

# **PSYCHOLOGY AND PROFITS**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649148394

Psychology and profits by Donald A. Laird

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd.  
Cover @ 2017

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

[www.triestepublishing.com](http://www.triestepublishing.com)

**DONALD A. LAIRD**

**PSYCHOLOGY  
AND PROFITS**



---

*Psychology and Profits*

---

*Additional Books by the Same Author*



PSYCHOLOGY OF SELECTING MEN  
McGraw Hill Book Company.

INCREASING PERSONAL EFFICIENCY  
Harper & Brothers.

APPLIED PSYCHOLOGY FOR NURSES  
J. B. Lippincott Company.

# *Psychology and Profits*

*By*

DONALD A. LAIRD, PH.D., SCI.D.

DIRECTOR, COLGATE PSYCHOLOGICAL LABORATORY;  
FOUNDER, "INDUSTRIAL PSYCHOLOGY MONTHLY";  
CONSULTING PSYCHOLOGIST.

---

B. C. FORBES PUBLISHING COMPANY

120 FIFTH AVENUE - - - NEW YORK CITY

---

*To Drex*

*Who took care of the rats and kept  
the laboratory running while I was  
searching in plants and conferences  
for the meeting ground of psychology  
and profits.*



---

---

## *Acknowledgments*

HENRY FORD started this book indirectly. A half dozen years ago the editor of his weekly magazine got in touch with me for a series of popular articles on psychology. I am indebted not only to the publicity department of the Ford Motor Company to use in this volume some of that material, but I am in greater debt for the interest which encouraged the preparation of the articles in which this book took root.

MERYLE S. RUCKEYSER stimulated the production of more material bearing upon psychology and profits when he too got in touch with me during the time when he was formulating the editorial plans for the first issues of "The Executive."

The members of the Central New York Section of the Taylor Society have been a continued source of material and stimulation for the analysis of additional phases of the profits in psychology.

Permission to reproduce essays printed in their publications has been granted by "Forbes' Magazine," "The Office Economist," "Management," "Printer's Ink," "The Scientific American," the Remington-Rand Co., and the Ford Motor Co.

## *Acknowledgments*

My obligations to the unofficial Lieutenant-Commander of the Colgate Psychological Laboratory, HILDA DREXEL LAIRD, can be adequately recognized only on the dedicatory page. My old student, Professor Jack Tremper, has given highly esteemed editorial help in examining every word of the text as it is being prepared for the printer.

DONALD A. LAIRD.

COLGATE PSYCHOLOGICAL LABORATORY  
HAMILTON, NEW YORK  
Thanksgiving, 1928.

---

---

## *Contents*

### PART ONE

INTRODUCTION — EVERY EXECUTIVE HIS OWN PSYCHOLOGIST.....	11
---	----

### PART TWO

PROFITS FROM THE RIGHT JOB.....	25
---------------------------------	----

### PART THREE

PROFITS FROM LESS FATIGUE.....	95
--------------------------------	----

### PART FOUR

PROFITS FROM PERSONAL DEVELOPMENT.....	155
--	-----

### PART FIVE

PROFITS FROM LOYAL MORALE.....	227
--------------------------------	-----