

The MONTHLY MAGAZINE SECTION

A Magazine for your Reading Circle

CONTRIBUTING EDITORS' PAGE



Dr. Frank Crane

Half Luck—Half Me

By Dr. Frank Crane

SAY ALL you please about the reign of law, pooh-pooh at luck, and pish-tush at hoodoos: the fact remains that one of the chief elements in success is chance.

Men have made fortunes, won battles, achieved fame and captured women's hearts, because things happened just right. A bad run of luck has not only broken men at cards, but it has kept men from being elected to the presidency, ruined business men's careers, thwarted the schemes of diplomats and lost kings their thrones and now and again their heads.

Even in the pie of all-lawful science, fickle Lady Fortune has put a vigorous finger. The Watts boy watches his grandmother's kettle and stumbles upon the biggest idea of the nineteenth century—the steam-engine. Newton observes a falling apple and discovers the law of gravitation. The vulcanization of rubber, the master secret of this rubber age, was due to an accident. And Champollion guessed—just plain guessed—the meaning of the Egyptian hieroglyphics.

So, it's all luck? Not at all. It's about half luck. The other half is—the alert mind.

Luck is the pitcher; the alert mind is the catcher.

The formula for success is half luck—half me.

All the good fortune in the world will be of no use if I am not wide awake and do not grab the ball when it is thrown. Also, not all my skill and wit will avail if chance does not bring something my way.

To say "What's the use? It's all luck" is wrong. It is also an error for one to imagine he can win the game of success with mathematical certainty. The truth lies between.

The Law of Luck

AND NOW, here enters a curious fact, to wit: that there is law in chance. Luck has its laws as accurate as those of mechanics. One of the strangest things, and one of the most undeniable, in the world, is the law of averages.

There is no way to tell if I am going to throw double sixes at one cast of dice; but in a thousand throws, double sixes will come about so often.

Great business enterprises, the investment of billions of dollars, and altogether our most important concerns, are based upon this apparently shifting sand—the law of averages. The great life insurance companies are as solid as the government, so they say;

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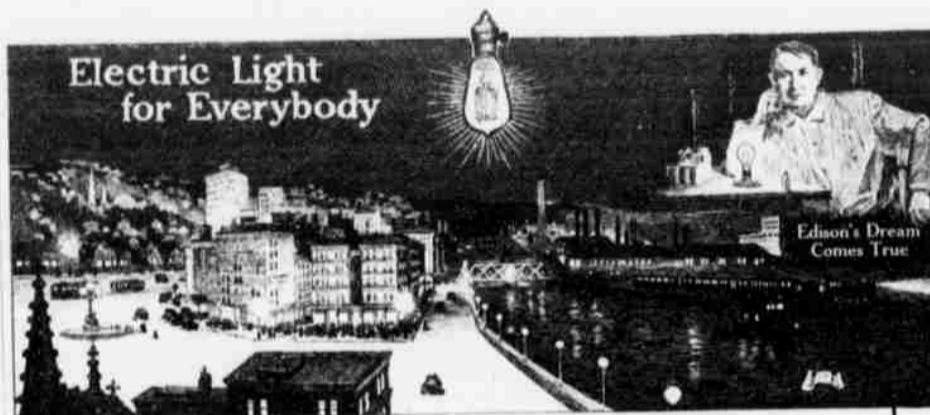
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Electric Light for Everybody

Edison's Dream Comes True

Everywhere in Every Town

Indoors and outdoors—in homes, offices, stores and factories—on streets, trolleys, autos and boats—*everywhere* in every town, everybody can now have electric light. This, the fulfilment of Edison's dream, is made possible by the economy and lasting endurance of the

Edison Mazda Lamp

This lamp gives *twice as much light* as the best of earlier lamps—and at *one-fifth less cost*.

It makes electric light as sensible for the cottage or the little store as for the mansion or the big office or factory.

More Light—Lower Cost

The economies of Edison Mazda light and improvements in lighting company service give you as much electric light today for a *dime* as you could buy twenty-five years ago for a *dollar*.

Wiring Costs Less, Too

Electric-wiring today costs less than it used to and disturbance and marring of walls are avoided.

All these economies make electric light "the light universal"—more light, whiter and better light for everybody because everyone can now afford it.

If you are now using electricity, put Edison Mazdas in the same sockets and compare results.

If your home or place of business is not wired, find out today from your lighting company or any electrical dealer how little this wiring will cost and ask for the best styles and sizes of Edison Mazda Lamps for your special needs.

General Electric Company

Largest Electrical Manufacturer in the World

Sales Offices in all Large Cities Lamp Agencies Everywhere



This Symbol on all Edison Mazda cartons



The Guarantee of Excellence in Goods Electrical

Unless YOU profit by advertising, the advertiser loses.

and they rest upon the truth that while any one life is liable to go out at any hour, yet in twenty thousand cases deaths can be calculated with scientific accuracy. The railway business can be conducted at a profit, because an average number of people are sure to do what no one of them is at all sure to do. When the eight o'clock train pulls out from Chicago for Omaha, for instance, it is about so full, 350 days in the year; the passengers come from all corners of the world, moved by the most diverse and erratic influences; few or none of them have taken that train before.

Any given day the huge department store in the city contains about a certain number of customers, each one of whom is wholly a free agent and only dropped in upon a whim; yet, these thousands of whims make a dependable law, just as a thousand frail hemp fibres make a strong rope. And the same thing is true of the little cigar stand on the corner. (I refer, of course, to the law and not to the hemp rope.)

The moral of all this is that the successful person is not the one who has "a sure thing." Setting aside the privileged classes, who can not be said to be playing the game at all, the rule is that success comes not to the alert man nor to the lucky man, but to the alert man who knows how to seize advantages.

Success is not a mathematical problem. It is a game. That is why it is so interesting.

Opportunity Keeps Coming

THERE is no greater bosh than to say that opportunity comes but once. Opportunity keeps coming with that strange regularity of the law of averages.

And success is not only a game, but a great and noble game. Put into it all your courage and prudence, judgment and daring, be a fair winner and a good loser and the game is worth the playing.

But—success is only a game; it's only a by-play to life. They who take it too seriously make a great mistake. It is such mistaken mortals that commit suicide when they fail in business, or at least turn sour when they fail.

But a man never grips life rightly until he has reached a plane of thought and feeling where he doesn't, in the bottom of his heart, really care much whether he is rich or poor, famous or obscure. All that is a game. The real business of life lies elsewhere and consists in enjoying God's good world, tasting the pleasure of helping men, discovering and following the truth, and doing useful and joy-giving work. In these things there is no luck. All is pure and perfect law and certainty.

To be a success in money-making and "getting on," one must not care too much. Then the hand is steadier, the eye truer.

Play the game then. Be a good sport, and laugh when you lose, and wish the winner well; and don't be over-proud when you are successful, remembering how much luck had to do with it; and don't forget that after all the real business of life, that which makes a man immortal and "a little lower than the angels," can be done quite as well by a failure as by a success; indeed, often better.