baseball lot or the movies, "letting go" completely.

A few suggestions are given by Dr. Douglas Spencer, Columbia University psychologist:

"To find out the right type of play you may indulge in," he says,

"ask yourself if it could possibly harm you or anyone else. These zany pastimes should be almost childish, merry and simple. Several which I have in mind are playing crackpot games at parties, dancing to swing music — within limits! — and joining in national crazes such as 'Knock Knock' and 'What's This?' of a few years ago. Riding a 'foolish' hobby is the best of all."

Dr. Spencer once practiced what he preaches by doffing his professorial dignity and taking up tap dancing, also by studying surrealist art, though he describes himself as totally unable to draw a line. Quite by accident, one of his zany sketches was an exhibition prize-winner.

YOU may be wondering by this time exactly what effects such emotional adventures will have on you. Naturally, they make you laugh — and here's what happens to you:

Animals, walking on all fours, do not have to laugh and aren't equipped to do so — all their organs are exercised by a "rubbing together" movement which

man loses to a great degree when he stands erect. But when man enjoys a hearty, gusty laugh, he makes up for this loss by churning and massaging every important organ in his body — heart, lungs, liver and all the rest. He can sit in an armchair, whoop with merriment, and get approximately the same exercise that he'd receive in a baseball game!

DO YOU know why laughter makes you feel so good?

In your lungs are neglected nooks and crannies which almost never get a fresh, instant change of air, acquiring this only by the gradual process of the diffusion of gases. But when you laugh, you force oxygen into these dusty recesses; the oxygen is swept into the blood stream, which is instantly vitalized, and you tingle all over with vitality and well-being.

And here's what happens to your mind:

"The effect of laughter on the mind," writes the famed psychologist, Dr. Joseph James Walsh, in his book *Laughter and Health*, "not only brings relaxation with it, so far as mental tension is concerned, but makes it also less prone to dreads and lessens solicitude for the future."

Exercise and mental relaxation are fine for you. And if you're a victim of heart or stomach disease, or if you're past the age of indulgence in vigorous exercise,

laugh-giving amusements are musts in your health régime. Particularly, if you are prone to nervousness and fits of the blues, by all means get yourself a crazy hobby, go out and make a fool of yourself, laugh and get well!

It's a far cry, of course, from your perfectly commonplace inhibitions and everyday nerve-strain and anxieties to the tragic wreckage of mind and soul found in any mental institution. But you may gauge the benefits you receive from play by those it confers on these unfortunates.

In more than one insane asylum, patients are now being rehabilitated by plain, run-of-the-mill, everyday play! This is a brand-new development.

At the Western State Hospital for the Insane, at Hopkinsville, Kentucky, where a new recreational program has just been launched, a dancing instructor gives lessons in the Lambeth Walk. The patients love it — and get well!

FACETIOUSLY, many folk claim that New York's café society and asylum inmates have a lot in common. Be that as it may, today there's a new trend along Swing Lane. Instead of watching professional night club entertainers from the side, guests are manufacturing their own amusements, joining in the fun, getting up and doing a turn just as naturally as Sally and

Em and Cousin John back at the church social at Corncob Corners. The erudite term is "audience participation." A kid would say, "They wanna play, too!"

Fifty-second Street's famous Stork Club sometimes has balloon stunts on Sunday nights, when the girl guests try to capture balloons released from ceiling nets and containing prize tickets.

At another night spot, dowagers and debutantes and bankers and playboys join in "White

Horse," a variation of that old nursery number, "Pin the Tail on the Donkey." At still another, they play jacks, or act roles in blood-and-thunder melodramas. And there is a Greenwich Village nitery where guests assist in turtle races, then play musical chairs.

So — go ahead and make a fool of yourself!

That's the jovial advice of scientists who claim that in so doing, you're actually accomplishing the reverse.



Big Shots Are Never Stuffy

JRANK CASE, proprietor of New York's famed Algonquin Hotel, likes to tell of the occasion when he wanted to renew a mortgage on the property. A large life insurance company held the mortgage, and Case thought it would be a good idea to go down and pay a call on officials.

Arriving at the building, he was shunted from one man to another and finally, after talking to six officials, arrived at the outer office of the vice-president in charge. The official guarding the latter's door was horrified when Case, who had no appointment, announced that he wanted to see the big shot. Perhaps an appointment could be made for three weeks from that day, but —

"Listen," said the hotelman, "tell him there's a man out here who has been paying interest to your company for thirty years and never been one day late with it. Perhaps he might like to look at me."

Obviously shocked, the official tiptoed into the big office and presently returned with the information that the top executive "would see Mr. Case for five minutes." When Case actually came face to face with the official, however, the latter pushed cigars and cigarettes toward him and engaged him in conversation for an hour and a half, giving him all he wanted and a little bit more.

"Why is it," asks Case in his *Tales of a Wayward Inn*, "that when you try to see the head man you invariably meet a wall of resistance and just as invariably find the great one himself simple, unassuming, and agreeable?"

They Put Personality to Work

You can learn how to get along with people
by studying how these famous folk did it

by CHARLES HENRY WESTON

UNACCUSTOMED as he was to public silence, the late Elbert Hubbard nevertheless had to undergo a baptism of fire before he developed the magnificent platform personality that made him the outstanding lecturer of his day. One tormenting experience that he underwent early in his career contributed a great deal to his understanding of how to handle people in the mass.

Hubbard had been invited to speak before a Philadelphia organization called the Clover Club, as the story is told by David Balch in *Elbert Hubbard* (Stokes). He was getting a large fee and his thoughts were pleasant as he sat on the platform and listened to a flowery introduction of himself. What Hubbard did not know was that the club was composed of practical jokers who hired prominent lecturers for the sole purpose of heckling, outshouting, and generally upsetting them.

Hubbard's first inkling of what he was in for came when he got up to speak. The crowd started singing "Johnny, get your hair cut," in tribute to his long locks. He waited for a pause; then, as he

was about to speak, a red-headed man leaped up in the audience and recited *Old Mother Hubbard* with such dramatic effect that the audience wept and moaned. The din was terrific and Hubbard could only stand on the platform trying to think of a way to get the frenzied ribbers under control.

During a brief lull Hubbard shouted, "Will you let me tell you a story?" A brief story, the audience indicated, might be tolerated, so Hubbard began to tell of the day when a truce was declared between the beasts and the birds.

Two geese, standing in the road talking, saw a red fox running toward them. One goose started to waddle away, but his friend tried to stop him. "You aren't afraid of that fox, are you? Don't you remember that today is the day of truce between the beasts and the birds?"

"Yes," agreed the timid goose, "I know that, and you know it, but that red-headed blankety-blank over there — does *he* know it?"

The laugh had been directed away from Hubbard and upon his red-headed heckler, and from that moment on the audience was his.

He Got the Paper

ONE of the big cost-items in the book publishing business is paper. When he started out on his own as a publisher, George H. Doran required a large amount of paper for his editions but his capital was very limited. The only way to get paper was to convince some dealer that he was a good personal risk.

Doran spent a good deal of time drawing up a financial statement of his business. With this in his pocket he went to the office of John Duffy, president of a big New York paper company, and told him that he wanted \$8,000 worth of paper. In support of his request, he handed over the financial statement.

Duffy returned it without looking at it. "Do you expect to pay for this paper?" he asked.

"Yes, if it is the last thing I do," Doran replied.

He got his paper, and over a period of twenty years bought hundreds of thousands of dollars worth of paper from the man who would rather take him at his word than calculate his chances coldly on the basis of a financial statement.

"He's the Type We Want"

WHEN Frank A. Munsey bought the New York *Sun* he took an active hand in the policies and preparation of the paper and it

was his habit to drop in on various departments unexpectedly to see how things were going. One day the publisher entered the editorial rooms at the same moment another man was leaving.

Gray-haired, handsome, with upright military bearing and clothes in the best of taste, the stranger captured Munsey's interest immediately. The publisher stopped, turned around and stared after the disappearing man with intent admiration. Then he stepped into the city room and asked a reporter who the man was.

"Reggie Wilson," was the answer. Munsey learned that Wilson was not a *Sun* employee but a reporter for the City News Association of New York.

Munsey went straight to his managing editor. "I want you to hire Reggie Wilson," he ordered. "He's just the type of man we want on the *Sun*."

Somebody's going to be looking at *you* today!

Saroyan and the Critic

THIS PLAY by William Saroyan, *My Heart's in The Highlands*, is terrible. The American theater would be a lot better off if it chucked Saroyan permanently into the discard."

Suppose somebody talked like that about *your* play — would you feel like punching him in the nose or challenging him to a pistol duel at twenty paces? William Saroyan

didn't do either when a New York critic lambasted his play in the above vein. It happens that Mr. Saroyan has self-confidence.

Tracking down the alarmed critic, Saroyan invited the man to see the play again in his company. Author and critic were in the gallery when the curtain went up. Saroyan laughed heartily at his own good lines. He went into ecstasies as his big scenes unfolded. He slapped the critic's knee in his enthusiasm, applauded uproariously, and enjoyed himself so hugely that the critic went back to his office and wrote a column on what a marvelous audience Saroyan made for his own play.

The next time a Saroyan play hit Broadway, one of the most laudatory reviews came from the pen of this same critic. Today he is one of Saroyan's closest friends.

Better than a punch in the nose!

The Russian Rabbit

SIX HUNDRED men — the entire crew of a battleship — are out for your blood because you disobeyed orders. You will be shot, imprisoned, thrown overboard, or suffer whatever other punishment they decree, unless your own wits can get you out of a tight spot.

That was the situation faced by Commander Victor V. Utgoff, officer in charge of Russian seaplane forces in the Black Sea during the first World War. The Bolshevik revolution had stripped

Czarist officers of all authority. The battleship was governed by its six hundred sailors through a "soviet," or communist governing body, whose word was law.

Utgoff's serious offense had come about in this way: His ship lay some twenty-five miles from the city of Constanza, held by the Germans, and he was ordered to fly over the city and take photographs. Under no circumstances, however, was he to drop any bombs. The Russian sailors had the strange notion that if they didn't attack the Germans, the Germans wouldn't attack them.

The photographic flight was a failure since the Germans' anti-aircraft fire was too accurate. As he neared the battleship on his return trip, Utgoff saw an ominous cigarlike shape maneuvering toward the ship — a submarine preparing to launch a torpedo that would send the battleship and its crew members to the bottom!

He unloaded his bomb racks above the submarine, saw geysers of water spout up, and when he circled back the submarine was gone, blown to the bottom. Utgoff landed his plane alongside the ship and was hoisted aboard. In ten minutes he was summoned from his cabin to appear before a sailors' committee.

There were two hundred men in an ugly mood crammed into a smoke-filled cabin, as Utgoff told his friend Negley Farson,

author of *Way of a Transgressor*.

"You are charged with dropping a bomb on a peaceful submarine and provoking an offensive spirit," growled the bear-chested presiding judge.

Utgoff saw red, pounded the table, wept in fury as he shocked them with a sulphurous picture — all of them blown to bits, mangled, or drowning like rats as the torpedoed ship went down, had he not destroyed the enemy first with aerial bombs. His temper shamed them, made them feel that they had acted as cowards before each other, but that very fact left them hostile to him. He had to do something to save their faces, to leave them *friendly* toward him.

"You're like the Russian rabbit who ran like blazes out of Russia and sat down under a bush and went puff! puff! puff!" he said. "A German rabbit came up to him and said, 'Why do you sit there and go puff, puff, puff?'"

"'Because,' said the Russian rabbit, 'I have just heard that all the elephants in Russia are going to have their noses cut off!'"

"'But you ain't no elephant!'"

"'I know it,' said the Russian rabbit, 'but first they will cut off my nose, and afterward I shall have to prove that I am not an elephant!'"

Utgoff laughed. "After that 'peaceful' submarine had torpedoed you, all you would have had to do was swim twenty-five miles

to Constanza and tell them we had only flown over the city to take harmless photographs. You would have to prove you were rabbits!"

Somebody laughed. Then they all laughed. Then they surged on Utgoff, hoisted him to their shoulders and carried him in triumph to his cabin.

Mrs. Harriman and the Senator's Mustache

THE LATE Senator Tom Walsh of Montana was noted for his bushy eyebrows and handlebar mustache. Moreover, he was justifiably proud of these facial accessories until he met Mrs. J. Borden Harriman, recently our ambassador to Norway, but in those days a prominent Democrat in Washington political circles.

Mrs. Harriman is noted for her frank and vigorous personality. She didn't like the shagginess of the senatorial eyebrows and said so. She thought they would lie more smoothly if they were soaped. So Senator Walsh thereafter soaped his eyebrows.

There still remained the mustache problem. This might have daunted a lesser woman than Mrs. Harriman, but she is a direct-actionist by nature. One day when Senator Walsh was visiting her she reached out for a pair of scissors and snipped off the mustache.

The whole point of the story is that the senator actually liked it!

From a Dead-end Job to Corporation President

YOU HAVE a dead-end job that pays you \$10 a week and that, for all signs you can discern to the contrary, will continue to pay you that unhandsome figure for the rest of your life. The work you do really isn't worth more than \$10 a week — day in and day out, your duties are simply to check time slips for the payroll.

How would you find a way out of that blind alley? This was the problem that faced Walter Gifford, as B. C. Forbes relates in his book *Little Bits About Big Men*.

"I early concluded," says Mr. Gifford, "that if I was not to remain buried among so many other employees, I must do something better than anyone else in order to attract attention. My opportunity

soon came. I was assigned to the checking of piece-work tickets — so many thousand bolts or nuts at specified rates. In the department was one fellow who could make every kind of calculation in his head. They called him 'the human calculating machine.' He was regarded as a wizard. When he went on vacation, I determined to match his performance."

Concentrating on that single goal, Gifford soon became a lightning calculator, bounded into fame in his department, and was promptly offered promotion. The policy of doing "something better than anyone else in order to attract attention" appears to work out pretty well.

Walter Gifford is now president of the country's biggest corporation, the American Telephone & Telegraph Co.



He Got the Money!

ONE of the toughest jobs in the world is collecting money from people who don't want to pay it. The late Samuel Vauclein, famous builder of locomotives, used to recall how he persuaded a reluctant railroad president to pay a bill.

Vauclein's company had built a locomotive designed to pull a train of sightseers up and down a mountainside. After three engineers failed to make the locomotive work, Vauclein was sent out as trouble-shooter and after making a few adjustments, told the railroad president that all was well. The president, however, didn't believe the engine would work and wasn't willing to pay for it. He thought the locomotive would run away when it started its descent.

"My mechanic and I," Vauclein recalled, "put him on the back bumper, one of us on each side so he couldn't jump off. Then we let her drop. I didn't know whether she would stop or not, but she did. We did it three times and he got more and more scared. Finally he said, 'If you let me down off this mountain alive I'll give you your money!'"

18 Ways to Stay in Love

Married twenty-five years or more, these folk give you some helpful pointers on the problem of love that lasts

by DOROTHY BANKER

IT'S EASY to fall in love and get married. It's easy to fall out of love and get unmarried. But it's not always so easy to stay in love and stay married.

It can be done, however. So say three hundred couples who have been married twenty-five years or more. They live in a western town and their secrets for happy marriage are revealed in answers to a thorough questionnaire.

The men told what they expected of their wives and the wives mentioned the things they expected from their husbands. The statements were made anonymously and therefore more honestly than if they'd been signed.

All the answers were shuffled and sorted and boiled down to a few single statements.

Husbands Say:

LOVE ME and let me know that you love me. Don't keep me guessing, even if that might seem like a good idea at times.

In the home and in other places you go, be peaceful, friendly and amicable. If there's anything I don't like it's a wife who causes ill feeling and difficulties.

It's swell of you to be thrifty but don't let thriftiness turn into stinginess. I like a wife who handles money capably and doesn't get household accounts into a snarl that ruins my bank account or my business.

Do get the work done at home. I know that things go wrong sometimes and I don't expect things to be always spic and span and I don't mind helping at times.

BE A mother to our children but don't forget that you're a wife also.

Be able to whip up refreshments or a meal at a moment's notice without a fuss or tears. I don't expect this to be elegant but I like a home that's hospitable and impromptu entertaining that's fun.

We husbands do our best in keeping up spirits but we look to our wives to build the family morale. If they fail us, we're pretty apt to fail them.

Too many women get into a mental rut when they have been married a few years. I'm thankful I've a wife who can still talk about current events and books and music. Most women nowadays

keep physically attractive but many of them put their minds into moth balls at an early age.

The ads are right and we men do like wives who are clean and attractive in person and dress. That goes for thoughts and ideals, also.

Wives Say:

WITHOUT knowing what their husbands had said, the women set forth their expectations like this:

Love your wife and show it by little attentions after we're married. It's easy to forget that a wife likes courtship just as well as she did before marriage.

Matriarchal homes may be in order in some countries but the American home is supposed to be patriarchal. So won't you take the gavel and preside over your family life?

Be at all times honest in all that you do at home and in your work.

Don't wrap yourself in your business problems to the exclusion

of everything that goes on in your home. It takes two heads to solve many of the problems that arise. Besides, it's fun to talk things over.

Kindliness is still a virtue and our home would be happier if you would be more friendly in your relations with the children and with your wife. You've allowed yourself to grow a wall of unapproachability that we can't climb over.

Money is an asset but it isn't the sole reason for living. I'm glad you realize that and govern your life accordingly.

Drink and smoke a little if you like, but don't let these or other habits control you. I want a husband who can control his habits.

Be clean in little things, in your person and in your thoughts and ideals.

Seek beauty and appreciate it because seeing beauty in all things will help with finding beauty and happiness in life and in your marriage.



So You Have to Make a Speech!

DOROTHY THOMPSON was a vigorous campaigner for the cause of woman's suffrage in her younger days, but a good many audiences didn't want to hear her. One day she got up on a street platform to make an address but was booted and shouted down so she could not make herself heard. Undaunted, she rushed to a store across the street, bought a blackboard, set it up on the platform and began to *write* her speech with chalk. Soon the audience was giving her respectful attention.

MRS. J. BORDEN HARRIMAN, addressing a Union Square audience during the days of the High Cost of Living: "Everything is so high now that if you wanted to throw a bad egg at me you couldn't afford it."

Don't Broadcast Your Troubles

If you must talk about them, it's better to pay someone to listen than to impose on your friends

by SONIA LEE

ONLY the hypothetical person living in a vacuum, is devoid of troubles.

The rest of us, heir to the ills of the flesh, the confusions and maladjustments of society and the friction inherent in close and intimate personal relationships, encounter them daily.

The difference between individuals lies in the manner of facing problems. The majority talk about them. The exceptional few, solve them in silence.

If you discuss your troubles without discrimination, you are a trouble-broadcaster. If sharing your troubles with your friends is a habit, you are a trouble-broadcaster. If you run around moaning, the instant the smallest shadow crosses your sun, you are a trouble-broadcaster.

I know a very wise woman who proceeds to disconnect her telephone, to absent herself from luncheon meetings and bridge clubs, and to deny herself to callers, the moment her troubles take on formidable shape.

In explaining her anti-social attitude, she says: "The temptation to talk when a person is

troubled is so great that only the strongest character can withstand it. I am not a strong, silent character. So I do the next best thing. I make it impossible for myself to give confidences. I remove the opportunities for doing so."

But such isolation is rarely practical or emotionally possible. It's easier to talk than to maintain silence.

WHEN we discuss our affairs under the stress of a personal crisis, we inevitably tell more than we expect to reveal. We disclose things that had better be left unsaid.

Women especially, turn themselves inside out under the hypnosis of the dramatic, confessional moment. A sympathetic listener encourages them to let down all barriers, to release all floodgates, to leave nothing hidden.

