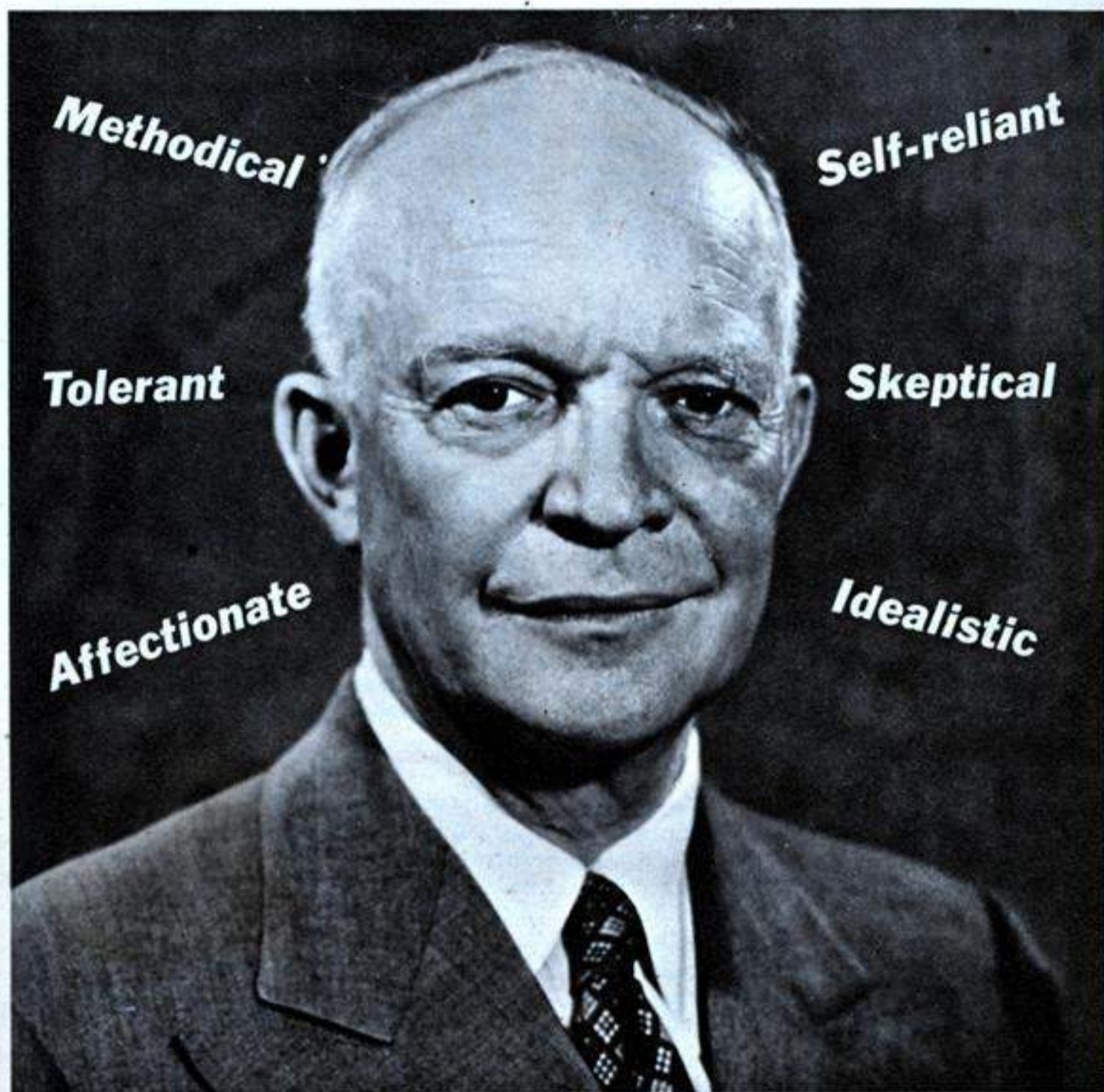


IKE EISENHOWER, says Whiteside, has traits more evenly balanced than Truman, Stevenson. He has a firm temperament, is authoritative, courageous.

