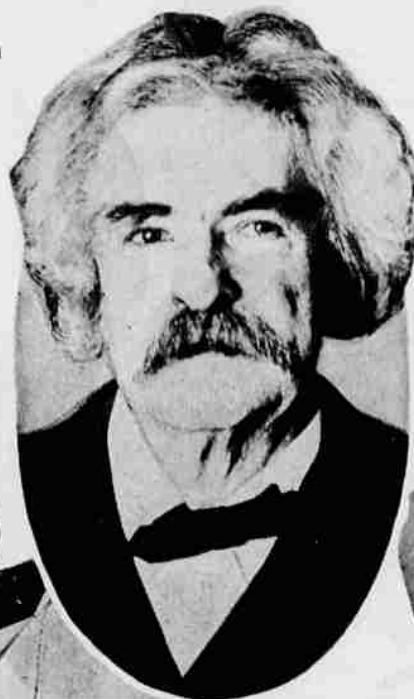


Science Shows How Changing Your Name Brings Success



Dante, Italian Genius Known for His "Inferno," Describing His Belief in Hell.

Mark Twain, Beloved American Humorist and Author of Tom Sawyer, Children's Classic.



Gilda Grey, Famous Dancer Who Changed Her Name to Help a Stage Career.

By EMMA MASON

ATENTION, young mamas and papas! Science now claims that you have the power to make your "blessed event" a Poet or plumber, Sissy or roughneck. College professor or murderer.

How? It depends largely on whether you name him Bill or Percival! "You give your youngster his first break or his first handicap when you select his name," says Dr. Carl Renz. "Names play a surprisingly important part in determining an individual's personality, character and manner of living."

Dr. Renz' statements are based on wide knowledge and experience. He is a well-known West Coast physician and psychologist and in collaboration with his wife, Mildred P. Renz, is the author of "Big Problems on Little Shoulders," an outstanding work on child psychology.

IT'S ALMOST unbelievable the way the meaning of a name may carry over into the meaning of a life," Dr. Renz said. "Of course, the world scoffs but there is a principle that seems to explain it."

"Everybody knows that repetition plays a major part in influencing our children. Science has proven that we build up the 'feel' of things we hear and say, and unconsciously construct an association between these ideas and our subsequent emotions and actions. In other words, we hear and say a thing until we think it, believe it and then finally do it."

In proof of Dr. Renz' statements, take the case that recently occurred in Chicago. Joseph Love, a barber, fled to police and begged to be locked up for bigamy. He said he had two wives and both of the women had just met in his home. In court the next morning, a third woman introduced herself as a former wife who had divorced Love twice, and said there was a fourth wife.

Suppose you had to hear the word "love" repeated over and over again! Not just one day or week, but year after year! Suppose people constantly made puns about it! And suppose, in addition to this, you were of a sensitive, easily affected nature. In time, anything might happen—which is exactly what did happen in the case of Joseph Love.

Of course, it all depends on the individual, but there is a surprisingly large group that under the same circumstances would undoubtedly have responded just as Joseph Love did. And that's why Mr. Cool may become an ice-man or Mr. Key a locksmith.

IT APPEARS almost uncanny the way some people live up to their names," Dr. Renz declared. "Parents often fail to realize what a big difference they can make in the life of their youngster if they name him Bill instead of Percival."

"Giving a boy a so-called 'sissy' name does two things. First of all, it may cause him to develop into a sturdy youngster, although personally I can think of a much more pleasant way to build up a physique than the method he is forced to employ. I mean that a boy with a moniker like that is bound to use his fists plenty."

"In the second place," Dr. Renz continued,



Greta Garbo, Star of the Movie World, Whose Carefully Chosen Name Helped Her.

Famous People Often Known By Names Selected Before Attaining Honors

Sarah Bernhardt, Who Conquered Hardship and Tragedy to Become the World's Greatest Actress—Sketch by Gil, Famous French Caricaturist.



"a 'sissy' name places a child in a bad position because of the subjective effect his name has upon those he meets. For example, a school teacher, without even thinking about it, will automatically assign Cyril or Percy to clean the blackboards, carry messages and act as general helper. Unconsciously, she and the world place Jim or Bill in an entirely different class."

"Look at the motion picture industry. Can you think of a hero named Percy? I remember when it was first decided to call Charles Rogers 'America's Boy Friend,' Hollywood promptly added to his name the warm, friendly nickname 'Buddy.' That name sounds chummy—Hollywood recognized it—and the public unconsciously responded to it. Yes, indeed, there's a lot of psychology in names."

Dr. Renz was asked whether it is advisable to name children after great personalities.

He answered, "To my mind, carrying around a famous moniker is hard on a child. You can give him the name 'Lincoln' or 'Roosevelt,' but you can't give him the qualities that the original bearer had and so you set up an impossible standard for him. A child soon discovers that he can't equal his famous predecessor and if he is of a sensitive nature, becomes discouraged and usually ends by sinking permanently into the background."

THE same thing happens when one child in a family is exceptionally brilliant. The rest of the children with mediocre ability grow dis-

couraged after constant attempts to equal their outstanding brother or sister fail. They may ultimately cease to compete and be content to admit inferiority and take a humble seat outside the limelight.