It's mighty easy under such circumstances, to talk one's self into a confessional bondage. It carries with it two penalties:

1. Loss of personal freedom.
2. Loss of friendship.

When someone knows too much about us, sees too closely the inti-

mate fabric of our emotions and our lives, we relinquish a little of ourselves. We can no longer feel completely free when our secrets are in the possession of another person.

We begin to be assailed by nagging, biting fears. By a multitude of doubts. Is this person, in whom we have confided, to whom we have given a claim on ourselves, really a trustworthy friend? Will we be betrayed? Will our secrets be held inviolate when friendship has ceased? Unconsciously, we begin diluting our affection with fear.

IT IS impractical to ignore the fact that we are living in a fluid world. The people who are part and parcel of our activities and our lives today, may be out of the picture tomorrow. If you've broadcast your troubles to them, not only unwisely, but thoroughly, you'll find yourself entertaining recurrent fears and resentments about them, the rest of your life. You'll hope they've forgotten. But your fears will belie your hopes.

Nothing will break up a friendship so quickly as the habit of trouble-broadcasting. The case of the Hardings and the Camerons (and these aren't their real names) is in point.

The Hardings were going through the throes of marital maladjustment. Each had a multitude

of complaints against the other. They were lavish in their revelations to the Camerons about the character, the personality, the habits and the sins of each other — knowledge which rightfully belonged only to these two.

The storm passed. The hostile couple were reconciled. The charges and counter-charges were forgotten in a new influx of love. But the Camerons were a reminder to them of troubled days; of heartaches and tears and dissension. They began to consider the Camerons not as friends, but as potential enemies. For in their hands was ample ammunition for gossip. The Hardings became resentful and suspicious in their attitude toward them. Affection and friendship can't possibly thrive under those conditions. The two couples are no longer buddies — they're next-door to enemies.

No friendship is intimate enough or sturdy enough to withstand the persistent assaults made on it by the incurable trouble-broadcaster. If you're a grief peddler, you'll find that social isolation is eventually your lot.

Trouble-broadcasting equals social failure. That's an equation I dare any mathematician to dispute.

MARJORIE was recently complaining to me that the crowd didn't ask her to their regular Saturday night get-togethers

any more. I knew the answer to that one, for there had been considerable discussion before Marjorie was dropped. Catherine had been explicit about the reasons. She said:

"We all got worn out listening to her maid troubles, and her in-law troubles, and the intimate details of her current illness. We got awfully tired of sympathizing and agreeing that she was probably the unluckiest, most mistreated woman on earth. She spoiled our fun so thoroughly that we had to exclude her from the crowd in self-defense."

Let us look at this business of broadcasting trouble from another angle. Suppose a friend comes to cry on *your* shoulder? Certainly you're sympathetic. But ten to one, you'll wish someone else had been elected for the role of listener.

Trouble is a disease. It's catching. Unconsciously, all of us — no matter how charitable our natures — want to avoid it. And there's a sound reason for that.

What someone else may consider a grievance, a grave deprivation, we've been accustomed to taking in our stride. You and I have laughed off financial stringencies, tough breaks, disappointments, frustrations. We've taken the good and the bad as a matter of course. But a trouble-broadcaster can become a veritable serpent in our own Garden of Eden.

Before we know it, we are in-

Masters — and Slaves

A SAGE once observed: "Don't tell anyone anything you wouldn't be willing to see in the newspapers."

He spoke from experience. He undoubtedly knew, what we all must admit — that we're masters of words unspoken, but slaves to them once said.

Many a Hollywood feud has started with a confidence given and a confidence betrayed.

trospective, abused, critical, troubled. We rankle with a sense of injustice. Past molehills become first-rank mountains. The world is all wrong for us, too.

LET ME tell you the story of Emily. She was a happy wife, an excellent home-maker, with no gripes or grouches against her hard-working husband, Alex. That is, not until Karen came into the picture.

Karen was a congenital complainer. She was separated from Bill and made no secret of the reasons. "All men are alike," was her hymn of hate. "Your Alex does a lot of things that would drive me crazy," she would say, and then proceed to distill her poison brew.

So insidious was Karen's trouble-broadcasting that Emily began to look for difficulties, to magnify every small fault her

husband possessed. It wasn't long before Emily became convinced that what she had thought was a perfect marriage was one that no modern woman would tolerate.

No marriage can withstand microscopic analysis. Every marriage is slightly imperfect and those imperfections are brought to light only when a trouble-broadcaster gets busy. The case of Emily is not exceptional.

Look around you. Look into your own heart. Haven't you discovered new dissatisfactions with your life and lot because of a trouble-broadcaster?

Of course, if you're a sensible, balanced person, you get back on an even keel quickly. Your normal perspective returns.

THE PERSON who finds it imperative to confide his troubles, is inevitably one who is not adult enough to face his own problems and work them out adequately.

It isn't so much that the trouble-broadcaster wants advice and help. What he (or she) is really looking for, is a confidante before whom he can, with impunity, dramatize his situation. He wants the center of the stage. He wants the infantile satisfaction of having someone give him undivided attention.

As a rule, the strong, well-integrated person, doesn't scatter his perplexities over the landscape. He organizes them, objec-

tifies them, studies them and *solves* them. In a great crisis, he may ask for help and advice. But he does so after deep consideration. It is not emotional indulgence for him.

It is a curious fact that with repetition, with special attention, troubles have a way of becoming more important, more overwhelming, more of a load than they are originally and actually.

IT IS easy to get the habit of trouble-broadcasting. In time, this practice becomes a source of vicarious enjoyment, of satisfaction of our ego. It is a method of reassurance that we have some importance.

If you've ever sat in a group where operations are discussed, you will remember that each person insisted his own ailment was the most dangerous, the most colossal, the rarest thing of its kind in all medical history.

Troubles are comparable. Our own seem far more extraordinary than they really are. They seem dramatic enough to be the basis of a play, a story, a book, or a screen scenario. We take satisfaction in discussing them.

There are times in all our lives when we feel that unless we can confide in another person, we'll literally burst into pieces.

How, then, can we find the relief of confession without endangering our own pride, or

jeopardizing our closest and most treasured friendship? How is it possible to get the relief of defining our difficulties without going to another person who might become involved in them?

There are two ways:

Recently a new service has been offered the public through the want ads of newspapers. The modest little ads usually read: "Professional listener — \$2.00 an hour."

You'll never find a better investment for that amount of money. Here's a way to get things off your chest without later being ashamed or sorry or resentful that you have placed yourself in an embarrassing situation. You can talk to your heart's content and know there will be no kick-back.

A word of caution, of course — don't tell your name, your profession, or give any identifying information which might be used against you in unscrupulous hands. A professional listener — most of them intelligent people of high caliber — might have a word of advice for you which will give you a perspective on yourself and your situation. It is always easier to talk to an unbiased stranger than to someone who knows you well.

ANOTHER excellent way to solve your problems and to find the road to inner serenity, is to become an author. Your efforts may not see the light of day in the

current magazines, but they'll serve a purpose.

Instead of discussing your problems, project and fictionize them. Dramatize yourself as the heroine (or hero), beset by a multitude of difficulties similar to yours. Let her work out her problems as they arise — in reality *your* problems.

The story will build itself almost of its own accord. Be honest. Tell the truth. Write the story as if you were telling it about someone else. Work off the pent-up steam in your system, either on your characters or on the situations.

TELL your story in chronological order, and let it be simple.

After it is written, read it. See how truthful you've been. Have you been fair? Have you told everything?

You'll find that in the writing you have become progressively objective relative to your central characters. The villain is not so black, and the heroine is neither a martyr nor a plaster saint.

You will also observe your problems in a new light. The written word makes fools or wise men of us all. If you've written as you've thought, the record will either help you to a solution, or graphically prove how inconsequential your troubles really are.

Don't broadcast your troubles! Keep them to yourself!

There's safety and happiness and popularity in silence!

Do's About Dating

WHO isn't interested in dating — and what young man or woman isn't a little bit uncertain about some of the points of current manners and good taste involved? To find out just what young social leaders think about various dating problems, Dorothy C. Stratton and Helen B. Schleman, authors of *Your Best Foot Forward* (Whittlesey House), put questions to men and women students who were acknowledged leaders on fifty-seven college campuses. Here are some of the answers:

❧ “*What should a girl do if her girl friend's boy friend asks her for a date?*” and “*Should a fellow respect the priority of a fraternity brother in the discovering of an attractive girl?*”

“Hands off!” and “No chisling!” is the heartfelt attitude of student leaders on these questions. Before dating a friend's girl or boy friend, you'd better find out how they feel about the matter.

❧ “*In turning down a date, shall I say that I am going to be busy, or shall I give a specific reason or excuse?*”

Half the students say that a girl should give a specific excuse to a boy in refusing a date. Sometimes “busy” may be interpreted as discouraging further invitations; hence if you want another invitation from the man, it's best to give a specific reason for refusal.

❧ “*Are blind dates socially acceptable?*”

On practically every campus blind dates are considered socially acceptable, though perhaps not always satisfactory to the individual.

❧ “*If you know your escort is short of money, should you offer to lend him some?*”

Slightly more than half the girls said “yes” — but nearly three-fourths of the men gave an affirmative answer. Apparently a man's pride is not so easily injured in this respect as many girls believe.

❧ “*Is it good taste to keep one's date waiting for a few minutes after he calls?*”

Half the students indicated that girls on their campuses tried to be ready when their dates called; the other half said that, as regards keeping the man waiting, “we are saying that it is done — not that it is good taste.”

❧ “*Who should suggest that it is time to start home, the girl or the boy?*”

In all ordinary situations, it is the girl's responsibility.

❧ “*Do you have to take a drink in order to keep from being a wet blanket?*”

No one *has* to drink, students agree, suggesting that you can always order a soft drink to see you through and that people don't mind your refusing to join their drinking if you don't moralize smugly as you do it.

Here Is the Perfect Woman!

How near do you measure up to this man's
idea of what a wife and mother should be?

by **KATHLEEN NORRIS**

How near are you to being a perfect woman?

This is a fascinating question, and the answer to it may suggest to you a fascinating occupation. It may amuse you and keep you busy and happy for years trying to turn yourself into a perfect woman.

A man's letter suggested this idea. He writes me that he has the perfect wife. They have been married seventeen years; they aren't rich or famous or young any more; they're both close to forty. But his letter makes thrilling reading, and I pass it on.

"We had to wait seven years for our happiness," he writes. "They were long years, and sometimes discouraging years. Dee was taking care of her mother, a helpless invalid, and teaching school as well. There seemed to be no reason why she might not be so held for many years. I was in medical school, with the hope that a hospital appointment might some day pay me \$75 a month.

"When Dee was 28 and I 30, however, I was offered a position in a small country town, with \$100 a month and free rent guaranteed. At the same time an aunt of Dee's

was widowed, and came to live with her mother, and we persuaded the old folks to let us turn the upstairs floor of the home into a flat. The rent was \$35 and we sent them another \$35 and they managed easily.

"We went at once to our own home, and I took up my clinic duties. My wife kept a wonderful table and we could entertain simply on her food allowance of \$25 a month. Presently I began to get an outside case or two; every dollar counted, of course, but we never had any sense of anxiety or scrimping. Two boys came along, and their mother took care of us all; always gentle, sympathetic.

"I think gentleness is Dee's outstanding characteristic. She is always neat and fresh, always merry and adequate and wise, but her outstanding characteristic is gentleness. If something comes up that troubles her, she is silent, thoughtful, gentle about it. She made our boys gentle.

"**D**EE never will have a bill or a standing debt. We may have to go on short rations for awhile, but she must pay bills first.

Her mother's final illness was a long one; we had doctors and nurses, but Dee managed to make us all feel that it was a privilege rather than a burden to do all we could.

"She makes picnics, parties, festivals of ordinary living. In a worried time — for I had a long, dull illness — she was never at a loss for surprises, kindnesses, discoveries of the first spring flower, or a good book, or a new little dish for my tray. Our little girl, coming when her brothers were 9 and 7, was born almost blind. Normal now, for her first two years her mother had to be eyes for her. Dee never showed me her bitter worry, never grew tired.

"Her home is a place of rest and music and laughter and happy meals and happy talks. In winter we are the cosiest family in town. In summer Dee's beloved garden has our supper table in it, under an oak. For vacations we have a three-room lake cottage; for hobbies — but we have them all!

"The vivid, eager, loving woman who has done all this for a man and three children is, I think, the finest human being I ever knew. You hear the other side; you write of divorces and problems, mean mothers-in-law, money troubles, faithless husbands, extravagant and discontented wives. But there are a lot of us on the other side of the picture; men and women who through the trials and changes

of many married years have only come the more sincerely and truly to love and need each other."

THAT's the letter. It did my heart good. The writer did not give me his address, but I hope his Dee will see this article and know that she is appreciated.

How close to her measure would you come, if your husband wrote a letter describing you? What qualities would you select if you were choosing those of the perfect wife? What ten would come first?

Well, perhaps first of all a woman should be gentle. She should have a sense of humor. She should be capable, a good manager of home, nursery and budget. She should be neat about herself and her belongings. She should be prompt. Affectionate. Economical. Patient. Imaginative. Cheerful.

This is a big order. Most women never stop even to consider these qualities, much less to ask themselves if they happen to possess them. Many women resent the idea that they could change; they are as they are, with no need for change.

"You know me," they say complacently, "when anyone tries to put anything over on me, I never forget it!" Or, "Jim's mother spoiled him for twenty-five years. Well, he doesn't get any more of THAT! I've got a good hot temper of my own, and it's about time Jim Baker found it out."

OTHER women tell you prettily that they are always late for things, and it does make poor Bob so mad! Or they're very poor cooks; Mama said she never wanted her girls to slave in any man's kitchen. Or they never can keep their books straightened out; don't know the least thing about money. And in the last analysis, money trouble turns out to be of them all the gravest cause of marital unhappiness and unsuccess.

Some wives save all the day's annoyances and worries until dinnertime, and then pour them out on the weary man of the family. Others quarrel and complain constantly with and of the children. Many are extravagant and vain, home and husband serving them only as a background for constant trips to the beauty parlor and the frock shops.

Then there is always the wife who puts somebody else ahead of the man she married; whose heart is really with her family, or whose whole devotion goes to her child.

And the wife who has numerous love affairs. Nothing really wrong, of course, but such fun. And so harmless, if only Bob wouldn't be so ridiculously jealous!

All these wives are considered very nice women. Nobody expects perfection, and we all have our faults, we say leniently.

Which is perfectly true. And yet it is as refreshing as a summer breeze to hear sometimes of a woman who by chance and circumstance and her own fine nature has reached so high a point of human development that the man who has lived with her for seventeen years still finds her perfect. It is not of many women that a husband can say what Jay writes as a conclusion to his letter:

"I love to be with her, to watch her, whether with her children or busy with her sewing or her book. The house is a darkened place when she is not in it; there is no sound in the world so welcome to me at the end of the day as the sound of her voice."

Your Telephone Personality

IN SPEAKING face to face, your personality plays an important part in the conversation. You may slide over some words, and slur others, but the man to whom you are talking will understand, by your facial expression and by half reading your lips, perfectly what you mean.

A telephone conversation is about as revealing as a face to face talk, for personality is projected very definitely. Over the telephone, your entire message must be trusted to your voice. Your pleasure, your cordiality, your sincerity must be expressed not by your eyes or smile, but by the clarity of your enunciation, by the cheeriness of your greeting — by the *rising inflection* which you give to your sentences.

— *Booklet of American Telephone & Telegraph Co.*

You Can Be Popular, Too

No girl wants to be a perpetual blind date. One of the secrets is to be interesting — and interested in others

by MYRTLE MEYER ELDRED

SO YOU WANT to be popular? There's every chance that your desire is even more specific — you want to be popular with the opposite sex.

Every normal human being wants to be liked, including teenage girls. No girl wants to be a perpetual blind date.

Long, long before you reach the age when you spontaneously erupt into a stage called the boy-crazy one, you have to be up and about the business of making yourself liked *by girls*.

Boys are too lazy to beat the bushes in search of undiscovered game. They choose their dates from the girls they see around. Girls will be helpful in promoting entertainments at which you can meet strange boys. Girls are comforting as advisers and confidants. If you succeed in making yourself liked by the girls any social success you may enjoy will redound to their credit as your friends and they'll push you along, instead of stepping on your face.

And don't, if you want to be popular, acquire a girl friend and cling to her, forsaking all others. Let your friendship for your pal

flourish in the midst of the group, not separate from it. If you look too self-sufficient, you and she, you'll be allowed to remain so. The sight of two girls, always together, always alone, is enough to discourage the most intrepid male. He might cultivate sufficient courage to tackle one girl, but never a twosome.

IF YOUR mother is in sympathy with your social ambitions — and she probably is — she'll encourage your class in ballroom dancing, or a small group to learn how to play golf or swim or play bridge or sew, so that later there will be the nucleus of a crowd which will help you to keep your head above water in the social whirlpool. Start your own club!

Since your first objective is to make yourself a pleasing personality, be conscious of the traits which win constant approbation. One trump card is your appearance. Do you delight the eye? This does not mean that you must be a beauty. But you should have a good posture — the lifted chin looks victorious — a clear skin, a fastidious regard for neatness and

cleanliness and good taste in the way you dress.

At the moment, fortunately, faces have gone natural in many sections. Note the pictures of current debs to confirm that statement. The high school girl wears little or no lip or face rouge. Her nails are unlaquered, or at the most touched with some soft, pastel shade of rose. Her hair falls in soft curls, or a page-boy bob, to her shoulders.

And, wonder of wonders, she has eyebrows! Those strangled lines, which made the prettiest face take on the appearance of a painted egg, are definitely out. Eyebrows now play the role which nature intended, of giving distinction and individuality to eyes.

And teeth! They are the focal point of the face, so keep them gleaming white.

EXCEPT FOR evening wear the high school girl wears sport clothes from morning till night; socks more often than hose with her sturdy sport shoes, and sweaters and skirts more often than dresses. This latter style fits the adolescent-plus figure.

And while no girl should be slavishly imitative of the groups' preferences for clothes and coiffeurs, don't, I beg of you, make a fetish of your eccentricities. Boys and girls are painfully conservative. They run like the wind from any girl who looks different.

Clothes may not make the girl, but manners do. Rudeness is a trait you should strive to avoid. It is the adolescent's method of covering up her own deficiencies by red-lighting those of others. It is a way of showing supreme contempt for all adults and their world. It reveals only a yearning to be on the inside looking out.

AVOID patterning your manners and repartee on those of the screen madcaps. The manners they express are imposed upon them by a script which strives first of all for laughs. The screen is not concerned with its role as a social mentor, so why copy its burlesque antics? While we may laugh at the impertinence of its heroines, most of us wouldn't want them around the house.

Voices make their immediate impression upon the ear. A low voice — no, I don't mean you should mumble — but a voice pitched in the lower register, is pleasing to the ear. The voices of too many young girls are harsh, monotonous, indistinct or shrill.

Listen to and analyze warm, friendly radio voices. Practice reading aloud, giving full value to each word, as if you were trying to make the grade as a radio announcer. Imitate not the thick, syrupy ones but the alert, vibrant, clear ones, whose tones fall on your ear like music. Girls and boys can't escape being thought

shallow when their voices are flat, nor ill-bred when their shrillness scratches the ear, nor dumb, when their unintelligible enunciation denies their own interest and quelches their listener's.

And what principally do you do with your voice? Use it to shoot off pert retorts? To unroll your inexhaustible records of canned slang? To out-shout your companions? If you yearn to be popular you have to use your voice to say something, not just to fill a conversationless void. You can't do that without thinking, and you can't think about anything without at the same time increasing your ideas, your vocabulary and your general human interests.