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SPECIAL FEATURES



Personology—Science of Success

Bob Whiteside, Personologist, is startling the scientific world with an amazing new system for determining a person's aptitudes by his physical appearance.

By Lee Edson

THE man and woman standing in front of the studio audience at a recent San Francisco radio show were plainly skeptical. And so was the audience itself.

They stared at ex-newspaperman Bob Whiteside with a show-me attitude that for a lesser person might have been disconcerting. But Whiteside, who was on the program to demonstrate what he could reveal about a person merely by looking at him, was used to skepticism. He looked his subjects over carefully. He had never seen



HARRY TRUMAN is self-reliant, wants to make all decisions. He is terse, abrupt (thin lips), affable (closeness of eyebrows to eyes), capricious, has ability to understand complex problems (large proportion of fore part of brain), won't stay retired.



Adlai Stevenson is idealistic, not a show-off (position of ears), more intelligent than Eisenhower, Nixon, or Truman, conserving (round forehead), very sensitive, intolerant (eye spacing), has less ego, self-confidence than above men.

them before and there was little about them that could distinguish them from thousands of others.

"You, sir," said Whiteside calmly, "should work at directing people. You'd do it well even though you might be abrupt with your associates." He paused. "You're probably bothered more by little things than by major emergencies."

Whiteside turned to the young lady. "And you have emotional capacities that should make you a fine actress."

The conductor of the program laughed. Whiteside had called the shots. The man was David Diamond, a Hollywood movie producer, and the young lady was Margaret Field, an actress. Mr. Diamond, much impressed, later wrote that Whiteside's analysis was amazingly correct.

Hocus pocus? A lucky guess? Or a remarkable new science of prediction?

Bob Whiteside, an alert vigorous man of 44, has no doubt of the answer. As head of the Personology Foundation of San Francisco he has been studying human beings for the past six years and he has found some amazing correlations between personality and physical characteristics that have enabled him to make startling analyses. Some years ago, for instance, he

was invited to test a group of convicts at San Quentin Prison. One man, who was serving a five-year-to-life term for armed robbery, interested him. He analyzed the fellow as being a frustrated poet and told him he should write poetry. The convict laughed and went back to his cell. But a year later Bob Whiteside received a privately-printed book of poems written by the con. Not only that but the prisoner said that writing poetry had given him a new lease on life and currently, having completed his parole, he was making good as a salesman.

In another instance Whiteside was called in to examine a teen-ager who had assaulted the principal of his school. The boy was surly and defiant and none of the medicos or psychologists could do anything with him. The San Francisco Personology Foundation head noted the boy's physical pattern which indicated a big ego and a dominant personality and he pointed out how the boy could use these traits positively. After an hour's discussion the lad apologized to the school head and promised he would straighten out in the future. The judge was so impressed with the boy's change of attitude that he stated in court that "more scientific approaches to young-



RICHARD NIXON is more affable than Truman, stubborn (V-shaped chin), generous, dramatic (arched eyebrows), willing to help (swoop of nose), has a big ego (width of forehead), poor sense of the commercial (recessed ears), good mental capacity.

Rate Your Friends Personologically

Personality Trait	Definition	Physical Characteristic
Affectionateness . . .	Deep feelings of emotion	Large iris of eye; little white showing
Melancholy	Under prolonged strain	Considerable white under iris of eye
Impetuousness . . .	Quick in speech	Full protruding lips
Conciseness	Puts things in a few words	Light thin lips
Criticalness	Quick to notice flaws	Outward corner of eye slants down lower than inner corner
Self-reliance	Confidence in one's own abilities	Spread of wings of nose
Tolerance	Easy adjustment to new ideas. Lack of tolerance is shown by those who get burned up very quickly	Space between eyes vs. size of eye aperture (Greater the spacing, higher the tolerance.)
Ego Balance	Need for limelight	Further the ears sit back of head, the greater the need
Exactingness	Fussiness over details	Lines over bridge of nose
Adventurousness . .	Love of travel and new experiences	High cheek bones

sters would result in more satisfactory solutions to juvenile problems."

