

HOW TO TELL PEOPLE ONE FROM ANOTHER

By H. I. Brock

Among the experiments which were so characteristic of our conduct of a war now so happily ended, was that of employing a professor of psychology to organize and direct the machinery which was to choose our fighting flyers. Elaborate tests ingeniously devised by a rival psychologist were subsequently employed as an aid toward the selection of men for promotion or special assignment. It was said by officers upon whom the ungrateful task of selection fell that these tests were actually of some practical use—that they operated automatically to eliminate the hopelessly stupid and identify the dangerously intelligent. Adoption of the psychologico-military plan has since been urged upon employers of labor and of those grades of intelligence which are to be got for hire and can be made useful in business. Already there were in the field professed or professional character-analysts whose advice and guidance in the hiring of men was accepted or sought—and occasionally even taken—with results which some employers reported to be at once surprising and gratifying.

A book by one of these adventurous and ingenious persons is therefore doubly interesting at a moment when the whole business of hiring and firing seems about to be taken away from the employer class and lodged

in the hands of the employed. Mr. Balkin, in the first place, has done a considerable amount of reading in order to lay a foundation for his practice. He quotes from authorities as eminent and entertaining as Havelock Ellis, and adopts the admirable explanation of the connection between racial qualities and color which was set forth by the late Colonel Charles Woodruff, Medical Corps, U. S. A., in his "Effects of Tropical Light on White Men". To be sure it may be doubted whether the Colonel, a thorough scientist and soldier, would have been any more able than Cato's haruspex to look in the face without laughing the following "table or scale of pigmentation":

- 0 Albino, white hair and skin, colorless eyes.
- 10 Flaxen hair, light blue eyes, shell-pink skin.
- 20 Golden or light yellow hair, blue or light grey eyes, fair skin.
- 30 Red or auburn hair, grey or blue eyes, fair skin or freckles.
- 40 Light brown hair, blue-grey or green eyes, tinted or medium skin.
- 50 Brown hair, green or blue eyes, medium skin.
- 60 Brown or black hair, light brown or hazel eyes, creamy skin.
- 70 Dark brown hair, dark brown eyes, medium brunette skin.
- 80 Black hair, black eyes, olive or yellow skin.
- 90 Brown races, yellow races, mulattoes, creoles, Maoris, Indians.
- 100 Negro or black races.

Indignation is likely to be created in certain circles by the classification together of mulattoes and creoles, but the scale is at least comprehensive. You are advised to commit it to memory and are then told that "the normal blond" is employable in "advertising, organizing, construction, exploring, manufacturing, selling, politics, transportation, platform work, merchandising, etc."; while "the normal brunette" is adapted to "agriculture, art, literature, clerical work, drama, music,

scientific research, theology, and philosophy”.

So much for color. But color is not all. The facial aspect also is to be considered. “A man who resembles the fox in form (the convex type) is quicker, swifter, keener, more responsive, and less enduring than the man who resembles the bull-dog (concave type)”. This theory is developed in some detail, modern instances are multiplied by way of illustration, and photographs of many eminent persons—President Wilson, Colonel Roosevelt, Mr. Taft, Henry Ford, J. P. Morgan, Champ Clark, General Pershing, Keir Hardie, Herbert Hoover, Mae Marsh, Kitchener, and Hindenburg—are plentifully scattered through the pages.

President Wilson is declared to be “a splendid example of the mental type” which covers also the cases of Shakespeare, Whittier, Holmes, Horace Greeley, Edgar Allan Poe, Socrates, Mendelssohn, and Hall Caine. “All-around” men are Washington, Adams, Grant, Edison, Roosevelt, and Lloyd George. Careful study of the profile of the forehead will, it appears, furnish many valuable indicia, and there is something in being a fat man to console for the loss of the figure of Apollo. Our author says:

Reference to portraits of famous judges, politicians, financiers, executives, and commercial kings will show a great tendency toward construction upon lines of a circle—i.e., round face, rounded body, and a tendency to roundness in hands and limbs. Persons possessing this as their leading element and only a moderate degree of the mental, enjoy excitement, amusement, fast driving, theatres, and social pastimes. This

type usually possesses an extremely large degree of amativeness; therefore they are ardent lovers and they have large social proclivities, large selfish propensities, a head more broad than high in proportion, excellent powers of observation and good practical judgment.

The author adds that “some of the occupations most frequently found in this class of persons are owners of theatres and amusement places, restaurant proprietors, butchers, grocers, and saloon-keepers. They have exceedingly keen financial instinct and are the money-makers of the world”. It is also observed—but that is a little technical—that “directly in front of the organ of Conscientiousness and on each side of Veneration lies the organ of Hope”.

Of more practical value to the layman is this:

A partial disuse of the brain is the principal cause of diseases. I have discovered that those persons who by a sudden change of circumstances are led to exercise parts of the brain that have been long neglected, invariably improve in health. In fact, this is the cause of improvement in health so often noticed in invalids by change of climate, by experiencing religion, by relaxing, by change of business, etc., and is the basis of the so-called mind cure and, in fact, the real basis of any cure ever made.

A reading of the book tends to the conclusion that the author is a shrewd fellow whose judgment of men is probably much better than his discrimination among scientific facts and theories. There is even a temptation to regard the learned display as a sort of smoke-screen for the use of a practised observation and plain common sense.

The New Science of Analyzing Character.
By Harry H. Balkin. The Four Seas Co.