SOMEDAY, so casually you'll hardly be able to believe it has happened, someone will ask you for a date. Before this, no doubt, you have had long sessions with your girl friends, about personal, social perplexities. For whether you call it spooning, necking, petting or "pitching woo," it is still a throbbing question whether you should or shouldn't. Though there may be more playing at love than there was in past generations, there are still limits beyond which it is socially perilous to go.

Eager as you will be to hang onto the advantage of that first date, you'll want to do all of the right things. Will he like you better if you are hard to kiss?

Later, if you and your friends cook up the entertainment and invite the boys, dare you offer to share some of the expense? Is it better to go with any boy who asks you or should you show some discrimination? Is it all right to pet if you're going steady?

Don't think for a moment that these questions harass only you. The boy is just as vitally concerned. He's no more sure than you that a petting approach will please or repel you.

Let's attack the problem boldly. What have you, as an aspirant to popularity, to gain from such practices? If the boy's chief interest in you is the emotional excitation you furnish him, you must resign yourself to eventual oblivion.

You can't go on indulging in raw emotion and expect that it will continuously renew itself. Just the opposite. At first just the touch of a hand may be as thrilling as a kiss, until you've had the kiss. Then the language of the kiss no longer suffices. Your sated emotions lead you on to greater and graver intimacies in a futile attempt to resuscitate the sensations you once enjoyed.

THE LEAST substantial basis upon which to build popularity is the ability to arouse sexual emotion. The girl whose only appeal is sexual, those "hot numbers" you perhaps envy, gets herself shunted into a class by herself. She

What is Good Taste?

GOOD TASTE is an ability (it can be innate or acquired) to dress, act, and be someone who is not offensive — pleasing. Any girl can study and evaluate the clothes of someone who has good taste. And someone she knows, in her own town, is better than a movie star or a duchess.

One simple rule is to avoid everything that is fussy, extreme in style, blatantly colored, or that distorts the figure. If a dress shocks you when you look in the mirror, it's not in good taste. And things like color harmony and making short girls look taller can very easily be studied.

Simplicity, fitting clothes to your own personality instead of slavishly trying to copy your style after someone else's, and learning to know and understand color, materials, and the proper clothes for the proper occasion, are the key-notes of good taste.

has a "reputation" and shortly she is no longer invited with the "nice" girls. Boys may date her secretly, but in this case the girl herself doesn't count. Any girl will do.

And here is as good a time as any to acquaint you with your own and the boy's divergent love psychologies. Adolescent boys and girls are deplorably ignorant of each other. It must be taken for granted that if you are the average girl you are unaware, when you pet, of the strength of the sensation you arouse in the boy. The boy is just as blind to the fact that your emotions are more diffuse than his own. He construes your conduct at its face value. Unless you want to avoid the impression of "wanting" the boy sexually, you must avoid even the appearance of behavior which may lead to calamitous results.

There is a natural timidity felt by both boys and girls which is

nature's own protective barrier. While it is hard to draw the line between silly prudishness and dangerous license, it can be done.

In your sensible determination to use the priceless, high-school years to increase the numbers of your friends and not to yearn for a "steady," you can whole-heartedly accept the invitation of the tongue-tied giant who sits next to you in chemistry. You don't know his family, and he's hard to talk to, but keep in mind that every boy who shows a desire for your society increases your poise and self-confidence, gives you invaluable exercise in adapting your personality to his.

EVERY girl has the opportunity to wear her conquests like balls and chains or like Walter Winchell orchids. And don't think it doesn't make a difference. If you speak disparagingly of the boys

who want to date you, you minimize your victory when they do.

And the precious assets of appearing to enjoy the company of your escorts is that you and they have fun.

Because of the newer freedom girls do call boys and "foment parties." But the use to which a girl puts this new privilege makes it right or wrong. No girl gets any satisfaction out of buying the attentions of a boy. You should not be so abject in your thankfulness for being noticed that you run after the boy, showering him with favors.

But there are innumerable, more diplomatic ways in which a girl may enjoy the society of a boy at small or no cost to himself. On dates that aren't "big," you may offer the hospitality of your home and the family icebox.

This is essential if you want to date often, for few boys in school are able to satisfy all a girl's insatiable desires to "do something." If you are smart you'll consider yourself lucky to have the company of a nice boy and endeavor to shave your wants.

THE practice of going steady springs, no doubt, from the young girl's panicky fear of being among those absent, or, if present, of being a wallflower.

But going steady has some obvious disadvantages. You are not the initiator of a romance, but its

passive recipient. If you turn down all comers and pin your hopes on one boy, when his fickle favor wavers you are out of circulation.

Going steady is a perennial excuse for petting. "It's all right if you're fond of the boy — otherwise not." But who is to guarantee the length of this fondness? Adults do not cry, "How foolish, how dangerous," just because they are adults, but because they bewail, for any girl they love, the wasted sweetness, the thoughtless dilution of these emotional ecstasies which *too* often quaffed can never be the same again.

DON'T worry seriously that you will be overlooked in the shuffle. Every girl has what it takes to make herself attractive, pleasing and interesting. She can acquire the ability to put herself across.

Let her mull over this truth: Everyone wants to be discovered, appreciated and enjoyed for himself alone. There is no more fool-proof formula for social success than is expressed by that sappy question, "Where have you been all my life?" It's an open-sesame to an exciting treasure — another person.

If you can really bring yourself to mean it, not as a line, but as a recognition of the fundamental truth that everyone has something to offer, you'll find popularity is yours. It's as easy as that.

What Do You Rate on Your Personality Chart?

Not only is this test easy to take, but it may tell you some worthwhile things about yourself

by M. K. WISEHART

BOB HULBURT, when I first knew him, was assistant sales manager for a small company dealing in household and electric appliances. He had what we call a charming personality. He also had a rich tenor voice. If necessary, Bob would let his work slide to attend any affair where he was likely to be asked to sing. However, in spite of his slack ways, he seemed to stand well with the influential men in his organization.

Just before I lost track of him, something happened that was considered very unfortunate for Bob. The sales manager, his immediate superior, died. Bob was *not* promoted to take his place. Instead, a man was brought in from the outside.

There was a good deal of surprise over this.

Some said that Bob had not been fairly dealt with. Others said that he had because he had always relied more on his ability to make friends and to sing tenor than on hard work at his job. Since he was at this time thirty-five years old, some of his best friends were convinced that Bob had been shelved for life.

There was no doubt that losing the promotion was a hard blow for Hulburt. Just how it affected

him I never knew until years later.

Happening to be in Chicago recently, I was surprised when a friend told me of some of Hulburt's remarkable achievements. They were the kind of achievements that his friends of fifteen years ago certainly would not have predicted.

THE AUTHOR has roamed the world for more than twenty-five years, meeting successful folk in every walk of life. His own estimate is that he has interviewed, in person or by correspondence, more than 10,000 individuals. From the material thus gained he has written countless magazine articles and many books, among them the one from which this feature is taken, *Reading the Price Tags of Life*, copyright, 1938, by M. K. Wischart. Published by Blue Ribbon Books, Inc., New York.

Today, Hulburt is sales manager for a nationally known Chicago organization dealing in farm implements. He has more than five hundred salesmen under him. In the field of selling he is known as a "man builder." He takes a new man, or old ones whose records have been poor, and develops them, by personal coaching, into first-rate salesmen. Since he was called into this organization he has more than tripled the annual sales, which now run into many millions.

Deeply interested, I went to Hulburt's office. While we were talking of the old days, I reminded him that once there were a lot of things he did not take very seriously, his work as assistant sales manager for the Pittsburgh household electric appliance company, for instance.

"What happened, Bob?" I asked. "Did the loss of that promotion have anything to do with the big change that came over you?"

Bob laughed.

"That had everything to do with it," he answered. "Their bringing that man in from the outside made me terribly sore at first. For a week, I was at the boiling point with resentment, believing that my friends had gone back on me. Then suddenly I saw the light.

"The men who brought in this new fellow,' I told myself, 'really *are* my friends. They would *like* to

make me manager if they could. If they can't, it must be *my* fault. What's wrong?"

"I tried for the first time in my life to see myself as others saw me. In order to get right down to the bottom of the problem I went out to the University of Pittsburgh where a trained psychologist gave me the technique for finding out about myself."

UNDER the guidance of this psychologist, Hulburt canvassed his good points and his weak points. Ability to make friends was his strong asset, but he had lots of liabilities. He had not been driving himself to do well the part of his work that he did not like. He had been letting little things get by, and somebody else had carried the responsibility for seeing that he made no big mistakes.

These and other things written down in black and white gave him a shock. He began to see how his friends had sized him up. *They* knew he was not dependable, not even industrious. Naturally, they thought he was not ambitious. In consequence, they were not going to put him in a position of vital importance to their livelihood and to the whole organization. Nevertheless, they were still his friends. They liked to hear him sing.

Hulburt's making that analysis of himself was the crux of all that followed. He determined that he would be strong exactly where

previously he had been weak. It was the turning point. He built up a reputation that not only compelled his old firm to recognize his dependability and effectiveness, but also caused a new and bigger organization, the farm implement company, to summon him.

I DISCUSSED Hulburt's case with Dr. Werrett Wallace Charters. Formerly professor of education and director of the Research Bureau for Retail Training at the University of Pittsburgh, later professor of education at the University of Chicago and now director of the Bureau of Educational Research of Ohio State University, Dr. Charters is the author of numerous books on technical phases of education and is a nationally recognized authority on his subject. One phase of that subject, on which he has done more research probably than any other man in the world, deals with *the effectiveness of your personality in action*. In connection with that problem Dr. Charters has studied thousands of cases, executives, buyers, salesmen, college graduates, men and women in every walk of life. Listen to what Dr. Charters said about the case of Hulburt:

"There are several things about Hulburt's experience which should be pondered seriously by everybody. The reason why he lost that promotion was *not* because he lacked *ability*. He had plenty of

that. He had simply not learned to put into action those personality traits that *make ability count*. His personality was strong in such traits as *self-confidence*, *friendliness*, *cheerfulness*, and *tact*. But in those traits such as *industriousness* and *initiative* which decide overwhelmingly how effective a man is on his job, he had been decidedly weak up to the time when the jolt came. If some crisis had not made him analyze himself and if, after this self-analysis, he had not proceeded to develop the personality traits in which he was weak, he never would have risen very high in his particular field, and I doubt if he would have amounted to much in any field."

FROM this, you see at once that Dr. Charters does not employ the term *personality* in the vague and inaccurate way in which it is sometimes used. By *personality* he means something very definite, indeed, and something of great importance to you. Listen:

"Remember," Dr. Charters went on, "your personality as a whole is determined by the degree to which some six thousand human attributes are present or absent in your makeup. That many attributes have been identified by psychologists. You will find that many listed in the dictionary. Of these 6,000 or more traits, we group together a certain number because they determine *the effectiveness of*

your personality in action, without which, even though you have an immense amount of ability, you cannot hope to compete successfully with equally able men and women who in addition possess and display these traits.

“Let me put it in another way. If you are not getting ahead as fast as you think you should, the chances are that this is not due to lack of ability. Ability is a matter of brains, skill and information. It is merely latent power. It is nothing more than a cold motor. If you are not advancing as rapidly as you think you should, the chances are that you are lacking in some of those vital personality traits which enable you to capitalize your ability.”

THE TRAITS which determine the effectiveness of your personality in action are ten in number and they fall into two groups of five each. The extent to which you dramatize in your daily life the traits in the first of the two groups below determines the effectiveness of your temperament, for they are the so-called temperamental traits. To a very large degree these five traits involve your *attitude and disposition*.

The extent to which you dramatize in your daily life the traits in Group II determines your effectiveness in self-management. These traits relate to the skill and energy with which you handle yourself *on the job*. Here are the two groups:

GROUP I

(Temperamental Traits)

- I. Self-confidence
- II. Friendliness
- III. Cheerfulness
- IV. Sensitiveness to criticism
- V. Tact

GROUP II

(Self-management Traits)

- VI. Industriousness
- VII. Initiative
- VIII. Memory
- IX. Adaptability
- X. Truthfulness

These ten traits have the same relation to your ability that ignition has to a cold motor. They get the motor started and keep it rolling. They make your ability count and get you on your way. They are the traits that take you places.

HOW TO DETERMINE THE STRONG AND THE WEAK POINTS OF YOUR PERSONALITY

1. You are now following a method for accurately appraising *the effectiveness of your personality in action*. It is the most exciting, the most constructive and the most profitable game in the world. You can't lose. You're sure to win. It is a step that you *must* take, in one way or another, if you want to prepare yourself for victory in practical affairs.

2. In this important game you are going to make extensive use of a personality chart. Look ahead a little now, if you wish, to see what

the chart is like. I give it to you in its proper place. First, I must be sure you know exactly how to use it. On the chart you will find listed the ten traits that determine the effectiveness of your personality. The chart I give you is in substantially the form in which Dr. Charters gave it to me. The questions that appear on the chart under each trait are substantially those used by Bob Hulburt. The directions I give you are those I have found most useful in my own experience.

3. Under each trait on the chart there are three questions — thirty in all. Each question relates to a fundamental *action principle* by which the trait to which it refers displays itself. An *action principle* is a type of action that brings the trait into play as between yourself and the people with whom you come in contact at work, at home, or elsewhere. When you *act* on those principles which are clearly indicated by the questions under the trait you dramatize that trait and make yourself effective with respect to it.

4. This is what you are to decide with reference to each question on the chart: *Under the indicated circumstances HOW OFTEN do I act in the indicated way?* The frequency with which you perform the indicated action under the indicated circumstances determines the answer you make to the ques-

tion. Hence, each question is prefixed with HOW OFTEN.

5. For significant results as well as to facilitate answering the questions you should have in mind a definite period of time. Don't try to answer the questions with reference to your whole lifetime. The period you choose will depend upon your age and how long you have been employed. If you are twenty and have been employed several years you may answer the questions with regard to the past year. If you are thirty or more and have been employed for a good many years you may answer the questions with the past five years in mind. *Whatever period of time you choose keep the same period in mind in answering all thirty questions. This is important as it permits useful comparisons between your effectiveness in one trait and another and between your effectiveness in the five temperamental as opposed to the five self-management traits.*

6. *Refraining* from certain types of action is sometimes as important as performing other types of action. For example, if you refrain from making censorious and critical remarks about people whose weaknesses are known to you it has a positive and favorable result on your effectiveness in the trait, *friendliness*. In each case the question itself clearly shows whether the action involved is one of performance or one of restraint.

7. Each of the thirty questions on the chart can be answered in five different ways. These five ways are given in the rating schedule immediately below. When you have decided which of the five answers you should make to any one of the thirty questions on the chart read across the rating schedule from left to right and you will automatically get the significance of your answer as well as its equivalent alphabetical and numerical grade. Here's the schedule:

9. Take a sheet of paper or a notebook and write down the ten traits, numbering them in the sequence in which they appear on the chart. In a vertical column under each trait write 1, 2, 3. These numerals represent the questions. Opposite them leave space for the scores that you are now going to record and for scores to be added subsequently. This is your scoring sheet. You will have use for it.

10. Do not write your scores in

RATING SCHEDULE

Of these five ways in which each of the thirty questions on the chart can be answered, decide which is the *right* answer for you.

	<i>Significance of your answer</i>	<i>Alphabetical equivalent</i>	<i>Numerical equivalent</i>
1. Always, or almost always	Superior	A	11
2. Frequently, but with some exceptions	Good	B	9
3. Occasionally, but with numerous ex- ceptions	Average	C	6
4. Seldom	Weak	D	3
5. Never, or almost never	Inferior	E	1

8. In accord with this schedule the top score you can make on any one question is 11, and the lowest is 1. So, if you rate 11 on each of the three questions under any one trait you make the highest possible score on that trait — 33. If you score yourself 1 on each of the three questions you make the lowest possible score — 3. The highest score you can make on each of the two groups is 165. The lowest is 15. The highest score you can make on all thirty questions is 330. The lowest is 30.

the margin of the chart in this book. You may later want a friend to rate you on these same questions and it will be to your advantage if he does not know in advance how you rated yourself.

11. Since you do not know as much about the action principles involved in the traits as you presently will, you are at this time rating yourself *in a preliminary way*. The scores you give yourself this time are tentative. Do not take more than a minute, or at most

two or three minutes, to decide on your answer to any one question. If you find that you cannot answer the question fairly to yourself without considerable reflection leave the space for that answer blank and go on to the next. You will later have an opportunity to revise all your tentative ratings and make them final.

12. This question may occur to you: "Why, if I find myself inferior with respect to a certain question which relates to a desirable course of action am I allowed to grade myself?" *Because, by recognizing your deficiency with respect to a desirable course of action, you have already taken the first step toward remedying it.* For instance, Question 1 under *friendliness* is "When you discover weaknesses in people do you refrain from critical and censorious remarks about them?" If you decide that under the given circumstances you *never, or almost never* refrain from critical and censorious remarks, then Answer No.

5, as given on the rating schedule, is the proper answer for you to make to that question. Reading across you find that the significance of this answer is *inferior*, and your score is 1. You may even decide that you make critical and censorious remarks so frequently that it is actually responsible for hostility between you and other people. Nevertheless, instead of a minus, you still score 1 *because your recognition of the weakness must inevitably lead you to do something toward overcoming it.*

13. Be honest with yourself, just as fair as you can be. Do not overestimate weaknesses nor underestimate shortcomings. When you have decided which of the five possible answers is the proper one for you to make refer to the Rating Schedule to find its numerical equivalent. This is the grade you make on the question. Jot it down in the proper place on your scoring sheet.

Here's the chart:

Your Personality Chart

Group I (Temperamental Traits)

I. Self-Confidence

HOW OFTEN —

- A. Do I undertake new duties connected with my occupation with the conviction that I can learn them readily and perform them well?
- B. When meeting new customers or new social acquaintances do I maintain my normal behavior, speaking pleasantly and cheerfully, without awkwardness, nervousness, shrillness or assertiveness?
- C. With reference to people that I ordinarily meet, do I feel that I am as well educated, as able, as well-mannered, as neat, and as likable as they are?

II. Friendliness

HOW OFTEN —

- A. When I discover weaknesses in people do I refrain from critical and censorious remarks about them?
- B. When I discover weaknesses in people do I also try to see their good points?
- C. When my fellow employees or business associates do good work, or people around me anywhere do good deeds, do I express to them my admiration and praise?

III. Cheerfulness

HOW OFTEN —

- A. When people bring to me new plans, business or personal, do I immediately, in a definitely enthusiastic and interested way, try to see the best points in their proposals?
- B. When in social company do I definitely lay aside my own plans, problems and troubles and give myself fully to ideas and conversation of common interest?
- C. When my personal affairs are not going well do people realize it because of my depressed manner?

IV. Sensitiveness to Criticism

HOW OFTEN —

- A. Do I accept cheerfully and act promptly upon constructive suggestions for improving my work when these suggestions come from my *superiors*?
- B. Do I accept criticisms and suggestions from my *equals* without resentment, brooding or feeling humiliated, and act upon them if they have merit?
- C. When criticisms made of me, from whatever source, are just, or partly just and partly unjust, do I use them as a guide to show me what weaknesses I must overcome and what skills and experience I must acquire in order to avoid similar criticisms in future?

(NOTE: A high numerical rating in this trait means that you are *not oversensitive to criticism, but sensitive to it in the right way, responding with constructive acts.*)

V. Tact

HOW OFTEN —

- A. When irritated or antagonized by others do I refrain from unkind and cutting remarks?
- B. In conversation do I make my listening as intense as my speaking?
- C. In conversation with people whose esteem I wish to gain do I refrain from doubtful tricks and strategies such as attempts to flatter the other fellow's ego?

Group II (Self-Management Traits)

VI. Industriousness

HOW OFTEN —

- A. Do I carry out efficiently and on time the daily routine duties connected with my job?
- B. Do I carry out efficiently and promptly emergency duties which, from time to time, are assigned to me by others?
- C. Do I carry out efficiently and on time those duties connected with my job which are particularly distasteful to me?