In one form or another, personology—the science of persons—is as old as civilization. The early Greeks are credited with developing a system of physical "character readings" by which they catalogued their politicians and statesmen. Literature, of course, is full of references to these qualities. You can still read about a "heroic jaw" or a "lean and hungry look" and every day you yourself probably make decisions on whether a man is trustworthy by the cast of his eyes or whether he'll be fun at a party by the shape of his face. But despite their popularity these notions have fallen into the disrepute of phrenology and palmistry and scientists have tended to dismiss the entire subject as devoid of adequate evidence.

In recent years, however, the picture has changed remarkably. Such scientists as Prof. Ernst Kretschmer of the University of Marburg in Germany, Dr. William Sheldon of Columbia University and famed anthropologist Ernest Hooton of Harvard have indicated that the body gives definite clues to a person's temperament and character. Listen to Drs. Frances L. Ilg and Louise Bates

Bob Whiteside, Director of San Francisco Personology Foundation, uses a magnifying glass to discover indications of fugacity (temporary tension) revealed by dry-bright eyes and shiny skin. Small lines radiating from eyes show a verbal ability.





Elizabeth Whiteside illustrates two familiar facial types. Upper head (more face below nose) has stamina, physical interests. Lower is mental.



Whiteside, left, and client compare hands. Latter's three middle fingers are almost same length, show special aptitude in sports, piano playing.



Spacing between eyes relative to size of the eye aperture is measure of person's tolerance. White area under iris shows accident-proneness.

Ames of the well-known Gesell Institute: "The child is born with a very definite personality (or at least with the possibility for the development of a certain definite personality) just as he's born with a very definite type of physical structure . . . In fact, the two things are not really too much different because, we believe, the child's behavior is a function of his structure. This means that he acts as he does because he is built the way he is."

Dr. Sheldon, who started his own research to disprove such relationships once and for all, ended up by devoting 15 years to the study of how your physical attributes mold your life. After examining over 4,000 people he came up with a classification that divided the human race into three broad categories: the endomorph or rolypoly, the mesomorph or bone and muscle, and the ectomorph or string-bean type. The chubby people, he found, are generally convivial, gossipy, interested in comfort. The bone-and-muscle men are the adventurers, athletes and the first to rush to war. The string-bean types are efficient, have a love of privacy, sleep poorly and are tight-lipped to strangers.

Bob Whiteside has gone a step ahead of all this. He has "validated" over 53 measurements of the human body and correlated them with specific qualities. Take your eyes, for instance. Are they wide-spaced? The chances are you are a pretty tolerant person. How about your ears? Do they sit near the back of your head or are they close to your cheekbones? Taken with other qualities they indicate something about your showmanship or your capacity for bearing a grudge. Similarly, the texture of your hair, the tone of your muscle, the lines under your eyes all reveal personality traits that can be read by the men and women trained in personology.

Let's see how all this works. The parents of Vaughn Shahinian, Jr., brought their son into the Whiteside office for an analysis because they were troubled about his career. They wanted the boy to become a doctor but he had expressed no special interest in medicine. What was the lad fitted for? Whiteside first measured the gross dimensions of Vaughn's body: the arm span, the length of the torso and the length of the legs. He then went on to finer measurements: the eyebrows, nose, proportion of eye spacing to head, relative length of the fingers. Simple instruments were used in some cases, like an ordinary paper gauge to measure hair thickness and a small rectangular grid to determine facial areas. The analysis took three hours and resulted in a physical profile from which Whiteside

made his deductions. In the case of Vaughn, Whiteside suggested the military life because the boy had all the qualities of a good officer. The parents pooh-poohed the suggestion. But as things turned out the boy took the West Point examination, came out highest in his Congressional district, and today is a career officer.

