

GERMANS MAKE WOOL FROM PINE NEEDLES

Chemically treated pine needles have worked out as a substitute for wool for certain purposes very successfully. By varying the process a wooly product is obtained that comes either in the shape of fine sheet wadding or in soft fleeces that are used to stuff mattresses. The pine wool has fine, strong fibers not unlike hemp, and finds its best use when woven into heavy materials such as carpets and horse blankets.

The new process has a valuable asset in one of its by-products that results from the chemical treatment necessary to remove the resin from the needles. The sticky residue is shaped into resinous briquettes which have a very high fuel value and which have found a ready use in the manufacture of artificial illuminating gas.

CHARACTER READING BY FACE ALL "BUNK" SAY SCIENTISTS

Time was when tall, blond, blue-eyed men were considered to be the epitome of all the manly virtues of courage and initiative. To the small dark types, on the contrary, were attributed the less positive qualities of timidity and reticence.

Modern science, however, now comes along and demolishes this pleasant theory, that is, pleasant for the blonds. Psychologists have turned the battery of inquiry on the precepts and principles of professional character readers and pronounce the whole matter of character analysis based on physical traits as having no foundation on scientific fact. In other words, it is all bunk.

Prof. G. C. Brandenburg of the department of psychology of Purdue University, Indiana, has collected the results of these investigations of the self-styled character experts in a report in a recent issue of *Industrial Psychology*. Prominent in his account is a resume of a tryout of the so-called color law evolved by a very well-known worker in this fertile field. The law states that blonds possess the dynamic traits that make the world's leaders, pioneers, and explorers, while the brunettes have the negative conservative and thoughtful qualities that make writers, research workers and investigators.

Over ninety disinterested persons were each asked to give character ratings of two blonds and two brunettes of his acquaintance. Examination of the details in the character ratings failed to show any constant differences between the two types on the basis of either their blondishness or brunetescence. "Blonds were found to possess brunette traits to the same extent as the brunettes and vice versa", declared the investigators.

Prof. H. D. Kitson of Columbia and G. L. Donham of Indiana University undertook to check up the contention, stoutly upheld by many character readers, that weight and size are necessary assets in salesmanship. Some two hundred salesmen were examined and their respective sizes and weights compared with their selling records. On completion of the test, it was found that the best salesmen were not on the average the tallest nor the heaviest, but the men of medium size averaging around five feet nine inches with proportionate weight.

Even the significance of the profile, long a favorite character guide with almost everybody, is not allowed to go unassailed. No longer is the convex type