VII. Initiative

HOW OFTEN —

- A. When difficulties arise in connection with work assigned to me do I find the solution myself instead of referring it to my employer or department superior?
- B. Do I carry to a complete finish the various plans I make?
- C. When new duties arise in connection with my vocation do I study the essentials of these new duties in order to find the most expeditious and economical way of executing them?

VIII. Memory

HOW OFTEN —

- A. Do I subsequently recall correctly, promptly and without stumbling, the names and faces of people I meet socially, or in business, together with personal incidents about them?
- B. Do I recall correctly all data connected with my vocation that I *should* carry in my head?
- C. When studying, reading, traveling, attending lectures, listening to serious addresses on the radio or discussing business or other matters with persons who know more and have had wider experience than I, do I concentrate *with the deliberate intention to remember what I read, see and hear?*

IX. Adaptability

HOW OFTEN —

- A. When a proposal of mine that I consider meritorious is confronted with opposition do I meet the opposition with reasonable and impressive arguments presented in a friendly and conciliatory manner?
- B. Do I meet objections to my proposals with compromise, sacrificing some of my own ideas and incorporating some of the other fellow's in order to carry him along in support of my proposition as a whole?
- C. When I discover in myself shortcomings such as this personality chart may disclose, do I proceed promptly and cheerfully to take the necessary steps to overcome the weaknesses of which I have been made aware?

X. Truthfulness

HOW OFTEN —

- A. In the face of circumstances which might be construed to my disadvantage, do I tell the plain, unvarnished truth?
- B. When circumstances require that I report to my employer conclusions which I know are contrary to those he desires, do I refrain from *coloring* my facts?
- C. Edison's "brightest boy" said that an untruth is justifiable "only when it saves some person other than myself from pain and anguish without doing anyone else an injustice." If I *believe* this, how often do I *observe* the principle?

I ASSUME that you have jotted down on your scoring sheet your numerical rating on each of the thirty questions. The following directions will further enable you to use your scores to advantage.

1. Total the score you made on each group of three questions and you get your rating on that particular trait.

Total your scores on the five traits in Group I and you get your numerical rating *as to the effectiveness of your temperament in action*. The same procedure with the five traits in Group II will give you your rating *as to your effectiveness in self-management*. For your total add scores you made on all ten traits.

2. If you find yourself *superior* with respect to each question on the chart you will, of course, grade yourself 11 on each question and then you rate on the chart as a whole, 330. In that case may Heaven help you because you are already so superior that no earthly power can be of any assistance. If you find, however, that you are *inferior* with respect to each ques-

tion on the chart you will, of course, grade yourself 1 on each question and on the chart as a whole you will rate 30. In that case, you are probably suffering from a violent slump in self-esteem. I anticipate that you rate *superior* with reference to some of the traits and *inferior* with respect to others. That is excellent. It is the way with most of us.

"Most people," Dr. Charters once remarked when we were discussing the importance of the chart, "need to be far more inquisitive about themselves than they really are. This right kind of inquisitiveness prompts us to take the trouble to find out in which personality traits we are weak and in which we are strong, and our relative standing with reference to each. If we fail to do this we are sure, at times, to be hitting and at times to be missing, and nine-tenths of the time we will not know which we are doing."

The first important step toward increasing your effectiveness is to find out where you stand now.

Little Things Make Manners

When you pay attention to the little things of life
you'll find the big things take care of themselves

by SUE MOODY

PRETTY Mrs. Smith was suffering from a holiday hangover — non-alcoholic.

She had given a huge Christmas party for everyone she knew, had the biggest tree in town, seen that the folk on the wrong side of the tracks got their Yuletide boxes, and now she had a hollow feeling because the mail brought Christmas cards from half a dozen friends she had overlooked when she posted her own greetings.

"I'm just sick about it," she wailed. She needn't have been, of course, but she concentrates so hard on big affairs that the little things of life throw her off balance. And it's the little things that raise living to a fine art.

Christmas cards must certainly be numbered among the little things. A connoisseur of living would simply sit down and without the faintest show of apology, send off little notes expressing delight at being remembered.

Everyone is conscious of the big things, perhaps because they usually carry big price tags. But the only cost-mark on the little things of life is thoughtfulness. They're the bedrock of good manners.

It isn't lavish entertainment or calculating flattery which wins affection and respect. The large gesture can be coldly conceived and executed; the small friendliness, by its unpretentiousness, is spontaneous and instantly disarming.

I have jotted down a few little ways in which little things add up to big personalities. They aren't intended as copybook maxims — mercy, no! But if you feel like trying some of them, see if they don't stir up a fine inner glow of satisfaction.

Little Hints for Host and Hostess:

DON'T be an apologetic host or hostess, deprecating your lack of servants, the scorched spinach, or a crack in the china. Nothing makes a guest more uneasy.

Plan dinner parties for eight or eight-thirty, for the convenience of hard-working friends who just can't manage an earlier hour.

Don't rush to hurl open a window the minute a room gets smoke-fogged. Solve the ventilation problem unobtrusively.

If a guest needs an ashtray,

don't upset the furniture in your rush to get him one. Take your time and don't talk about what you're doing. Every half hour is plenty often enough to offer a guest a cigarette — it's ostentatious to make the offer every two or three minutes and it wrecks your poise.

Plan quiet dinner parties or luncheons for the young wife about to be a mother. She wants to be remembered rather than forgotten by her friends. Give her a shower and make it diverting and humorous.

If a friend of yours has broken her engagement, gather her graciously into the fold again. Give a small bridge or dinner party and act as if all were still well with the world.

Don't force drinks on polite but reluctant guests.

Give a Christmas tea, buffet supper, or dance for your friends instead of distributing your allowance thinly in trivial gifts.

Little Things that Keep Homes Happy:

KEEP a card index of your husband's favorite dishes. Serve them at least twice a week, and always as a "welcome home" from trips.

A telephone call from the office will cheer your wife immensely on days when she is blue.

Defer to your wife in little things, like tuning down the radio

(and maybe you'll find it easier to "get away with" big things!).

Never be afraid to make amends for an oversight.

Wives, unless scrupulously opposed to drink, should discover some mild appetizer such as sherry which they can enjoy while the man of the family sips a highball before dinner.

Tell your wife she's the most marvelous, sweetest, most resourceful hostess you know — she'll smile when you come home with an unexpected dinner guest.

Go shopping with the girl after you marry her, once in a while, when it's holiday time or an anniversary rolls around, and approve vociferously of the pretty things she purchases.

Treat your children as courteously as grown-ups.

Little Tips on Tactful Talking:

DON'T ride rough-shod over the other chap's opinions. It's remotely possible that they may be as well-thought-out as yours.

"I" is the pre-eminent conversational topic of the world — encourage the other fellow to talk about himself.

Never pass up a chance to turn a deft compliment: "How stunning you are in that new dress!" The more people who overhear, the better; intercepted compliments do double duty.

Don't begin a conversation with

a new acquaintance with "safe" topics. They're unstimulating. Take your cue from his interests and he'll regard your talk as scintillating.

Keep away from unpleasant subjects, as a rule. But if some soul had an operation just like yours, it may be fun comparing notes if no one else is around to be bored by it.

Save the situation! If someone "pulls a boner," tell about the time you tipped over a wine glass instead of a water tumbler.

If you've heard something nice about Jerry, tell him all about it, promptly. Don't hoard a compliment as a "trade last."

Little Hints for Guests and Givers:

AT CHRISTMAS, boxes of home-made candy are a fine idea for the milkman, postman, and others whose services you'd like to remember gracefully.

Keep a list of your shut-in or invalid friends and remember them at least twice a year — at other times than Christmas — with letters or gifts.

When dining out, a remark to your hostess such as, "What wonderful soup! How did you ever make it?" may win you a return engagement. It will establish you as a person of discrimination.

If your flower garden flourishes or you have an oversupply of potted plants, distribute floral offerings among appreciative friends

who are always being nice to you.

Silk stockings make one of the most useful gifts known to woman. They are always in season.

If you're a guest in a rural house over the holidays or for a skiing week-end, don't notice the lack of modern equipment of such homes. Down on the farm you must eat your meals with gusto to please your hosts.

Remember the hostess who entertains you informally with a bouquet of flowers which you bring with you "in person."

When the hostess must be in and out of the room frequently, don't jump up and down at the table like a jack-in-the-box. Rise once or twice, then remain seated.

Little Things That Make the Man and the Lady:

IF THE son or daughter of someone you know achieves some great or small success, drop the parents a note of congratulation.

Tune yourself to your times and your circle of friends. If their tastes are simple, limit your extravagances until they can think of you as one of them.

Adapt yourself to the tastes and whims of friends whenever possible. If someone suggests a bus instead of a taxi, don't say, "What! Ride on top of a bus!" Climb up and see how beautiful the avenue is from that vantage point.

Take a few minutes to show genuine interest in younger peo-

ple's problems. Don't just give them perfunctory attention and then freeze them out. You were young yourself once.

Take time to write to old people, lonely people, ill people, and people having troubles.

Wives and husbands are entitled to as much consideration and courtesy as strange traveling companions.

Every individual has several possible points of contact with humanity. You only need to discover one of them to make a friend.

Please Don't:

LEAVE moist cocktail glasses on the other fellow's best furniture; rings on the varnish are as bad taste as initials carved on piano legs.

SPEND too much time with popular guests when you are host and hostess.

TALK to other men about a girl you're dating. She may hear about it, and then — fireworks!

EXPECT a girl to give you all her week-ends during busy party months, even though you think maybe she'll marry you.

ASK a man, as a special favor to you, to escort some girl he has never met to a dinner dance.

FLATTER a young man into

believing you may become his fiancée, only to let him down the instant Prince More Charming heaves over your horizon.

CRITICIZE others so freely that everyone around you feels uncomfortable.

But Please Do:

GIVE a friend the benefit of the doubt.

SPEAK names clearly in making introductions so that the persons being introduced understand them.

AVOID rainbow tints and too-flashy monograms in your writing paper.

CRAM your parties full of surprises, just as you spice your conversation with delightful anecdotes.

SAVE up your choice items of experience — people met, opportunities offered, conquests achieved — to cheer your husband or wife on dull evenings when the spouse feels low.

BE a spendthrift in acts of kindness toward your neighbors and their children.

SERVE corn on the cob, or watermelon, or other awkward delicacies whenever they are in season and when the affair is not extremely formal.



*I*F YOU want to make a dangerous man your friend, have him do you a favor. — WARDEN LEWIS E. LAWES

Can You Take Criticism?

No matter what you do, you'll be criticized—but the real test of successful living is how you react to it

by DR. JAMES GORDON GILKEY

ALL OF US are sure to meet at least some criticism. No matter how loudly our friends may praise our achievements, our critics and our enemies are sure to berate us roundly. There is an old Latin proverb, "Not even Jupiter can please everybody."

Sooner or later we lesser mortals repeat Jupiter's embarrassing experience. If our position in the community and the type of work we do keep us out of the public eye we usually escape with a small amount of abuse. But if we happen to occupy a position of prominence we are certain to encounter extensive hostility.

The experience of successive Presidents of the United States is highly suggestive. Here is the comment passed on one. "The occupant of the Presidency is little better than a murderer. He is treacherous in private friendships, a hypocrite in public life, an

impostor who has either abandoned all good principles or else never had any." With love for George Washington!

Or listen again. "The President is a monster whose choicest aliment is human blood." Kind regards for Andrew Jackson!

But these abusive sentences, uttered by one who was later given a Cabinet position by the very man he denounced, are the most incredible of all. "The President is a low, cunning clown. He is the original gorilla. Those who seek the ape-man are fools to travel all the way to Africa when what they are after can be so readily located in Springfield."

Who was he discussing? Abraham Lincoln.

One of the lessons all of us must learn is how to meet this inevitable criticism. Unfortunately many people never give the matter serious attention, and go through

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life without mastering this art. Some individuals, for example, promptly lose their temper when they are criticized. It makes little difference whether the criticism is justified or not. At the first evidence of unfavorable comment these individuals fly into a passion.

Michelangelo seems to have been a man of this type. He was once commissioned to paint a picture for the Pope's private chapel. With a singular lack of taste he included in the picture several nude figures. The Pope's master of ceremonies, who had to pass judgment on the picture, very rightly objected to it. Michelangelo lost his temper, berated the master of ceremonies unmercifully, and then painted another picture in which his critic — painted in photographic likeness — appeared as a devil with horns on his head and a serpent twisted about his waist. Obviously Michelangelo had not learned how to take criticism.

Other people go to the opposite extreme, accept at its face value everything any critic says, and then try to follow the program the critic lays down for them. Whether the suggestions are wise or foolish these weak-kneed individuals hastily surrender and revise their own beliefs and programs.

To this group of oversensitive and vacillating people belong the ministers who deliberately omit

from their sermons every idea that might conceivably give offense, the politicians who espouse one cause one day and the opposite the next, and the young people who would rather surrender every ideal and every moral principle than endure a little good-natured ridicule. One attack, and these cowards run up the white flag.

HOW CAN you and I avoid these two extremes? What should be our attitude toward criticism?

To begin with, we should remember that a great deal of criticism is worthless and should be entirely ignored. The criticisms that grow out of ignorance belong in this class. We always have the right to demand that our critics show their credentials, and if our critics have no credentials we can promptly and quietly disregard what they say.

If a great violinist were distressed by the comments of an ignorant peasant, we would call the violinist oversensitive. We would tell him the only criticisms he ought to consider seriously are those given by the people who knew something about violin music and the technique of violin playing. Why do we so often forget this simple and obvious principle ourselves?

Equally worthless are the criticisms that spring from unworthy motives. Did you never realize how many of the mean remarks we

hear day after day originate in sheer jealousy? These comments tell us nothing about the man who is being criticized. They do tell a great deal about the people who do the criticizing.

One night Dwight L. Moody was addressing an immense congregation. On the platform with him were several ministers from the local churches. At the close of Mr. Moody's sermon one of these men stepped forward and said coolly, "Excuse me, but you made eleven mistakes in grammar tonight." There was a moment of embarrassed silence, and then Mr. Moody said jovially, "Probably I did. My early education was very faulty. But I am using all the grammar I know in the service of Christ. How about you?"

The ultimate source of that cruel comment was obvious. It came from jealousy — the jealousy of a man who was failing in the work in which Mr. Moody was succeeding. A large proportion of the unkind remarks that are bandied about in the modern community springs from the same discreditable source.

OR THINK of the people who make cruel comments on their neighbors in order to gain attention and win a reputation for cleverness.

Thackeray wrote, after long observation and experience, "A mutual acquaintance grilled, dev-

iled, and served with mustard and cayenne excites the appetite. But a slice of cold friend served with jelly is a sickly, unrelishing meal."

What a picture of the people, old as well as young, who denounce the local minister, the local doctor and the local school-teacher, and then listen hopefully for laughter and applause! Criticism of this cheap and insincere type should be disregarded. It is as worthless as the indictments growing out of jealousy, or the advice rooted in ignorance.

WHAT is the criticism we ought to take seriously? It is that which comes from those who understand us and our work, who know what problems we face and what progress we are making, and whose aim in offering criticism is to help us work more effectively. For criticism of this type we can never be too grateful. If we do not get all of it we need we have every right to ask for it.

The best friends we have are those who tell us kindly and intelligently but relentlessly where we fail and how we can do better. Their comments and suggestions are of priceless value. To disregard the advice of these friends in the same way in which we disregard the criticisms of the ignorant, the jealous, and the insincere is to make a lamentable blunder.

When we thus receive the right

type of criticism we must school ourselves to listen to it with a quiet and a receptive mind. Whether it cuts deep makes no difference. We must listen, and try to profit by what is said. It is at this point that so many people fail pitifully. Some of them, criticized fairly and kindly, instantly jump to their own defense. With an obvious show of resentment they insist that the critic is entirely wrong, and that they themselves are entirely right.

Naturally individuals of this type never gain from criticism the help they should. The words that might disclose to them better ways of working or thinking merely dig deeper the existing ruts of their prejudice.

ONE of my classmates once gave a singularly vivid description of his father. "My father's idea of a discussion," he said, "is a passionate expression of his own opinion." How little that father knew about the art of taking criticism!

Other people, hearing the kindly and intelligent suggestions of their friends, instantly begin to whine. "So you too have turned against me!" they exclaim. "I might have expected it from someone else, but never from you." Then follows either a flood of tears or a day of grouchiness, depending on the temperament of the individual.

Unfortunately this seems to be the procedure in many homes

when the husband ventures to criticize his wife, or when she plucks up courage to make a few kindly suggestions to him. In these families long and unhappy experience has shown that it is wiser to endure irritating situations than to make an apparently safe effort to correct them.

Still other people, meeting criticism that is undoubtedly fair, react in another way. They develop, suddenly or gradually, an intense personal resentment toward the one who dared criticize them. Sometimes this resentment flares out in an immediate explosion of anger. More often it is concealed and reveals itself months or even years later in half-disguised form.

Suppose a man does listen quietly and receptively to the criticisms that can help him. What will he learn from them? For one thing he will discover what his mannerisms are. All of us develop mannerisms, but few of us realize that the process is going on and still fewer recognize its results. The reason is that we are so close to our mannerisms that they, like bits of dirt on our nose, escape our view. Only when a mirror is obligingly held before us do we appreciate the situation.

Sometimes the criticisms of our friends give us great help. These comments and suggestions open before us new vistas of achievement, stimulate us to new and

more effective endeavor, and push us forward on new and more direct roads to success. All of us, however well-meaning and hard-working, fall into ruts and wander off on detours. Is there anything half so likely to lift us out of our rut and lead us back to the highway as the frank criticism of those who love us and are interested in our journey?

THERE is one more thing that must be said. In every man's life there come occasional moments when he must make his own decisions and then resolutely abide by them, regardless of comments and criticism. Until we develop this capacity for heroic self-direction and endurance, life's lesson is only half learned. Experience has shown repeatedly that there are a few situations in which each of us must determine what seems to him wise and right, and stand by his colors.

One such occasion arises when a man chooses his own life-work. No matter what career he elects, some of his friends will be convinced he is making a mistake, and will show little hesitation in saying so. He may well listen to them while his decision is taking shape, but once the decision is made he must assume a new attitude and count the question permanently settled.

A similar situation develops, of course, when we approach mar-

riage. The choice we make at that time never satisfies all our friends. Some of them will always feel — no matter whom we marry — that we made a tragic mistake.

We may well listen for a time to the counsel of those we love and trust, but a day comes when we must deal with the situation in an entirely different way. We must face our problem, solve it in our own way, stand by our decision no matter what happens, and insist that the question is never to be reopened either by our friends or by ourselves. Here, as in so many places, the path of life suddenly narrows and we must walk it for a moment quite alone. How different the story of many homes would have been had the husband and the wife recognized this truth, made their decision, and then resolutely disregarded the suggestions and the interference of outsiders!

IN THE CASE of our major moral decisions the same principle is true. When you and I are trying to make up our minds what is right we ought by all means to get what light we can from others. But a moment finally comes when we must make our own decision and determine for ourselves where the path of duty lies. We may prove to be in the minority, but our obligation is crystal clear. We must stand by the course of action we are convinced is right.

What Are You Crying About?

Suppose you do have a handicap—it can't hold you down if you keep your mind out of splints

by RALPH BEDFORD

THE man who sat in the slanting sunlight on the edge of a swimming pool delightedly wiggling his big toe was an exceptional person for at least two reasons: he was destined to become a President of the United States, and he was doing something that couldn't be done when he wiggled his toe.

His legs were stiff and withered as an aftermath of infantile paralysis. There had been days and months when he was unable to move a muscle in hand or foot. The muscles might be permanently atrophied. The doctors made no promises.

