

The amazing letter that built *Psychology Today*

Dear probationer:

It happened to a friend who's a teller in a bank on New York's lower East Side.

The woman in the black babushka approached his window, her smile radiating gold teeth, and presented a savings passbook only slightly less worn than her face. She wanted to withdraw twenty dollars.

Our friend counted out two tens, but the woman pushed the bills back. "Is not my money," she said. "My money is fi' dollar size."

Experienced at meeting all kinds, our friend grasped the situation immediately. He replaced the two tens with four fives, and the woman went happily on her way. To her, a bank is a place where they put your money in a drawer. When you want it, they give it back. Since she had always deposited fives, those tens belonged to somebody else ...

... and the point of our story is this. You never really know what's inside people's heads until you have occasion to dig around.

We publish *Psychology Today*, which is all about people's heads. And we'd like to send you a complimentary copy. But before we do, we'd like permission to dig around a bit in your head. To find out what sort of person you are. To get some idea of whether our magazine is a journal you'll really enjoy.

And so, on the next two pages, you'll find a short psychological quiz. On the last page, you'll get the interpretation. Got a moment now? Feel in the mood? Don't mind? Then take up the enclosed pencil ...

From the Editors of *Psychology Today*

A COMPATIBILITY TEST

to help determine whether you'll find
our magazine a bore or a boon

- | | Yes | No |
|---|------------|-----------|
| 1. When stopping to talk to someone on the street, do you remove your sunglasses? ... | | |
| 2. Do you prefer to do your own gift-wrapping instead of using the store's? ... | | |
| 3. Have you ever changed your style of handwriting? ... | | |
| 4. Do you think nothing of throwing out wilted flowers, but hesitate to discard a plant past its prime? ... | | |
| 5. After giving a party, do you mentally keep track of who phones to thank you and who doesn't? | | |
| 6. Do you often have a desire to be alone, to pursue your own interest and thoughts? ... | | |
| 7. When washing windows, do you do the outside first? ... | | |
| 8. Are you careful to glue stamps on envelopes right side up? ... | | |

9. Are you pleased when someone turns up at the party wearing the same thing as you? ...
10. Have you changed your affiliation from the religion of your childhood? ...
11. Do you ask other people's children to call you by your first name? ...
12. Male or female—have you ever changed your hair color? ...
13. Do you ever go to the movies alone? ...
14. After you've finished reading the paper, do you put it back together again? ...
15. Do you, when instructed, write your account number on your check when paying bills? ...
16. If or when you wear pajamas, do you tuck in the top? ...
17. Do you turn your dinner plate so the meat faces you? ...
18. Without looking, can you reel off your social security number? ...
19. Do you often tell jokes at parties? ...
20. Do you keep a list of people to whom you send Christmas cards? ...
21. Do you give your teeth a good scrubbing before you go to the dentist? ...
22. When the teller has already counted your money twice, do you forego counting it a third time yourself? ...
23. Do you habitually tip bartenders? ...
24. Do you feel awkward talking on the telephone when you're naked? ...
25. When parking parallel, do you back in whenever possible? ...
26. Have you ever seriously considered changing your name? ...
27. When giving a party, do you have a drink before the guests arrive? ...
28. When the tableware is simply dumped down in front of you, do you place the knife, fork and spoon where they belong? ...
29. Must all closet doors and dresser drawers in your bedroom be closed before you go to sleep?
30. When using book matches, do you tear out each match in order? ...
31. When lunching or dining by yourself at home, do you bother to set a place? ...
32. Do you set out your clothes for the morning the night before? ...
33. Do you feel guilt when you go to the movies in the daytime? ...

34. Can you remember what you were wearing the day before last? ...
35. At the end of a meal in a restaurant, do you re-fold your napkin? ...
36. Do you usually try to arrive at appointments ahead of time? ...
37. If it's the last one on the plate, do you hesitate to take it? ...
38. When leaving a theatre, do you fold up your seat? ...
39. Are you a collector? ...
40. Is the fruit you take the one that's just about to go bad? ...
41. When filling out an application, do you try to answer all questions? ...
42. Do you close the bathroom door, even when you're the only one home? ...

Interpretation: Generally, the more questions you answered with "yes," the more you'll like Psychology Today. What we've learned is that you are somewhat adventuresome (changing hair color, religious affiliation). You're concerned about what others think (altering handwriting, doing your own gift-wrap, tipping bartenders.)

You're highly considerate of others (writing in your account number, folding up your theatre seat, arriving ahead of time, putting the newspaper back together.) You're practical (backing in, setting out tomorrow's clothes, eating the one that's about to go bad.)

In short, you're a person who's highly self-aware -- and that's good. Moreover, the fact that you allowed yourself to be tested shows that you're interested in learning more about yourself -- and that's what Psychology Today's all about, as you'll discover from leafing through the enclosed folder.

A monthly magazine that's written for laymen as well as professionals in psychology. A magazine that's a triumph of graphics. A magazine that's as fascinating to read as the palm of your hand. And a magazine that can tell you more about yourself than the conversation when you've just left the room.

Our test also shows that you have a commendable sense of thrift (wanting to save the plant.) And our offer is made to order. Just place the token in the slot on the enclosed order card, place in the envelope and mail -- you'll get back

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You'll also be reserving the option to buy in at

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steven. You don't owe us a penny, and the sample issue is yours to keep.

"Oh, that you could turn your eyes towards the napes of your necks, and make but an interior survey of your good selves," said Shakespear's Menenius circa 1607. Oh Menenius, that thou wert alive now that we might send you our complimentary copy. What insights! What sapience! What soul!

Cordially yours,

T George Harris
Editor