In another instance, Alice Elmgren was employed as a bill collector in San Francisco. Her analysis showed she had artistic ability. Whiteside convinced her she should paint and since then she has won three scholarships in art. An equally striking result occurred in the case of 13-year-old Ronnie Barrett of Piedmont, California. Ronald's parents were disturbed about their son's progress as a piano student until Whiteside explained that the boy had musical talent but was restless and needed to move around. Because of the boy's strong lips Whiteside suggested a mouth instrument. Ronnie took up the trumpet and in one year he had won an award as the best music student of his school.

Young couples frequently consult Whiteside before getting married. He tells them whether they're suited and in several dozen marriages so far he hasn't struck a single divorce. In one case an executive had divorced his wife twice and then remarried her. He was contemplating a third divorce when he came to see Whiteside. Bob showed them the bad qualities they should watch for and today, armed with this self-knowledge, they're back together and making a go of it. Whiteside has also successfully analyzed the members of marital triangles and by taking the physical measure of each he has consistently worked out a suitable solution to the difficulty.

Businessmen have turned to Whiteside for help in curing absenteeism. In one insurance office, for instance, where sick leaves were abnormally high the personology expert found the cause in a rule that the girls couldn't leave their desks and walk around unless absolutely necessary. Even the office manager who had made the rule suffered from headaches and backaches. Whiteside pointed out that the girls who had a long torso compared to their foot length needed to be on their feet to be happy; the girls with a short torso had to sit down. By analyzing the entire office staff one of Whiteside's students was able to recommend shifts that would make the girls happiest at their work. Six months later, absenteeism had been reduced by half and the tension in the office had disappeared.

Then there is the case of Ralf Maki, owner of King Kovers of Oakland, California, which is said to be the second largest auto seat-cover shop of its kind in the country. Maki has become so enthusiastic about personology he

makes a practice of having all his employees physically analyzed. "Our business was growing so fast," he explains, "that there was constant bickering in the plant. But Whiteside's analyses helped me place the right man in the right job and in the last 18 months there has been no serious scrap and only one man has left our employ. Thanks to personology, I think we now have the most congenial employer-employee relationship in the city."

One remarkable diagnosis made by Bob Whiteside involves something he calls the "casualty syndrome." The results of examining several hundred accident-prone people had shown that the variation of the iris of either eye from level is a feature related to the individual's accident-proneness. An amateur pilot, he had found the same characteristic in his own physical makeup and promptly given up flying after several slight mishaps. But the striking relationship was borne home to him even more strongly when his own daughter, who had had more accidents in her youth than the average girl, fell from her bike in front of an automobile. Whiteside cautioned her on this characteristic and ever since she checks herself in the mirror before she leaves the house. If too much white is showing under the iris, she knows she is under strain and liable to be the victim of another accident so she takes things easy. Result: she hasn't had an accident since.

Today Whiteside conducts regular classes in personology attended by doctors, lawyers, employment counselors, nurses, housewives, radio directors, millionaires and entertainers. One of his classroom techniques is to spot-analyze an individual in the audience. If the group knows the person, he frequently has them keep score on the specific character traits he reads off from observation. Needless to say, he usually hits nine out of ten.

"After that, people said it was a put-up job," recalls Bob with a grin. "All I can do in such cases is accept the comment as a compliment."

In all of his work Whiteside stresses the fact that he offers no medical advice but the personologists nonetheless have accomplished some amazing things.

The doctors and nurses who attend the personology classes have reported some striking correlations in their practices. In cancer and gastro-intestinal patients, for instance, they have noted the presence of at least one of four traits—intolerance, exactingness (fussiness), considerateness (those who plan your life but spend their own lives feeling they are not appreciated) and criticalness.

All this, of course, is in the future. Meantime, Whiteside continues to amaze the skeptics by making his own astounding predictions from a person's carcass. •