The man, of course, was Franklin D. Roosevelt. Every January thirtieth the nation celebrates his birthday. The President's Birthday Balls are partly in honor of the man, partly in support of the Warm Springs Foundation where other paralysis patients are helped back to normal, partly — and importantly — in acknowledgment of the pointed truth that a handicap is not necessarily a hostage held by fortune.

In fact, the odd thing about a handicap is that it is so often a detonating cap which ignites the ex-

plosive force of character. *You* have a handicap; *I* have a handicap; everybody has some handicap, psychic if not physical.

Franklin D. Roosevelt happens to be a superb but by no means unique example of the stimulus a handicap can be to achievement. To be sure, it cannot be proved that he never would have become President if he had not been stricken by a crippling disease. But in the belief of the noted psychologist, Dr. Donald A. Laird, it is extremely likely that this is true.

MR. ROOSEVELT used to be an easy-going, immensely likable, physically active and comparatively unambitious young man in politics. Then came infantile paralysis in the dog-days of August, 1921. When the disease had run its course he lay paralyzed, unable to move arms or hands or legs or feet. Doctors were able to give him advice on keeping up his general health. They told him about exercises which *might* enable him to flex dormant muscles.

He set to work with a new fixity of purpose. He followed the exercises and devised some of his own.

It was an endless, intense, stubborn battle which often left him perspiring and exhausted from the sheer effort of his will to break maddening physical shackles. One day he was able to move a finger! In time he regained partial use of arms and hands. He began to swim, then, using a breast stroke made possible by a special kick he had invented.

When he was finally able to flex a toe, dexterity was just around the corner. Today he has the complete use of arms and hands, and although his legs are still withered, he can move them.

By any human standard of computation, Mr. Roosevelt has won a magnificent victory. No one can assay the exact part the by-products of his fight for health have played in his achievements. It is certain that his stubborn battle tapped sources of strength which (and this is true of all of us) he had not known he possessed. The powers that lie dormant within us, untouched, unhonored, and un-sprung, are at once the hope and the despair of any student of human achievement.

PARALYSIS which affected his right hand also threatened to blight the career of H. T. Webster, the cartoonist whose "Caspar Milquetoast" is a major American classic. A cartoonist with a paralyzed hand is like an automobile without a clutch. The power is

there but the car won't go. For a time Webster had to use a "ghost," which is a trade term for an anonymous draftsman. During this period he spent endless hours learning to draw all over again with his left hand. You think it's easy? Try writing a letter with your left hand and see if you can read it!

Webster's greatest success has come to him in what might be called his second incarnation. His handicap turned out to be anything but a handicap to him.

"UNLESS you put a man's mind in a splint," says Frank Scully, "you don't seriously handicap him by crippling his body."

Frank Scully ought to know. As a schoolboy athlete he suffered a leg injury, which, in some twenty years, sent him to more than thirty hospitals for varying intervals. To complicate matters, his lungs went bad. In the end he lost his leg. Then things began to break better for him. He married, got the best newspaper job of his life, and started turning out best-sellers.

It is significant of his attitude toward what some people might label "handicaps" that his reputation rests on his fame as a humorist. He turned his hospital sojourns into assets by writing the popular *Fun in Bed* books for convalescents.

Nearsightedness is an extremely common physical handicap. It

can usually be corrected with spectacles. A youngster named Theodore Roosevelt had to wear glasses for nearsightedness and this kept him from taking part in the vigorous sports of his friends. He turned to nature study and became, among other things, a great naturalist.

Nearsightedness was a positive asset to Winslow Homer, who belongs in the top rank of American artists in water color. He painted things as he saw them, and he saw them not in sharp focus but with a delicate blurring which gives his work an indescribable and inimitable quality.

NO ONE would be likely to name arthritis as a stimulus to success. It is a cruel and crippling disease of the joints which can and often does doom its victims to a bed of pain. That is just what it did to a middle-aged man named Clarence Day. Lying at home on a couch, often quite unable to move, Day's nimble mind traveled back to his youth to divert his thoughts from pain. Out of those ramblings came the delightful and observant best-sellers, *Life With Father* and *Life With Mother*, which seem in a fair way to go on selling indefinitely.

Lord Byron's handicap was a club foot. It made him bitter and ashamed, drove him on to prove himself in love and literature until he had satisfied himself and the world that he *was somebody*.

Most of his life, Robert Louis Stevenson suffered from tuberculosis. Much of his writing was done in bed, painfully, painstakingly. Undoubtedly this helped to develop his consciousness of style, and his physical fetters helped his mind to soar in such classics of adventure as *Treasure Island* and *Kidnaped*.

Bind your handicap to your heart with hoops of steel! Cyrano de Bergerac had a big nose. It helped to make him a poet. Jimmie Durante has a big nose too; it's worth \$5,000 a week to him. Where would Eddie Cantor be without his pop-eyes? Who would remember Ben Turpin without his squint? Would Clark Gable be so famous if caricaturists didn't delight in exaggerating his ears? Martha Raye could better afford to lose an arm than her oversize mouth. Andy Devine's voice is everything a voice shouldn't be, but it's a four-figure meal ticket.

Handicaps? It's a law of nature that there isn't any such thing if you keep your mind out of splints.



ALMOST anyone can be clever, but to be great requires a soul.

— CHANNING POLLOCK

Wallflower Trouble

If you're stuck on the sidelines, you might take a tip from these movie stars and do something about it

by GRACE MACK

IN THESE swing-time days, social rules seem to be growing almost as fickle as fashions. What may have been "the thing to do" last year is likely to be regarded as just a quaint old custom this year. There is one little rule, however, that continues to remain as fixed as the Rock of Gibraltar: *A girl cannot get on a dance floor without a partner to start her.*

If you are one of those smoothies who always manages to have partners three deep around her, and toward whom the stag line, to a man, just naturally gravitates the moment the music starts, it goes without saying that this rule will never cause you to lose your beauty sleep.

But if, alas, you are subject to attacks of that malady commonly known as wallflower trouble, the chances are that you have cried into your pillow more than once. This, as you have doubtless discovered, profits you nothing but a pair of red-rimmed eyes. Instead of making yourself miserable by brooding about your wallflower trouble, why not roll up your sleeves and figure out a way to outwit it?

If the men you would like to have dance with you never seem to be aware of your existence, and if the stag line treats you as if you were a blind spot, there must be a reason. Find out what it is. Get a good unglossed closeup of yourself.

COULD you take a good grooming test and come off with flying colors or are there a few details about which you are inclined to be careless?

Are you really a good dancer or do you just dance well enough to get by?

How streamlined are you? Are you geared for 1941 traffic or are you slightly Model T in spots?

Are you mentally alert and physically alive or do you give the impression of being "dead on the vine"?

When you arrive at a party do you immediately start worrying about whether you are going to have a good time?

When the music starts, are you thrown into a state of jitters for fear that nobody will ask you to dance?

And if they don't, do you treat it as a major catastrophe, and im-

agine that everybody is noticing your discomfiture, and saying, "Poor Janey, she never seems to click, does she?"

Or if the miracle happens, and you spot a potential partner approaching, do you become as stiff and unrelaxed as a board, and do all the bright and amusing things you had planned to say vanish like a gambler's lucky streak, so that you feel like a perfect minus, and act it?

YOUR ANSWERS to these questions should give you an inkling as to why you get stuck on the sidelines while the other girls, no more attractive than you perhaps, are out on the dance floor having themselves a time. But if you want to probe further, and you've got enough of the Spartan in you to be able to take it, persuade two or three of your friends to play the old game of Truth with you.

I happen to know of a case where this worked magic. Some time ago I went on a studio location trip with a group of magazine writers. On the way home, as a means of killing time, a few of us started playing Truth. Each of us asked questions about herself and the others answered with "the truth, the whole truth, and nothing but the truth." When it came Margaret Lindsay's turn, she asked:

"Why is it that people, as a rule, never seem to 'take' to me?"

Whether she realized that she was leading with her chin, I don't know, but I am sure that the unretouched picture the girls gave her of herself must have startled her.

"You give the impression of being very frigidaire," said one, "and most people are afraid to try to defrost you."

"You hold yourself too aloof," said another. "Those of us who know you and like you realize that you are not aloof, but the people who meet you casually at parties don't know that, and your ritzy manner sort of scares them off — especially men."

"You are not as feminine as you could be . . ."

"You don't play up your sex appeal . . ."

UP TO THIS point Margaret took these comments without flinching. But when it came to the last one, she put up an argument.

"I suppose you think that I should wave my eyelashes and roll my eyes and try to act like a Number One 'It' girl!" she retorted.

The girl in the group who knew her best assured her that she was misinterpreting sex appeal.

"When we say that you are not playing up your sex appeal," she said, "we mean that you are not stressing the warm, human qualities which we know you possess. You give people the impression

that you are indifferent and stand-offish. You could be one of the more alluring girls in Hollywood if you would give yourself a break."

It was not until some time later that I chanced to get the sequel. I was having lunch in the Green Room at Warner Brothers studio. Some gorgeous new pictures had been hung on the walls and several people were admiring them.

"I can't believe that the beautifully alluring girl in those pictures is Margaret Lindsay," one man said. "What's she done to herself? She looks like a different person. And I've noticed her on the lot. She acts differently, too."

THEN I HEARD the story . . . How Margaret Lindsay had profited by the Truth game. Instead of resenting what had been said to her, she made up her mind to overcome her inferiority complex and her fear of other people's opinions — for it was that which had really been responsible for her seeming aloofness — and *be herself*. Instead of wrapping herself in a cloak of cool reserve, she determined to show people that she could be warm and friendly. She really worked at it too. Now she is rated one of the most popular young girls in Hollywood.

Which brings us to the matter of *what makes a popular girl popular*. The various men I have talked with on the subject all concede

that a face which might once have launched a thousand ships will not, of itself, turn the trick. Each of them stressed perfect grooming, naturalness and friendliness as requisites and, without exception, they mentioned *femininity* as the attribute most likely to make a girl popular with men.

PRISCILLA LANE, the charming young star of *Four Daughters* and *Brother Rat*, recently had an experience which sounds like a wallflower's dream. The premiere of *Brother Rat* was held in Lexington, Virginia, where the Virginia Military Institute is located, and Priscilla was the "date" of some seven hundred VMI men at a dance which followed the premiere. Imagine dancing with seven hundred men in one evening!

What the men said about her afterward, and the reasons they gave for liking her, should give every girl who has ever had wallflower trouble something to think about. "We liked her," they said, "because of her naturalness, her wholesomeness, her simplicity of manner and her directness. She didn't try to act sophisticated or coy or jaded. She seemed to have as good a time dancing with us as we had dancing with her."

As we said in the beginning, worrying about your wallflower trouble only tends to make it more acute. Getting stuck on the sidelines, or with a partner who plainly

shows that he wishes somebody would cut in, may seem to you to be a real tragedy, but if you can manage to carry it off with aplomb, and force your lips into a smile, even if it kills you, you will have a much better time.

The story has often been told of the debutante who caught her partner in the act of waving a dollar bill behind her back as bait to induce a stag to cut in. She surprised him by saying, "Make it five and I'll go home." The story got around and she suddenly became the belle of the ball.

LAUGHTER is really a grand antidote for wallflower trouble. It's good for that old self-consciousness bugaboo too. The other day I was talking with cute little Jane Bryan about this very thing. She confessed that she had gone through her quota of self-consciousness.

"The thing that cured me," she said, "was discovering that if you can find something to laugh about — no matter how inane it is — it will serve as an ice breaker."

Jane put forth another rather radical idea. "If a girl usually has a miserable time at parties because of wallflower trouble, she should stay away from dancing parties until she's learned to outwit it! Let her find other interests or get herself a swell hobby that she can lose herself in. I'd suggest that she take dancing lessons until

she is absolutely tops as a dancer, or improve herself in some way. She should learn to swim or ride or play tennis, and if she can learn to be really good at one or more of these things it will build up her confidence in herself. That's what wallflowers need most — confidence in themselves. Naturally, they can't be confident until they have something to be confident about."

I think you will agree that Jane Bryan really has something there.

The time is past when a girl can attract attention by being a passive verb, so to speak. The girl of today must have a variety of interests and keep in tune with the times.

It is this determination to "make something of themselves" that distinguishes the current crop of young screen stars. Most of them have suffered from inferiority complexes, timidity, self-consciousness, just as you have. But instead of pampering themselves and saying "Woe is me. I'm never going to get anywhere," they set out to conquer it. Practically all of them are constantly working to improve themselves.

Gail Page spent every spare moment last summer learning to be an expert swimmer and diver. This year she is devoting her time to the study of French. Jane Bryan is building up a musical library, as a means of acquiring an appreciative knowledge of music. Priscilla Lane makes sports her hobby.

GIRLS DON'T become wallflowers because they are not beautiful. It's because they are out of everything, shoved off in a corner, as forgotten as yesterday's rice pudding. *The more things you know how to do, the less likely you are to have wallflower trouble.*

Anything which you can learn to do particularly well, whether it is dancing, swimming, playing bridge or balancing a straw on the end of your nose, will serve as a confidence builder-upper. And self-confidence, as you must know, is the foundation for poise. Once you acquire a nice coating of poise, so that you can forget yourself and concentrate on *being* and *having* fun, you won't need to worry about wallflower trouble. And while you are acquiring that, here are some tested tips to remember:

Don't let silence make you uncomfortable. The other fellow may be feeling even more ill at ease than are you. Think of him, rather than yourself, and try to find something that you can both laugh about.

Try to keep your sense of humor working on all eight cylinders. If the man you have been

hoping would ask you for the next dance suddenly excuses himself and asks another girl instead, don't treat it as a major tragedy.

Don't make too much of an effort to appear brilliant or clever. Evidence of brains is likely to be a handicap rather than an asset.

If you find yourself stuck on the sidelines, or if you are afraid you are going to be, don't join the other wallflowers. You will soon be known by the company you keep and it is just plain stupid to get yourself identified with the forgotten girls.

NEVER THINK of yourself as being unpopular. Always visualize yourself as being at ease with people, walking into a room self-composed, poised, gracious and graceful. Mentally put yourself through the experiences you wish to have . . . say dancing the rumba with the most attractive man at the dance.

If you will make a mental rite of this, eventually — believe it or not — you will find yourself actually doing the very things you have imagined yourself doing. I know . . . because I've tried it!



Be as Poised as a Bellboy

LARGE HOTELS, in training waiters and bellboys, stress this bit of advice for attaining poise: Keep your hands off chairs and tables when speaking to anybody. Let your fingers lie along your trouser seams, clasp your hands behind your back, do anything so long as you keep your hands under control because, by controlling the hands, you control your entire body.

Things You May Not Know About You

❑ *Does the study of mathematics develop your “reasoning” faculty?* No. Study of mathematics increases your abilities in mathematics but does not increase your reasoning facility in other fields.

❑ *Does your ability to learn decrease abruptly after you are past college age?* No; you can teach an old dog new tricks until he is practically senile — persons well into the forties learn just as swiftly as adolescents.

❑ *Can you remember things better if you hear them as well as see them?* Yes, about 15% better. Hence if you repeat a person’s name when you are introduced you will be much more likely to remember his name *and* his face when you meet again.

❑ *If you memorize swiftly, are you likely to forget more swiftly than the slow memorizer?* No, persons who memorize easily are more likely to retain what they have learned than persons who memorize slowly or laboriously.

❑ *Is it possible for you to work so hard at your job that you suffer a nervous breakdown?* Not from overwork. You can invite a nervous breakdown by *worrying* about your job, but not from physical causes.

❑ *Do you work better in the summer, fall, winter, or spring, or at equal efficiency all through the year?* October and April are the two months of the year when you work at peak efficiency, according to experiments by Dr. Ellsworth Huntington of Yale University.

❑ *Is it possible for you to do good work when you are subjected to annoying distractions?* Yes, you may even be able to do better work than usual under conditions of distraction, but at a tremendous cost in *energy*. Conserve your energy by eliminating distractions.

❑ *Do you work better when weather conditions are uniform and unfluctuating, or when the temperature changes widely from day to day?* Change of weather increases your efficiency — whether you like the way the weather changes or not.

❑ *If your posture is good, can you accomplish more than if you sit or stand slouchily?* Yes, because (as the famous psychologist Willam James discovered) good posture keeps up one’s spirits and makes one reject ideas of fear, defeat and depression.

The Etiquette of Clothes

If you know what to wear, you're not only at ease—you're being considerate of your hostess

by MARGERY WILSON

Author of "Charm" and "The New Etiquette"

NOT long ago I heard a woman moan, "Oh, why wasn't I born a man! Life and clothes are so simple for them." But the man who is uncertain about what to wear doesn't think his lot such an easy one.

No matter how we try to laugh it off, we still must dress ourselves somehow — the law demands it! So why not get the most out of it for everybody concerned by doing it right?

From far and wide I receive letters — ranging all the way from plaintive little notes to downright tirades — written by women, wives for the most part, who have become weary, impatient, or belligerent over what they call "men's lazy attitude toward clothes."

This attitude (or shall we name it lassitude?) overtakes the male at various stages of his career and, of course, applies to certain types and classes of men more than to others. You will remember Tommy at the period of ten-to-fourteen. He would change willingly to his baseball suit or his cowboy outfit. But when it came to bathing, "grooming," and donning his

"best" clothes for church or dancing school or a birthday party, what a grumbling, what a show of distaste for cleanliness and formality.

Then came high school and the dawn of puppy love. Now nothing was too great an effort. Tommy would confront himself in the mirror for twenty minutes at a time, trying this tie and that tie, a colored shirt, a white shirt.

BUT as soon as Mr. Average is comfortably married and "settled down," say at twenty-three to twenty-seven, he begins to relax. He gradually comes to feel that he is being imposed upon if he is asked to dress for an occasion.

He will go to no end of trouble to put on his Reserve Officer's uniform to ride in a parade, or his lodge costume, or his polo clothes — all of which afford him opportunity to stand out from his fellows or to show off his physical prowess. But how are we going to get him to take pride and pleasure in dressing in the attire suitable to the occasion when not on dress parade?

A friend of mine married a very rich, western he-man who not only considered it sissy to wear any costume other than the usual business or sack suit and soft shirt, but had made a pact with a fellow he-man never to dress otherwise!

The wife at first was in despair at the situation, but soon hit on the idea of gradually winning him over. She expressed her admiration of his good features. She showed appreciation of any little thing he did for her. She praised his carriage and mentioned his well-groomed appearance whenever she could honestly do so. She never criticized him for carelessness. But she became very animated and pleased when he looked well. She called attention to his good points and thanked him sweetly for any demonstration of courtesy or cooperation on his part.

AS THIS couple went about, the wife would occasionally remark on the attractiveness of some man — not with the air of making comparison, but casually, spontaneously. She would make some such statement as: "What a pleasing couple the Westovers are. Have you ever noticed that she seems to stand out to better advantage when she's with him?" At that moment her husband would note that Mr. Westover was wearing a beautifully cut and thoroughly becoming dinner jacket, tails or morning coat.

After six months of this clever, but perfectly honorable, campaign, what was my friend's delight when her husband asked her one day, "Which tailor do you think would do the best job on a suit of dinner clothes for me?" Before she could find words to reply, he went on: "It looks as if I didn't appreciate or respect my wife, going around in a business suit when she wears the right thing for each occasion."

THE big he-man didn't turn into a sissy. He never overdressed, but made a practice of being properly turned out for the place, season and time of day. He found his social life expanding and his business connections improved too — all because his clever wife had led him, not nagged or forced him, to observe the fitness of things.