Dr. Yale Nathanson, of the department of psychology at the University of Pennsylvania, recently pointed out that there is one advantage in a distinctive name. An unusual name is remembered because the owner is generally asked to repeat it, spell it or even write it. Both in business and social life this is of great assistance, providing the owner is not personally affected by the fact that his name is out of the ordinary.

"A distinctive name reminds me of an early experience I had in the newspaper field," he said. "I worked with a group of reporters, all of whom were acceptable, average men except one—he was the homeliest, most slovenly individual imaginable; once seen, never forgotten."

"The result was that people he interviewed always remembered him; long afterward, they would stop him on the street to give him news. Not so with the rest of us. In a short time, we were completely forgotten. This man had mediocre ability, yet he was soon made a star reporter and it was only his distinctive appearance that earned him the promotion."

"So with a distinctive name. Providing an individual 'can take it,' it sometimes works the same way."

But, suppose the damage is done. Your parents have not heard Dr. Renz' plea for bigger and better names and to your constant despair, have named you after Great-great-grandfather Marmaduke.

"Change your name!" advises this prominent psychologist. "Why go through life under the handicap of a ridiculous, clumsy name? A new name can bring about a complete change in personality, give you new confidence, greater poise."

"Think of the way you feel when you get a brand new suit of clothes, a shave, haircut and shine. That's exactly what a new name can do. You're a new man, starting fresh with a clean slate, ready to make—not New Year—but new life resolutions."

DR. RENZ is not making absurd claims when he stresses the importance of a name. His statements have been tried and tested through the years.

Look at this list of famous persons who changed their names:

Woodrow Wilson, former President of the United States.

Henry F. Durant, founder of Wellesley College.

Winston Churchill, statesman and author.

Sarah Bernhardt, actress.

Voltaire, statesman and satirist.

Mark Twain, author.



What Would Happen to This Group of Talented Hollywood Chorus Girls if They Changed Their Names? These Beauties So Far Are Practically Unknown to the Public, and Experiences of Other Girls Indicate That the Right Name Can Be Tremendously Important.

How Do You Explain This?

NAILS embedded in stone which had taken eons to form—at a time ages before nails were made.

A California miner took home a large piece of auriferous quartz. It was half the size of a man's head. He dropped it, and where it split lay a rusted nail about three inches in length. Its head was perfect—the nail was plainly machine-made.

A quarry in England gave up a block of stone about ten inches square. Half of a long nail protruded from the stone—the other half was embedded in the solid rock.

The quarry had been worked for more than 20 years, and the block of stone came from the bottom, not from the top. No other nails were discovered, and no explanation was given for the discovery of a nail buried in hard stone—hundreds of years before nails were invented.

Can you explain the almost incredible circumstances? How did the nails get there? Or are geologists mistaken in believing that quartz and stone take many hundreds of years to form?

IMMATURE HOUR

—By Bud Landis—

SOUND: (Bong!)

BUD: Good eve, ladies and gentlemen! We present another crop of veteran beginners. The fate of these old established amateurs is literally in your hands because the Man's-Johnville meter will record your approbation—with volume properly controlled by our sound technician. We reserve the control privilege, of course, so that the right act will be given a weak engagement, in accordance with previous arrangements. And now, the first aspirant. Well, young man, what is your voice—base?

AMATEUR: No, sir—snare.

BUD: Here, now—if that's somebody trying to exert every precaution...

A: Ah, "I take my pun in hand," eh?

BUD: See here, you can't pun a pun! Why, that would be taking the lowest form of humor and undercutting it.

A: Well, we'll have to do something to take up the time.

BUD: What do you mean? It says here that you are going to fever us with a song. What is it going to be?

A: My own composition: "A Rhapsody in Rests."

BUD: All right, let's take up the time with that, then.

A: But nobody can hear it. As the name implies, it's written entirely in rests.

BUD: Do tell, if I'm not too bold, won't that be a dash monotonous?

A: Ordinarily, yes. But to break the monotony, I have employed whole rests... halves... quarters—and the balance in nickles and dimes.

BUD: Exceedingly quaint. Did you have much trouble in thinking up such novel treatment?

A: To tell the truth, mother was the necessity of invention. I can't sing.

BUD: I see—just a run-of-mill amateur. Well, it's better that you can't—I shouldn't want to establish a dangerous precedent.

A: I render my rhapsody without giving vent to a single note. I just step up to the mike and observe every rest in the score. Thus, there is nothing accomplished: nothing done—I earn a night's applause.

BUD: Now hold on. You can't play on the sympathies of the audience like that.

A: New rule?

BUD: You probably imagine that if you stand up there and favor our listeners with a bit of silence, they'll be so grateful you'll get first prize.

A: Well, that's about the only device that hasn't been pulled yet.

BUD: Looks here. We're not looking for anything new—at least not while the racket is going over so big.

A: I'm sorry—but whether you like it or not I've just done a verse and two choruses of my number. Pray let's see what sort of a hand I get.

SOUND: (Thunderous applause!)

BUD: All right, ladies and gentlemen: You have given first prize and a weak engagement to the "Rhapsody in Rests." Thank you very much, and we'll be with you again next week.