His wife was amused one evening to overhear him telling his ex-partner-in-the-pact, "Why, you benighted-goof, you don't know what you're missing!" Not only was he giving pleasure to his wife and other people by observing the sartorial conventions but, on the theory that variety adds zest, he had found the fun that anyone can get out of correct clothes. One does not wish to give clothes a false importance — on the other hand, they should not be underestimated. A man who is faultlessly dressed can usually gain an audience. In many cases men who

have attained the highest success have stressed the importance of clothes — their effect on the wearer and on those with whom he comes in contact. When asked what he would do if he had only ten dollars in the world, the late J. Pierpont Morgan is reported to have said, "I'd buy a top hat." But no man is too poor to be well-groomed and to look well.

THE psychological importance of clothes in their relation to the morale of a nation is understood by the English. We all know the saying that England has conquered the world in a boiled shirt.

The Englishman dresses correctly for every occasion as a matter of course. And he's so delight-

fully casual about it. It would never occur to him not to change to dinner clothes even though he were the only white man at a lonely outpost.

His attitude toward his clothes is worth noting. He selects his garments with the utmost care, and then, when satisfied that the fit, line and comfort are all they should be, he wears them without another thought.

The truth of the matter is that Americans are also becoming more sensitive to the matter of dressing. And, at times, most of them ask, "What shall I wear?" Space forbids an exhaustive discussion but here are some helpful hints and helps for both men and women:

When Your Hostess Says "Don't Dress"

She

INSTEAD of trying to be a mind reader to get an idea of what this particular hostess means when she utters these fatal words, just be calm and take a middle path. You'll fit in with all the other guests who have misunderstood (either accidentally or purposely) if you'll choose a long frock, with covered shoulders or perhaps a decorative jacket. Or a perfectly plain dark dress with jewelry. Wear quiet sandals when you're not dressing.

And a hat of some description. A hat, even though it be but a

wisp of velvet or a bit of rolled gauze lets the world know that however elaborate your dress may be, you simply aren't dressed — and that's that!

It's a great comfort not to be overdressed when other people haven't bothered at all. On the other hand, one doesn't like to look as though she had underestimated the occasion.

He

You, Mr. Whoever-you-are, must do a bit of guessing even under the most favorable conditions. A fashionable hostess in a

large city probably means that you are to wear a dinner jacket instead of tails. (And please don't ever call your dinner jacket a tuxedo or tux.)

If your hostess doesn't give really formal dinners and her idea of dressing is the more usual one meaning dinner jacket, then her

"don't dress" means that you are to wear a business suit.

Modern people still use the time-honored designations, "white tie" for evening clothes and "black tie" for dinner clothes.

Failing to make herself understood, the hostess deserves whatever she gets.

When It's White Tie

She

MOST women honor the formal occasion with a becoming gown that exposes their good points according to the dictates of fashion, modesty and good taste.

However, some formal dresses are on the conservative side. A certain shop, ever mindful of New York's several supper places where full dress is required, advertised such a gown thus: "In this dress you ARE dressed — or we'll see the head waiter!" Of course, the head waiter is more easily convinced if you don't wear a hat.

He

EXCEPT for the brass buttons of the army dress uniforms, noth-

ing gives a man the flattering distinction of full evening dress. From the tip of his shoes (which shine but not overmuch) to the top of his head (which isn't too slick) he is set off as in nothing else.

A careful man won't let the cuffless bottoms of his trousers be creased. They will lie roundly over his instep. His studs will be pearls, moonstones or rock crystal, here given in the order of their popularity. His waistcoat, shirt, tie, handkerchief, and muffler will be white.

He will wear a silk hat or an opera hat — and he will look handsomer than he could possibly be in anything else.

Those In-Between Costumes

She

A CLEVER woman has at least two of this smart combination of dress and hat known colloquially as a "restaurant outfit." She can appear in it at a six o'clock cock-

tail party and wear it throughout any evening except one to which she has received an engraved invitation.

One of these dresses will probably be a trustworthy black lace,

that boon of womankind second only to mother-love. They never look sat-out no matter how long you sit or ride. They're grateful for a pressing but will do very well without one.

There are dresses that can be made to serve a number of purposes by the addition and subtraction principle — by taking this off and putting that on.

He

IT HAS become an open secret which everyone acts upon but nobody will admit — that a man is now entitled to a half-and-half costume.

He wears it on those occasions when he thinks he might be conspicuous in a cutaway and striped trousers, yet would like to give a faint suggestion of formality in his appearance. It consists of oxford gray sack coat and striped trousers. It's flattering to every man.

While this combination has no official status, it gives a man a decorative compromise between a business suit and a cutaway.

He wears it when his own good judgment dictates for daytime occasions or even to give big business a touch of old world éclat.

Are You Going Cruising?

ONE'S MIND just naturally turns to sun-suits, bathing suits and sports clothes, but experience proves that dancing dresses are the really big moment of cruise life.

However, some women seem to think, with good reason, that there is an advantage in wearing the same frock almost every evening, especially if it is ideally becoming. One is so much more easily identified and remembered.

There are signs of man's emancipation from drabness when he turns his face toward the tropics. Cruise means hues to the most conservative mind.

A man may sail in low-toned worsted or tweed and may be

almost gaily attired when he steps off at a southerly port. He seems to add color or white as the thermometer rises. To be sure he doesn't have to unless he wants to — but he usually wants to.

She

ONE may, of course, appear in a different gown every evening. It's distinctly out, though, to change clothes four times a day or to have a nautical emblem or appearance to your clothes.

An experienced traveler won't go tectering about a deck in uncertain high heels. She will make herself comfortable at all times.

She will really need nothing but sports clothes and evening frocks.

He

THE Duke of Windsor, when he was Prince, started the ever-growing vogue of wearing dark blue evening clothes at all times. But the vacation-minded man is apt to pack a white dinner jacket.

But wait — with it he'll probably wear either a black or colored cummerbund, those Latin-looking sash things, — or a matching waistcoat (wescut). Your black evening clothes will do very nicely, though.

What To Do About Gloves

THE WOMAN with any claim to distinction hardly moves outside the house without a pair of gloves. And many women sleep in them!

One drives, gardens or golfs wearing appropriate gloves.

White gloves are popular again for the afternoon, but one seldom sees them in the morning. For all daytime occasions gray, beige, black or colored gloves are worn.

Colors now vie with white for formal evenings, though white is still unconquered.

Wear gloves to a lunch table, taking them off there. Wear them also to a dinner table, if they are part of your costume — taking them off before you eat. Otherwise, leave them with your wrap.

Comfort usually guides the average man in the use of gloves.

It is to be noted, however, that men are getting to be much more particular about their gloves than they are about their hats. The adherents of the bareheaded fraternity go about smilingly with covered hands and uncovered heads!

The man of good taste usually shuns the bright yellow variety. He clings with an almost pathetic loyalty to gray in different tones or a muddy tan.

He practically never wears white gloves. Even as a groom he merely carries them and leaves them in the vestry.

He removes his right glove before shaking a woman's hand.



Is He a Wrecker?

A WRECKER is that awkward, unhappy man who can't help a woman to put her coat on without dragging her hair down or disarranging her dress. He pulls the back collar up too high and swipes it down across her coiffed head. He gets it too far to the right or left and then yanks it and her (naturally) to the other side to straighten it. Why not practice a bit on some member of the family before devastating your feminine friends?

How to Get Along With People

by MILTON WRIGHT

Author of "The Art of Conversation," "Managing Yourself,"
and other books



HERE probably never has been a time in the history of our country when it was more important for men and women to know how to get along with other people. In times of expanding frontiers it was possible for them to go off alone and carve a niche in the world without caring greatly what others thought of them.

Today something more is required. If one is to be successful in almost any arena of human activity, he must have the knack of getting along with others. He must understand them, must attune his conduct to theirs, must be able to win their friendship, their respect and their cooperation.

A thousand men have written about such things. Many of the books which have appeared, however, have been largely inspirational, splendidly suited to firing the reader with enthusiasm, but leaving him a bit hazy as to just what to do about it. Other books have been scholarly treatises which seem a little difficult to understand thoroughly. Valuable as they are, however, none of these other works has treated this important subject in precisely the way some of us have wanted to see it treated.

Hence, this book. If it should help a single reader to find a fuller, richer, happier life, its appearance will be amply justified. — THE AUTHOR.

Condensed from the book, "Getting Along with People," by Milton Wright. Copyright and published by the McGraw-Hill Book Company, Inc., New York.

How to Get Along with People

Here are facts — not theories — that were written to help you solve your problems

by MILTON WRIGHT

PROBABLY few things contribute more to success in life than the faculty of getting along with people.

If you are a salesman trying to sell a bill of goods, a newspaper reporter interviewing a celebrity, a clerk seeking to impress the boss with the necessity for giving you a raise in pay, a newcomer in a community trying to have yourself accepted into a particular social set, a politician trying to get elected to office, a worker looking for a job, a romantically inclined young man striving to impress a young lady with the desirability of becoming your wife — in whatever arena of human action your interest lies, the manner in which you get along with the people with whom you come in contact is to a great extent the measure of your success.

Certainly the ability to get along with people is not the only factor in success, but it is one of the most important factors. With this ability, all the rest of your talents may be meager and yet you may climb high. Without it you may be a genius and never climb at all.

Success, as you may have ob-

served, is by no means solely a matter of brains. Consider the men in high places in statecraft, in finance, in commerce, in industry. Do you suppose they are where they are solely because they have more brains than the men about them? They have intelligence, yes — they must have — but there are a thousand men who know more or have greater skill in handling the actual work involved.

LOOK at the men in your own community. Study those who have made the most money, who usually get elected to the highest offices, who are appointed chairmen of committees, who usually are selected when a leader — even a very minor sort of leader — is sought. Is the prominence the man gets due to his mental capacity alone? Or is it due in some measure to the facility with which he gets along with people? He has qualities of leadership, you say. Exactly, and leadership is the highest expression of the faculty of getting along with people.

Can you cultivate this ability to get along with people? You can. Can you learn how to attract

attention — favorable attention — to yourself? Can you learn to interest people in you, to make them like you, to influence them, and even to lead them? You can. Others have traveled the same road. It is a road that is plainly marked. You have only to follow the guideposts — and keep traveling.

One of the strongest desires that you and I have is to be able to get along with people. It is a fundamental yearning which every one of us possesses. Here and there, sometimes, one is found who professes not to care what people think of him, but such profession is usually a pose.

YOU may not care what this particular person or that one thinks of your character or your motives or your actions, but there is someone else whose good opinion you do want, someone whom you do want to influence — a friend, a business associate, an employer, a subordinate, a customer — someone you want to get along with on the best possible terms and to the best possible advantage.

No, it is not the desire you lack. Nor is it the ability — the fundamental ability. You have all the tools you need — hands, feet, eyes, face muscles, a voice — all the means necessary at your command to express what you want to express, all that anybody has. The

man who has the most winning personality that you know has no more.

What is it, then, that you lack? Simply a knowledge of what to do with what you have in order to get what you want. And knowledge is something that can be acquired, if only you have the will to learn.

If you will analyze this problem of getting along with people, you will find that there are three factors involved:

1. Yourself.
2. The other people with whom you want to get along.
3. The methods by which you can influence the attitude and conduct of those other people.

Of these factors the most difficult to understand clearly is the first one. You ought to know more about yourself than you know about anyone else, but this knowledge probably is complicated by the fact that you very likely know a lot of things about yourself that are not so.

LET US be honest with ourselves. We can get along much faster and much farther if we are. There are a number of things in your own make-up that are keeping you from getting along with people more successfully than you do; it is not altogether the other fellow's fault. And these hindrances, more likely than not, are not the hindrances you think of at all. You

are awkward? You are shy? You are not witty? You cannot think of the right thing to say? You have an impediment in your speech? You are ugly?

Come now, we are going to be honest with ourselves. You may have those faults and a lot more, but what of it? They are of very minor importance. Some of them may be corrected without a great deal of difficulty, and the rest do not matter.

No, the real trouble goes deeper than that. It is a matter of character. If your relations with people are all wrong, it is because you have one or both of two faults. Either you are timid or you are lazy. Of course, you have a number of other faults, too — conceit, faulty judgment, and the like — but they do not amount to so much as you might imagine. Timidity and indolence are your two greatest weaknesses.

THEY are nothing to despair about. They are the two biggest bugaboos in the lives of all of us. The wonderful thing about them, however, is that they are wholly unnecessary. Both of them can be eliminated utterly from your consciousness. When you come to realize — and eventually you will come to that realization — that there is nothing whatever about the other man, no matter who he is or what his relation to you, that you need be afraid of,

your fear will disappear. As for indolence, you can get over that by settling down to work. And you may start right now.

It will take time to develop your ability to get along with other people, but if you seek the way earnestly and conscientiously, you will find that learning to know people and how to get along with them as you want to get along is the most interesting study you ever undertook — and probably the most resultful.

IF YOU do not get along with people as well as you should, your lack of success probably is due to one or both of two causes:

You do not like people.

You are afraid of people.

In either case, the attitude is caused by the fact that you really do not understand people. We are not speaking just now of disliking or fearing specific persons, but people in general. Even in particular cases, a proper understanding probably would remove your aversion, but we are not concerned with that for the present. We are discussing human nature in general.

Human nature we might define, for our purposes, as the sum of all those characteristics which are common to all of us. If, under any given circumstances, nearly everybody would react the same way, that reaction is a part of human nature.

If you call me a liar, it is human nature for me to resent it and to express my resentment by punching you in the jaw, or calling you another, or resolving to get revenge when the opportunity presents. The particular manner in which I express my resentment is determined by my particular nature. The feeling of resentment under the circumstances is universal, and is human nature.

Now there are many emotions and reactions, which you and I and all the rest of us have, that go to make up human nature — so common are they, in fact, that they may be taken with perfect assurance as a standard by which to determine whether any particular course of action will help us to get along with people or will hinder us in getting along with them. We know that every man resents being called a liar. Very well, then, knowing that, if we want to win him to our viewpoint, we do not call him one.

Suppose you want to make a friend of someone who dislikes you. The one best way is to appeal to a trait of human nature which you know he, in common with most people, possesses. To illustrate this principle, let us take a leaf out of the autobiography of Benjamin Franklin; it is an old story but it will bear repeating. Few Americans have understood human nature as Franklin did,

How You Are Judged

*I*T is all very well to talk about having the traits of character which people like you to possess, but just how are you going to recognize them? That is something about which you should have no difficulty whatever. It is far more difficult for you to conceal your real nature than it is to reveal it.

People judge you by what they see and hear. Their impression of you is formed from these things:

Your appearance.

Your expression.

Your actions.

Your interests.

Your motives.

From these they form an opinion of the kind of man you are. From these they decide whether or not they like you or dislike you. In these is to be found the answer to the question of whether it will be easy to get along with them or difficult.

few used this understanding more frequently or to more practical advantage than he. His example is well worth studying.

As a young printer in Philadelphia, Franklin was elected clerk of the General Assembly, one of the chief advantages of the position being that he had the job of doing the printing. When the time came for his reelection, one of the new members made a rather bitter speech denouncing the young printer. Although Franklin was reelected to the position, he felt it

necessary to win the new member's friendship.

The average man, not a student of human nature, would have sought to accomplish this end by doing the member a favor. But not Franklin. While, presumably, everybody should feel a sense of gratitude for a favor received, he knew that that sense is by no means universal. Moreover, the feeling of gratitude is likely to be counteracted by a feeling of being placed under obligation, and people resent being placed under obligation. A man would far rather have the other fellow under obligation to him. As Franklin puts it:

"He that hath once done you a kindness, will be more ready to do you another, than he whom you yourself have obliged."

HE LEARNED that the Assemblyman had in his library a scarce and valuable book. Franklin wrote to him and said he would like to borrow it. A week later he returned it with a note expressing his appreciation. The next time that member saw Franklin, he went out of his way to speak to him — before that he had completely ignored him — and from then on he was his friend.

The point is that by appealing to a universal trait in human nature, Franklin got along with this man. And so can you, too, get along with people by appealing to universal traits.

It may be that you do not like or approve of many of the traits of human nature and disdain to stoop to recognize them. Fear is a universal emotion, you may say, and it is a rather ignoble one. You would rather not accomplish your ends, you say, than do it by exciting a man's fears.

That is a very praiseworthy attitude for you to take, but if you are inclined to look upon the traits of human nature as something you disapprove of, then you are taking the wrong viewpoint for purposes of getting along with people. *You must like people, if you want them to like you.* And it is not so difficult, after all, to like them.

IF YOU let your mind dwell on all the hypocrisy and jealousy and thievery and lying and cruelty and meanness that you constantly encounter, you naturally come to the conclusion that human nature is nothing but cussedness.

Nevertheless, if you want to get along with people to the best advantage, you must be able to see the good in them, rather than the bad. Even in the unpleasant traits mentioned above, which you so rightfully condemn, if you search carefully, you can recognize good impulses that have merely taken the wrong direction. You see, we are going to make use of all these traits of human nature, so we must get the right perspective.

Your Seven Basic Emotions

Now, let us get down to fundamentals. You are familiar with the old saying, "Self-preservation is the first law of nature."

That saying, which you find in *Oliver Twist*, in *Peregrine Pickle* — in book after book, as far back as three hundred years — expresses a profound truth. With a slight change in the wording we might well use it as the key to our understanding of human nature or the measure by which we judge any method of getting along with people. Let us make it read, "Self-preservation is the fundamental law of human nature."

Take any emotion, or any instinct or impulse, or any character trait of any man or any woman, and you can trace it to that fundamental law.

You have seven emotions that are well defined. Everyone else has the same seven, and here they are:

1. Fear.
2. Disgust.
3. Wonder.
4. Anger.
5. Dejection.
6. Elation.
7. Affection.

Each of these emotions is a mighty factor in human achievement. Each of them is a powerful stimulus to action, and each of them is expressed in a very definite way — that is, each is reflected in its own particular instinct.

Fear — The emotion of fear arouses the instinct of flight. A lion comes charging at you, and you just naturally feel like running or climbing a tree. That is a primitive example, but not so very different from the case of your wanting to walk on the other side of the street when you see coming a man who's going to ask you to pay him that ten dollars you owe him.

SO STRONG is this instinct of flight that when a man is under its influence he can far exceed his normal powers. If you are being chased across a field by a madened bull, you can go at a rate that few varsity sprinters could equal and you can leap over a fence that an Olympic champion would think twice about attempting. This instinct of flight, in fact, is so strong that with one exception it can drive away all the other instincts.

If you want to influence someone, there is no emotion you can appeal to so strong as the emotion of fear. Every man has it in some form. The old-fashioned preacher worked on it when he pictured a fiery hell, the patent-medicine manufacturer did it when he set before your eyes an advertisement that warned you of halitosis.

Disgust — This emotion arouses the instinct of repulsion. In its most elementary state it is caused by an unpleasant taste or a nox-

ious odor, or by feeling a slimy or slippery substance against the skin.

If you want to make an impression on someone, check up on this emotion. You know the old saying about onions, "They build you up physically, and drag you down socially." Many a salesman has failed to land an order because his breath reeked of stale tobacco. Many a clever young woman has added to her allure by using the right perfume at the right time and place.

Wonder — The emotion of wonder has as its corresponding instinct that of curiosity. In a way it is related to fear, but with this difference: fear, when it is not caused by impending known danger, is caused by the appearance of something wholly unfamiliar; wonder, on the other hand, is aroused by unfamiliar phases of something with which we have some familiarity. You know what an alarm clock looks like on the outside, but you wonder what it looks like on the inside. Your curiosity impels you to take it apart and see how it works. Keeping people guessing is sure-fire technique in holding their interest in you.

Anger — This emotion arouses the instinct of pugnacity. Fundamentally, it comes from interfering with a person's natural movements, but civilization has elaborated this stimulus enormously. If you place a "No Trespassing" sign

on a plot of grass, you would be surprised at the number of persons who would want to walk there just because of the prohibition. The Casper Milquetoasts who would respect the sign would be restrained by that still more powerful emotion, fear.

ONE of the surest ways to influence people adversely is to deny them the right to think, speak and act in any way they want to, which helps explain why England did not get along with the thirteen American colonies back in George Washington's time.

Dejection — The emotion of dejection, or perhaps we might better say subjection, arouses the instinct of self-abasement. It is caused by a sense of inferiority to those about you. It gives you a tendency to slink and cower.

"But I haven't any such tendency," do I hear you protesting? Have you not, indeed? Suppose you were sitting at the guest table at a swanky banquet with everybody resplendent in dinner clothes, and suppose you suddenly discovered that you did not have any necktie. If you would not feel like slinking, you are a better man than I am, Gunga Din.

Here is an illustration — I do not recommend it as an example to be followed — which shows an application of the emotion of subjection and instinct of slinking.

A young man of my acquaint-

ance was married not long ago and I asked him how he had met the young lady. He laughed.

"Well," he replied, "I'm not proud of it, but this is how it happened. You know, if you are in a street car and you sit opposite a girl and keep staring at some spot on her shoe or her stocking, she'll get all fussed. She'll glance down, and not see anything the matter, and then she'll get all the more flustered, because she thinks there must be something wrong that she doesn't know about. You know how that works, don't you?"

"Yes, I know — from hearsay."

"Well, when I found myself in the street car sitting opposite her, I had an uncontrollable desire to try it — sometimes I think I never did get over being a sophomore — and it worked. She was such a nice girl that then I began to feel sorry for her and a bit ashamed of myself. We had to get off at the same corner, and on the platform I apologized. The next time I saw her I spoke to her, and from then on one thing led to another, as things will. And there, professor, you have the story of our romance."

Whether my young friend was spoofing me or not is beside the point, which is a clear, if not commendable, illustration of an appeal to the emotion of dejection.

Elation — In contrast to this emotion is the emotion of elation, whose corresponding instinct is

that of self-assertion. It manifests itself in strutting and similar attitudes and is caused by a sense of superiority over the spectators before whom you are appearing.

When you join the Ancient Arabic Order of Nobles of the Mystic Shrine and parade in a red fez and a little blue jacket and big yellow bloomers you are actuated by this very common and very well-defined emotion of elation. One of the ways to please a man or to get him to fall in with your plans is to elevate him to a position of prominence — not necessarily a position of authority, but a conspicuous position which carries with it the *appearance* of authority.

Affection — Lastly, we have the emotion of affection, which is best expressed by the parental instinct. At times this can override any other emotion, even the emotion of fear. It is well that this is so, for upon it depends the preservation of the human race. The thought that a mother could let fear or anger or subjection drive out her protective emotion for her baby is too far-fetched to entertain. Incidentally, fathers have this emotion, too, though usually not to the extent that mothers have.

YOU might expect that this emotion would be reciprocated — that a son would have just as much love for his parent as the parent has for the son. However, it does not work out that way, a

fact which has been observed by philosophers ever since they began to philosophize. Roman scholars used to observe, with some melancholic shakings of the head over the ingratitude of the human race, that, whereas frequently a son would denounce his father, no father was ever known to denounce his son.

And how can this emotion be used to get along with people? In a hundred ways. Did you never hear of a candidate for Congress winning votes by kissing the babies in his district?

There we have the well-defined

emotions—seven of them—which are pretty much alike for all of us. In all of us they are aroused by the same things and in all they show themselves in the same ways—in intellectuals and in numskulls, in white folks and in black folks, in native born and in foreigners, in men and in women.

And if you understand these seven emotions and can recognize the things that arouse them and the instincts that result from them, then you understand human nature and you have taken a long step towards knowing how to get along with people.



How Men Differ

SO UNIVERSAL and so definite are the fundamental emotions that in appealing to them we know just how any person will react. A proper stimulus applied directly to one or more of those emotions and our problem of getting along with people would seem to be solved.

But it is not so simple as all that. Men are complex creatures and, however alike they may be at bottom, they are vastly different in most of their sentiments, their interests, and their activities.

There is one way, however, in which psychologists have divided people that will be of help to us. It is along the lines of their emotional tendencies. They find

that people tend to fall into two groups:

1. Introverts.
2. Extroverts.

For our purposes this is a very practical classification, for to get along with introverts to the best advantage we use one set of tactics, and to get along with extroverts we use another. Let us see, then, what the characteristics of these two classes are.

AN INTROVERT is a person whose thoughts and emotions tend to turn inward. An extrovert is a person who is more concerned with outside interests. A musician is likely to be an introvert; a live-wire salesman, an extrovert.

Here are some of the traits by which you may know an introvert:

- He does not laugh readily.
- He speaks bluntly; even though what he says may offend someone else.
- He is easily embarrassed.
- He is inclined to be stingy.
- His physical movements are relatively slow.
- He writes more fluently than he speaks.
- He likes to argue.
- He does not make friends readily.
- He takes good care of his personal possessions.
- He has a tendency to vacillate and hesitate.
- He changes his mind.
- He is particular about every little detail.
- He does not especially enjoy making friends with the opposite sex.
- He is uneasy when appearing before an audience.
- He worries.
- He is easily offended.
- He does his best work when alone.
- His interests are intellectual.
- He daydreams.
- He is conscientious.
- He must have a reason for everything he does.
- He resents being ordered.
- He has periods of moodiness.
- He strives for accuracy and exactness.
- He is spurred on by praise.
- He likes to solve his own problems.
- He is inclined to be suspicious.
- He is likely to be radical in his opinions.
- He is a poor loser.

DO YOU see where this is leading us? If we know a man has those characteristics we know what to do and what not to do to get along with him. If he does not laugh readily, a joke probably would be wasted, so far as putting

him at his ease is concerned. If he is easily embarrassed, he would not appreciate being introduced to a gathering and asked to make an impromptu speech.

If he is conscientious, a display of being conscientious on your part undoubtedly would influence him in your favor. Praise moves him, and so you do not withhold it. You cannot get his full cooperation by ordering him to do something, but you can reason with him.

AND so it goes with all of the introvert traits which the man possesses. Look for those traits, and when you find them, act accordingly, and you will get along with that man remarkably well.

The experience of a division manager in a nation-wide organization is suggestive. In this organization a new general manager had taken office and it was rumored that a shake-up in the personnel was due. He was new to the company and none of the men knew much about him. He had summoned the division managers to the home office and one by one he had had them with him in his private office and the meetings had been anything but comfortable for the junior executives. Figuratively, each man had come out with his tail between his legs.

Then it came the turn of Ralph Hickson, Far West division manager. The other men shook his

hand as an expression of sympathy that was half banter and half sincerity, and Hickson opened the door of the sanctum. Thirty minutes later he emerged, his face wreathed in smiles.

"There'll be a luncheon tomorrow," he announced, "at which you'll all have to sit still and listen to me tell you how a division ought to be run."

"What!" they cried in chorus.

"Positively. The chief and I have just decided on it."

"The chief and you? Did you hypnotize him?"

"It's just personality, gentlemen, personality, that's all." And not another word could they get out of him.

LATER, however, Hickson's particular crony sought him out and pressed him for an explanation. Hickson laughed.

"It was a pin I picked up. You

know the old saying, 'See a pin and pick it up; all the day you'll have good luck.'"

"But I'm serious."

"So am I. It was like this, Jack. As soon as I opened the door, I saw a change had come over the general manager's office. You remember how it looked when Clark was the boss — cigar ashes spilled around the outside of the ash tray, a mess of papers on the desk, the old man's coat hanging by one sleeve on a hook of the clothes tree as if it had been thrown there — you remember it?"

"Yes."

"Well, now, as you, of course, noticed when you were in there, all that was changed. Not a sign of cigar ash, not a paper in sight — they probably were filed in a leather folder that lay neatly in the center of the desk — and the boss's coat spread carefully over a

No Two People Are Alike

EVERY MAN, of course, differs from every other man. No two men are any more alike in their intellect and their tastes and their emotions than they are in their bodies. Even if it were possible for them to be alike in all their inherited tendencies, their experiences and their associations would make them turn out to be different. Everything that a man has seen or heard or felt or thought has gone into the making of his personality, and it is well-nigh impossible that with any two men all these could be identical at every point.

Now this does not mean that everybody is utterly different from everybody else. If that were so, it would be extremely difficult for us to acquire a volume of knowledge that would be of much value to us in getting along with people. The fact of the matter is that in many ways many people, complex organisms though they are, resemble many other people. It is quite possible to group various kinds of persons according to their items of similarity.

coat hanger and hanging on the clothes tree.

"'Good morning, Mr. Gorman,' I said as I walked in.

"'Morning,' he replied. 'Sit down.' There was ice in his voice.

"I stepped over to the chair in front of his desk, started to sit down, gave a little start, and said,

"'Oh! Excuse me just a moment!' Then I reached down and picked up a pin from the floor and put it in the little glass cup on his desk. Then I sat down and said,

"'Yes, Mr. Gorman?' And that's all there was to it."

"That's all?"

"Yes. Anything that followed just came along as a matter of course. You see, it was evident at a glance that Gorman is a bear on neatness — one of those men who have a place for everything and everything in its place. It was very evident that he was fussy about the care he took of his personal belongings, his clothes, his papers, his office. He certainly wouldn't be the kind of man who would want to have a pin lying on the floor."

"Was anything said about the pin?"

"He just looked a bit surprised and then said, 'Thank you, Mr. Hickson. Now, what I wanted to talk with you about was your cost records for the last three months.' And I noticed that a lot of the ice in his tone had melted.

"From that point on we stuck to

business. I could see he was interested in details, in specific items, and I was very careful to be complete and exact. Fortunately, I had all the data at my finger tips. The real success of our session, however, was due to his attitude towards me. From the time I picked up that pin he was friendly."

"'Lucky for you that pin happened to be there,'" the other man commented.

"'Yes, wasn't it?'" There was a pause, and then Hickson went on, "Jack, I'm going to make a confession to you. There wasn't any pin on the floor. I was holding it in my hand when I stooped down."

Thus the division manager got along with his superior by recognizing traits of introversion and appealing to them. His bit of strategy would have been wholly lost upon the preceding general manager, who was not of the introvert type, but extrovert.

TRAITS by which you may recognize the extrovert are these:

He laughs readily.

He is considerate of your feelings.

He is rarely embarrassed.

He lends money readily.

His actions are quick.

He speaks fluently.

He is inclined to concede a point rather than argue it out.

He makes friends easily.

He is careless about his personal effects.

He makes quick decisions.

He lets his decisions stand.
 He cares more for broad outlines than for details.
 He is attracted by the opposite sex.
 He is at ease before an audience.
 He rarely worries.
 He does not care what people say about him.
 He would rather do his work when others are around.
 He is interested in outdoor sports.
 He rarely indulges in idle speculation.
 He is not particularly conscientious.
 He is likely to act on impulse.
 He obeys orders as the natural thing to do.
 He is not subject to moods.
 He is inclined to be slipshod and inaccurate.
 He is not affected by praise.
 He is likely to ask for help in solving a problem.
 He tends to accept the words and actions of others at their face value.
 He is conservative in his opinions.
 He is a sportsman, a good loser.

WITH these keys to a man's personality, you can readily unlock his emotions. You can talk to him about baseball or tennis and hold his attention, while a discussion of Einstein's theory of relativity probably would make him think you a nuisance and a bore.

To praise him would have little influence; to show him the wealth of detail by which you arrived at a decision would not be impressive. If you were to ask him to think over for a week a proposition which you submit to him, his answer probably would be just the same as the answer he formulated as soon as he heard the question.

ONE WAY of getting along with an extrovert is illustrated in an experience of my wife. She had sent to the branch shop of a large cleaning and dyeing establishment a dress to be dyed. When it was returned it was ruined — apparently it had hung over the edge of the dyeing vat and been scorched. She resolved to collect for the damage.

The branch manager pointed out a clause in fine print on the receipt slip to the effect that the company was not responsible for damage to fabrics being dyed. Nevertheless, he was induced to take the matter up with headquarters. There, too, there was a firm refusal to do anything about it.

To the main office she went. She made her wishes known, but the matter would have to be decided upon by the general manager, Mr. Gardiner. Where was he? He was not in that afternoon. They would take it up with him and let her know. A week passed and she called again. The general manager had decided nothing could be done about it. And could she see the general manager? No, he was in conference and probably would be tied up for the rest of the day.

She looked about her, saw a door marked "Private Office," pushed it open, and walked through. A brawny man behind a desk glared at her.

"Good morning, Mr. Gardiner," said the lady. "I am Mrs. Wright."

"Well?"

"I called for a check to pay for that dress of mine that was ruined. You know about it?"

"Yes, I know all about it, and there's nothing we can do about it. You gave it to us at your own risk — it says it on the receipt — and —."

"Oh! Mr. Gardiner!" exclaimed Mrs. Wright, interrupting him in the middle of a sentence. "Do you play golf?" Her eye, ranging about the office for a clue as to the best way to get along with him, had fallen on a golf club leaning against the wall.

"Why, yes, I play," he replied.

"Isn't that interesting! You haven't by any chance tried our course at Lenox Hills?"

"No, I do most of my playing up at Grassy Sprain, in Westchester. Do you play?"

"Every opportunity I get. There's been a lot of discussion in our crowd lately about the best way of holding a club. Which would you recommend, Mr. Gardiner, the Vardon grip or the interlocking grip?"

"Why, there's a little variation of my own, Mrs. Wright, that I find gives me the best results. Here, let me show you. You take that golf club and I'll take this umbrella. Now first I'll take the fingers of your left hand, like this."

"I don't want to miss this, Mr. Gardiner, although I'm afraid I'll have to be going in a very few minutes."

"Oh, yes, of course. I was almost forgetting that check you came about. I'll attend to it immediately. What was the amount?"

"Twelve dollars."

He pressed a button, and to the amazed secretary who responded, he barked, "Make out a check for twelve dollars for Mrs. Wright." Then turning to the lady, he purred, "While they're writing out that check let me show you this grip. I think you'll find it will improve your game."

The upshot of the episode was that Mrs. Wright walked out of the place with a check for twelve dollars and a copy of a book on golf which the manager insisted that she accept.

And if the manager in question happens to read this, he will be pleased to know not only that his check was duly honored at the bank, but that the book really had some sound instruction in golf fundamentals.

OBSERVE what the lady did in this case. She saw a golf club, a clue to the extrovert tendency to be interested in an outdoor sport. She switched the man's mind away from the point at issue to something he cared a lot more about. She established an identity

of interest with Mr. Gardiner. In his mind, he and she were an island of golf enthusiasts surrounded by a sea of clerks and others who didn't understand the more interesting things of life.

Note, too, that when she asked his opinion about the different grips, she was appealing directly to one of the fundamental, well-defined emotions—the emotion of elation. He was enjoying a feeling of importance, of superiority. The appeal, however, to the fundamental emotion had to be made through the extrovert trait of interest in sports.

BY THIS time it probably has occurred to you that calling all men either introvert or extrovert is open to question. If you are like most people, you probably had yourself in mind when you were reading those lists of traits that mark the introvert or the extrovert.

“I am easily embarrassed,” you may have said to yourself, “and I like to argue and I take good care of my personal possessions. All those are characteristics of an introvert. At the same time, I laugh readily, I am a free spender, and I am not influenced by praise. Those traits would make me out to be an extrovert. So what am I?”

You are an ambivert. So are most other persons. The majority of us have some introvert and some extrovert qualities. If you were 100% introvert, you wouldn't be

sane; you would be a patient in an asylum and they would call your affliction dementia praecox. If you were 100% extrovert, you likewise would be crazy and would be known as manic-depressive.

The perfect ambivert is just about as rare as the complete introvert or the complete extrovert. Almost nobody has exactly as many introvert traits as extrovert ones. Substantially every one of us has a predominance one way or the other. If it is only a very slight predominance, then we may consider the person an ambivert. If he has considerably more of one kind than another, then he is an introvert or an extrovert, as the case may be.

So what? Is there a purpose for the grouping of all these traits? Is it to give an impressive name to the groupings, or is there any practical advantage in it? Why not recognize and use each trait standing by itself?

WHATEVER objectives the psychologists may have in mind in classifying people as introverts and extroverts, our purpose is a very practical one. It helps us to understand people. Just as an understanding of the seven well-defined emotions helped us to understand human nature in general, or the things in which all people are alike, so an understanding of introversion and extroversion traits helps us to understand

those points wherein men differ.

Generally speaking, if a man has some introvert qualities, he tends to have others. Conversely, if you see in a man some extrovert qualities, you may be reasonably sure he has others.

In other words, you are given a basis for making a guess at the traits about which you have no information.

SUPPOSE you desire to get along with a man of whom you know these things: he hates to lend money, he moves slowly, he is stubborn, he does not make friends readily, and he is inclined to change his mind. Because of the limited opportunity you have in getting along with him, you are not able to make use of your knowledge of these traits. You must make use of others.

These are introvert traits, you might reason. They indicate that the man has a tendency to introversion. Most of his other traits, therefore, are likely to be introvert. That being so, he probably likes to argue, is not considerate of other people's feelings, is very fussy about taking care of his personal belongings, and is conscientious.

Reasoning thus, you might act upon one of those introvert traits that you have deduced. The chances are that you would be right.

But, after all, it would be only a chance. It might be just your luck

How Men Are Moved

WHAT men are moved, not by their reasons, but by their emotions, is a fact that should be readily understood. Many men think that they adopt a particular course of action because they think they see that logic lies that way, but, if the truth were known, logic has very little to do with the decision. Emotions, sentiments, experiences, acquired knowledge, and traits all go into determining a particular course.

If you desire to get along with someone, either in general or in a particular situation, you cannot rely upon pure argument. The old maxim that "A man convinced against his will is of the same opinion still" gives a true picture of one outstanding trait of humanity. People like to feel a sense of superiority and they like a person who makes them feel superior; conversely, they resent a feeling of inferiority and they dislike a person who makes them feel inferior.

to hit upon one of those few places where the generally introvert person happened to be extrovert. Deduce some introvert or extrovert traits from others only when it is necessary. To play perfectly safe, stick to those traits you actually have observed. And if your observation is keen and your appeal to the introvert or extrovert traits skillful, you cannot help but win your man.

Character Sign Posts

MORE bunk has been written about character analysis than about almost any other subject involved in human relations. Let us not add to it.

Nevertheless, we must cultivate some degree of skill in reading the other fellow if we want to get along with him, and it must not be a matter of pure guesswork. In all the thousands of years that men have been studying other men have they not learned something that will be of use to us? Yes, they have, but only a very little. Most of what they have learned has had to be unlearned, for it has been found to have little or no real merit.

After the most searching investigations of various systems to learn what truth there might be in them — and remember the real scientists are seeking for a means of reading character just as earnestly as the charlatans are — the conclusion has been reached that the only fixed eternal signs which seem to have any relation whatever to character are these:

1. Tall men seem to be more aggressive and sociable than short men and to make better leaders.
2. Fat men with large trunks and small limbs tend to be more open, friendly, jolly, and sociable than others.
3. Thin men with small trunks and larger, more athletic limbs tend to be more reserved, retiring, and unsociable.
4. Sex usually may be determined from handwriting.

5. Certain ratios of head measurements may have a very slight relation to intelligence and personality qualities.
6. Such traits as neatness and individuality may have some relation to their expression in handwriting.

AND what about the character differences between the man born under the sign of Capricorn and the man born in Libra? And how about the secretive nature of the man whose skull bulges at a particular point? And what have they to say about a full, rolling, moist underlip indicating benevolence? And what of the mounds and lines on the palm of your hand?

Science will admit almost no relation between character and fixed external features. It does, however, recognize that the emotions have physical reactions. If a man trembles and grows pale it is a sign of fear; when he is sad tears well up in his eyes; if he has a feeling of joy the corners of his mouth turn up and his heart beats faster; when he is angry his teeth clench. Any emotion, that is to say, is accompanied by some change in the body.

Now when a man gets in the habit of having the same emotions they leave traces on his face and his body and in his movements. If he has laughed a lot, in time there will be little wrinkles at the corners of his eyes and a pair of paren-

theses outside the corners of his mouth. If he worries constantly you are likely to find a set of wrinkles running across his forehead. If he suffers from an inferiority complex you will notice that his movements show his tendency to shrink away from other people.

By observing enough of these signs you may form an estimate of his most usual emotions and may read in the movements of his face and body what manner of man he is.

Look for facial expressions and for little tricks of movement. Consider the things he does habitually. They will give you a clue to character and may reveal a trait that you will want to know about especially. The principle is illustrated in the rule the Irish foreman used

when hiring a gang of laborers.

"When a man comes to me for a job I always ask him if he smokes a pipe," he explained. "If he does, I hire him."

"But why?" he was asked.

"Because he'll do more digging in the course of the day than the man who doesn't."

"How do you figure that out?"

"It's like this. The man who doesn't smoke keeps swinging his pick away at the same pace all day long — steady enough, but not much pep. But you take the pipe smoker. He stops to fill his pipe and light it. That's time lost, isn't it? But when he gets the pipe going, he spits on his hands, grabs that old pick, and tears into the dirt bank in a way that does your heart good."

Here's a Curious Fact about You

*H*ERE is a curious fact about the way you feel and the way you look, about your emotions and your bodily changes. We have been accustomed to think that we smile because we are cheerful, or cry because we are sad, or clench our teeth because we are angry, or run because we are afraid. The fact of the matter is, however, — you have the psychologists' word for it — that the direct opposite is the true sequence. You are cheerful because you smile, you are sad because you cry, you are angry because you clench your teeth, and you are afraid because you run.

So when I tell you to cultivate cheerfulness and alertness and tolerance and the rest of the virtues, your procedure is simple. Look that way. Every morning when you get up, wrinkle your face into a smile — push the corners of your mouth up with your fingers if you can't get them up any other way. Do it every time you think of it in the course of the day — and the next day — and the next. It will not be a great while before you find yourself wearing habitually and naturally an expression that will make people like you. More than that — and here is the miracle of it — your disposition actually will improve. You will be more worthy of being liked.

ALL OF US are inclined to make generalizations of this sort. Usually they are the result of our own experience; sometimes they are sound and sometimes they are not. We see a man with the corners of his mouth habitually turned down and we conclude he is a gloomy fellow whose company we would not enjoy. In another man we meet, his upper lip seems to curl up naturally into a sneer; we decide not to have anything to do with him.

Be careful in making hasty conclusions of this kind, however. As likely as not you may have to reverse your first impression. One of the most whimsical humorists in New York is one of the saddest looking individuals this author ever saw.

A better clue to a man's character is the one you obtain by watching his reactions to a particular situation. Notice the change in his posture, in his facial expression, the tones of his voice, his actions, and, of course, his words. They will give you a good indication of how he will react to a similar situation in the future.

A certain executive who hires salesmen for a leading bond house makes it a point to interview personally each candidate for a position. One of the first questions he fires at the prospective employee is, "Well, what do you think *you* can do for this organization?"

Blurted out in the way it is, the question usually is disconcerting. If the candidate hesitates and stammers, his chances of getting the job fade then and there.

"In this organization we want men with plenty of nerve," the executive explains. "If a man wilts under my fire he's not the man for us. He wouldn't do a bit better when facing a customer."

Technique of this sort is common. J. C. Penney suddenly would ask a candidate for a job what his references were. If the man hesitated, Penney concluded there must be some reason for the hesitation; probably the references would not give as favorable a report as the man would like. E. W. Scripps used to engage in an argument with an executive he was hiring.

If the new employee was inclined to be a "yes" man, Scripps had no use for him.

THERE just does not seem to be any general system by which from a few signs you can draw a complete and accurate picture of a man's entire emotional make-up. You can, however, by a close observation get a fairly accurate idea of what he is thinking and of the emotions which any particular thoughts call up in him. Hugo Muensterberg, the Harvard professor who pioneered in the study of the emotions, says in one of his best-known books:

How to Like People

PRACTICE liking other people. Practice liking particular people. It will be a splendid exercise for you to pick out somebody in your neighborhood whom you never did like especially, and make yourself like him.

Begin by asking yourself why you do not like him. One answer may be that you feel he does not like you. From that the question that follows is, what have you ever done to make him like you? Try doing something that will prove to him you are his friend.

With the neighbor whom you do not like, analyze your feelings. You will be surprised to discover how flimsy your reasons are. And you will find very little difficulty in finding good and substantial reasons for really liking him.

What! You do not want to like him? Then, my dear sir, you might as well abandon right now, without any further waste of time, all thoughts of getting along with him.

Having decided to like somebody, the next step, naturally, is to show it. To do this there are a thousand ways. Show him that you are interested in him and in the same things that he is. Recall to him little facts about himself that it surprises him to discover you know and remember. Acquire some special knowledge about something that will make you interesting to him.

If a girl blushes when a boy's name is mentioned in the family sittingroom, we feel sure, even if she protests, that he is not quite indifferent to her young heart. If she opens a letter and grows pale while reading it, she may assure us the event is unimportant; we know better. If she talks with you and every word makes you believe that her entire interest belongs to you and your remarks, it is enough for you to see that her fingers are playing nervously with her fan, and that her breathing has become deep and vehement and her eyes restless since a certain guest has entered the room; you know she is hardly listening to you and waits only for him to approach her. And if he does not come, she may be masterful in simulation and the artificial smile may never leave her lips, yet you will hear her disappointment in the timbre of her voice, you may see it even in the width of the pupil of her eye.

For years you have been a student of the emotions, although you

probably have not classified such knowledge as you have gathered. Furthermore, you probably have been using your knowledge without thinking that you were using it. You know — and many times you have acted upon such knowledge — that when a person is embarrassed he blushes, when he is in fear he trembles and grows pale. You know, too, that when he is horrified he shivers, when he is anxious he perspires, when he rejoices his muscles expand, when he is angry he grows hot and clenches his fist.

STUDY your man's reactions. Forget about anatomy and concentrate on physiology. It is not the size and shape of a man's

body that give you a clue to his real self, but the way his face and body move. Note these things:

- His posture.
- His change of expression.
- The tones of his voice.
- The movements of his hands.
- His eyes.
- His throat.

Learn to look for these indices of his emotions and sentiments. They alone will not tell you the whole story, but when you see with what they are associated, you know what it is that stirs him.

Answer these questions about him:

- What is it that frightens him?
- What makes him angry?
- What pleases him?
- What amuses him?
- What holds his attention?

If you could put him in a laboratory, create conditions which would excite him, and set up elaborate apparatus to measure the reactions of his heart, lungs,

stomach, glands, and muscles, you could learn a lot about his character. Lacking that, you must study him in action.

If circumstances do not give you a clue to what you want to know, then create circumstances.

PRACTICE studying people. Make it a point to look for clues to their emotions. Pay attention to the words they use, but go behind the words and notice how they act.

Remember that a man may try to disguise his real emotions and he may be fairly successful, so far as his facial expression is concerned. There are the other clues, however, for which you must look, and in no two men are all these clues the same. But you can find them if you try.

Keep practicing away at this and your knowledge of people will deepen. And this deeper knowledge will be a mighty help to you in getting along with them.

Things to Remember

BY WAY of getting started, commit to memory these observations about people in general:

- They like to feel their own importance.
- They like to grant favors.
- They like other people to know about them.
- They dislike to be under obligations which it is a burden to repay.
- They have their pet hobbies.
- They like to think your interests are the same as theirs.
- They like to be asked for advice.
- They like to share confidential information.
- They like to have their small wants studied.

Why People Will Like You

JUST as you try to size up people with whom you come in contact, so they are trying to size you up. From the very first moment you enter their consciousness, they begin estimating this trait or that about you, and they keep on forming an opinion, enlarging upon or revising the original estimate, every time they think about you.

Usually, they do not realize that their attitude is a critical one. They like you or do not like you, think you dull or interesting, stupid or intelligent, honest or dishonest, lazy or energetic, and all of a hundred other things. Many of their opinions, not expressed even to themselves, are formed at the first glimpse they get of you; many of their opinions they hold in abeyance until they have a little more evidence upon which to base a judgment.

It is by means of your personality — your outward appearance and demeanor — that people read your inward character. It is because of what they think they see in your character that they like you or dislike you. Whether they will read things they approve or things they disapprove is for you to determine.

Now, what a man likes to see in you depends to a large extent upon the kind of man he is. You must remember, however, that, basi-

cally, all men have the same emotions. If you arouse one of those basic emotions, or a refinement of one of those emotions, in any man, he is attracted to you or repelled from you, according to the emotion involved.

Just what particular trait of your personality will arouse a specific emotion in any particular man, depends upon that man's individuality.

BUT let us go a step still further in order to get this point clear. You will recall that awhile back we were speaking of self-preservation as the fundamental law of human nature. With that as a base, we can, in any individual case, trace an explanation of whether any particular trait of yours will help or hinder you in getting along with people. If from the way you look or speak or act a man gets the impression — and usually this impression is a very subtle one — that you are tending to preserve him, he is for you. If he gets the opposite impression, he is against you.

There are many ways of stating this principle: you make him feel important, you make him feel safe, you help him increase his importance, you raise his ego, you appeal to his vanity — it doesn't matter greatly how you express it, as long as you get the idea.

WITH this understanding in mind, let us see what sort of qualities in you tend to make the other fellow like you. Here are some of them:

1. Cheerfulness.
2. Tolerance.
3. Veracity.
4. Energy.
5. Sympathy.
6. Tact.
7. Honesty.
8. Dependability.
9. Unselfishness.
10. Modesty.
11. Gratitude.
12. Self-reliance.
13. Self-restraint.
14. Helpfulness.

Sounds like a list of virtues, does it not? And what if it is? Does that make it any the less practical? In fact, I could demonstrate to you, without any difficulty whatever, that though you were homely as a mud fence and dumb as an ox, but rated 100% in those virtues, every man you met would be your friend.

Do you see how perceiving any one of those qualities in you makes a man feel — without his analyzing it, of course — that association with you will tend to his preservation? Consider the last one on the list — helpfulness. I mention it first at this time because it is the most inclusive and the most important.

If a man reads in you a desire to help him, to cooperate with him

in what he is doing, to go out of your way to do him a service, to make an effort to find out what he likes, to think of what he wants before he thinks of it himself — that man just cannot help liking you. It raises his ego, appeals to his vanity, increases his feeling of importance, arouses his emotion of elation. Call it what you will, it works.

THINK of any of those listed qualities in the same way. A man tends to like you if you are cheerful, because it helps to make him feel cheerful. Cheerfulness accompanies success, health, strength, security, power, and a lot of other things that go with self-preservation.

He likes you if you are tolerant, for tolerance and broad-mindedness imply courage and a sense of power. The man who is securely entrenched, well armed, and stronger than his fellows can afford not to fear the ways in which people around him differ. Any man would want such a one as an ally.

Take veracity. Surely I do not need to explain that. The man who would give a false report would make a poor ally indeed; nobody would feel safe with him around.

Take energy. It is a fact that laziness is a quality that people do not like in you. You may be a fast worker or a slow one, a worker

with your brain or with your muscles, a successful worker or an unsuccessful one; it does not matter what is the nature of your activity or the quality of it, as long as you are not a confirmed loafer. You could not be the village bum and hope to get along with people.

So it goes with any of those virtues. In sympathy a man recognizes that you and he have the same emotion aroused by the same stimulus. There is a bond of common interest. You are on his side.

In tact he sees a desire to shield

him from injury — injury to his emotions, it is true, rather than injury to his person but, so far as making him like you is concerned, it is one and the same thing.

IN HONESTY he enjoys — subconsciously, of course — a feeling of security. He need not be on his guard against you.

In dependability he sees you will not be lacking in what he may expect of you. It is a source of strength to him to know that he can rely upon you.

The Importance of Attracting Attention

THE PROCESS of getting along with people begins with your very first contact with them. In fact, the entire history of your relation may be affected by the manner in which you first attract attention to yourself.

To attract attention is easy; to attract attention in the right way is not, but is an art calling for much study. So important is this matter of attracting attention — of making a good first impression — that it is well worth all the time and effort we can devote to it.

Did you ever hear the story of the boy who sought a job in answer to an advertisement? No, this was not the boy who went out, when he saw he was last in line, and sent a telegram to the employer reading, "Don't hire anybody until you see red-headed boy at end of line." This boy I mean was named Clarence and he, too, found a line of boys waiting for the boss to arrive and open the shop in the morning. Clarence's little brother had come with him, just in case he should be needed.

"Run home, Jimmie, and get all your gang to collect every dog they can find and have them all stand around the corner. You be there with a cat in a bag. When I yell, 'O.K., Jimmie!' you let the cat out of the bag. Hurry!"

The employer arrived, the cat was released, canine pandemonium broke loose, the boys in line ran to see what it was all about, the boss came running to the door, where Clarence halted him and said, "That's all right, mister. I just arranged that so I could have a private conference with you."

Clarence landed the job because he attracted attention. How well he got along with his employer after he was hired is another story. The point of the anecdote is that he never would have had an opportunity to get along with the employer if he had not attracted the employer's attention in a striking manner.

In unselfishness he knows you will not be likely to rob him of his fair share. Closely akin to unselfishness and tolerance are fair play and good sportsmanship — qualities which you will readily admit are helpful in making friends.

In modesty the other man sees that you are not striving to place yourself above him and throw him from the imagined seat of power in which he likes to sit.

GRATITUDE is a tribute to his importance; it appeals to his emotion of elation.

Self-reliance is a trait whose usefulness is obvious. If you are to be a burden to him you tend to be a source of weakness.

With self-restraint you will not turn against him nor betray a weakness which may prove disastrous. You will not be inclined to give way to unreasonable fits of rage or grief. Self-restraint is related to dependability.

All this would seem to proceed upon the assumption that man is still rather primitive. He is. The veneer of civilization is very, very thin. A man is swayed by his emotions, not by his intellect, and those motivating emotions were the same ten thousand years ago as they are today.

Out of your own knowledge and experience you could conjure up a hundred examples of the point I am making. Look at that fellow that everybody likes;

he's the life of the party. What's the explanation?

He is a good mixer, you say. That is correct. But what makes him a good mixer? Why, he has a lot of poise, he laughs a lot, he has a fund of good stories, he always seems at home in any company, he joins in everything, and he has a likable personality.

That is a little better, but dig deeper yet. Now that you come to think of it, see if these things are not true of him:

He likes other people.

He is cheerful.

He has energy.

He has tact.

He is tolerant.

He is not quarrelsome.

He is not suspicious.

IN OTHER WORDS, he has a lot of those traits that we might call social virtues, energy, cheerfulness, tact, and — yes — helpfulness. Notice the little things he does for people, the interest he shows in what they are interested in, the way he anticipates their wants, puts them at their ease, gives the impression they can depend on him. You are sure to find, if only you think about it, that helpfulness is one of his strongest characteristics.

And if you, too, want to get along well with other people as he does, then you must let them see in you, too, those social virtues that he possesses.

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You'll find **YOUR LIFE** articles warm, human, friendly, dedicated to the proposition that getting what you want is *fun*. That's why we say, look for **YOUR LIFE** — and start living it!

Personality Portraits

¶ **George Bernard Shaw** makes it a rule to turn down people who harass him for interviews. S. J. Woolf, noted artist of the *New York Times*, decided that his only chance of getting the playwright to sit for him was to use Shaw's own weapons of wit and audacity.

When he arrived in London, Woolf wrote a note to Shaw stating that he knew the only reason Shaw had posed for Rodin was to win immortality in sculpture, "but the only way to gain immortality in America is to pose for me." Shaw retorted, on a postcard dated July 3, "I have had so much experience posing as an artist's model that my price is \$3,750 an hour." To which Woolf replied: "Your price is acceptable to me, but my price is the same, so we're even. Just think, if you sign this portrait America will have two vital documents signed on the Fourth of July."

Next morning came a message from Shaw to come immediately.

¶ **Henry Watterson**, famous Louisville editor, was extremely sensitive to handicaps in others because he himself had lost an eye. One day he called in one of his drama critics who had published the opinion that Ethel Barrymore was too plump and matronly to play the part of a sweet young girl. The reporter was almost moved to tears, realizing that his un-

kindness had hurt Watterson deeply, when the editor pointed out how cruel it is to comment on any person's physical peculiarity or affliction.

¶ **Bliss Perry**, noted Harvard professor, once told how he was able to win all his college debates: "In a small college you knew rather accurately the mental habits of each of your opponents in debate. If the other boy was likely to spend two hours in preparation, I spent four; if he spent ten, I would spend twenty. It worked. If you have mastered a particular subject twice as well as the other fellow, you may not need any strategy in order to smash him."

¶ **P. T. Barnum**, in answering an inquirer who wanted to know what qualities of personality a showman should have, gave this as the first requirement: "A thorough knowledge of human nature, which of course includes the faculty of judiciously applying soft soap — the faculty to please and flatter the public so judiciously as not to have them suspect your intention."

¶ **Wellington Koo**, former ambassador from China to the U. S., once attended a public dinner and sat next to an American who assumed that pidgin English is all that a Chinese understands. The man asked with the first course, "Likee soupee?" Koo nodded politely. Shortly afterward he was called on for a speech, which he delivered in beautiful, cultivated English. When he sat down, Koo asked his table companion, "Likee speechee?"

— JAMES MARTIN

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

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CONTRIBUTING TO YOUR PERSONALITY:

For twenty-five years, M. K. WISEHART (*What Do You Rate on Your Personality Chart?* page 67) has been roaming up and down the good earth studying successful people. In that fruitful quarter of a century he has interviewed more than 10,000 persons of outstanding achievement, seeking the basic key of success common to all of them.

MILTON WRIGHT (*How to Get Along With People*, page 101) has also made human nature his life study. Trained as a lawyer and admitted to the bar, he preferred newspaper work to legal practice, directed many publicity enterprises, and was for four years associate editor of a popular scientific magazine before turning to writing as his sole activity. His ability to practice what he preaches—that is, to get along with people—was abundantly demonstrated during the World War when he was secretary of the foreign language division of the Liberty Loan Committee and his task was to keep 32 different nationalistic groups working together in close harmony.

DALE CARNEGIE (*Cleopatra's Charm Secrets*, page 26) is author of the biggest-selling non-fiction book of all time. You'll hardly need to be told that its title is *How to Win Friends and Influence People*. . . . HILDEGARDE DOLSON (*Rules for the Love Game*, page 38) is a magazine

contributor and advertising copywriter for a fashionable Fifth Avenue shop in New York City. She has been, among other things, a writer of song lyrics, a cashier, and a bookkeeper.

ALAN MARSHALL (*I Wish I Hadn't Said That*, page 10) taught English in Columbia University and is the author of several mystery novels under a pseudonym. His work is represented in O'Brien's collection of *The Best Short Stories of the Year*. . . . MYRTLE MEYER ELDRED (*You Can Be Popular, Too*, page 62) conducts a widely syndicated daily newspaper column on domestic topics.

HOMER CROY (*Seven Easy Steps to Unpopularity*, page 7) is a novelist whose whimsical geniality reminds one of Will Rogers—which isn't strange, since he wrote several of the screen plays that ranked as the beloved star's biggest hits. . . . MARGERY WILSON (*The Etiquette of Clothes*, page 95) is a name practically synonymous with "charm," for her life work has been to help women make the most of those fine qualities of personality born into every daughter of Eve. . . . DR. DONALD A. LAIRD (*Test Your Emotional Balance*, page 6) is a psychologist who has been unusually successful in interpreting the amazing developments of his specialty for the average man.

Van & Van Hand