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Americanitis

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AMERICANITIS

"An American was once getting some money on a letter of credit in a banking office in Damascus and fell into conversation with the grave Oriental who was serving him, and who asked what struck him as the most obvious difference between Damascus and New York. The American, after a moment's hesitation, replied that he thought life moved with more rapidity in New York. 'Yes,' said the Oriental, 'you call that hustle. We tried that in Damascus a thousand years ago and found there was nothing in it and gave it up.'"

The Outlook, Sept. 29, 1915.

Quoted from The Psychology of Relaxation, George Thomas White Patrick (1916). Boston & New York: Houghton Mifflin Company

River Falls Journal. River Falls, Pierce County, Wis., Thursday, April 8, 1915

HAVE YOU AMERICANITIS?

Overwork and Overeating Cause It.
Baseball or Golf May Cure It.

Chicago.—Americanitis, a mental affection caused by too much work, too much food and too little exercise, is responsible for 80 per cent of all diseases in this country "which cannot be classified as either surgical or infectious."

So announced Dr. William S. Sadler, a nerve specialist, in an address to the Chicago Underwriters' association. But the gradual cure is easy.

"A game of baseball, a round of golf or a long walk in the country will do more to cure **Americanitis** than all the medicines the doctors can hand out," said Dr. Sadler.

He prophesied that soon a sickly man would not be able to borrow money nor get commercial credit, for banks and business houses will keep as close track of the physical condition of borrowers and time customers as they do now of their clients' financial standing.

The Hawaiian Gazette. Honolulu, Oahu, Hawaii. August 21, 1896, Page 3

**“How Children May Learn Lessons:
Dresslar’s Interesting Talk on Child Study”**

Health is a great necessity. America is developing a nervous disease which has been called **Americanitis**. Gladstone has been so great because he has taken care of himself, and because he has rested his mind by studying things outside his chief matter of thought.

Don’t demand too much from the child. Don’t compel the child to keep its body still. It keeps the mind still at the same time.

Child study has taught us much already. For instance, children grow in spurts. Now the lower limbs, now the upper, now the chest. We care more for our horses than for our children. Leland Stanford spent \$10,000 in finding out, by photographs, etc., how a horse trots.

The Record-Union. Sacramento, Calif., December 08, 1897, Page 2

The Cure for **Americanitis.**

Americanitis is on the increase, the wise ones say. **Americanitis** comes from an intense desire to git thar and an awful fear that you cannot. The ounce of prevention is to cut down your calling list, play tag with the children, and let the Old World slide. Remember that your real wants are not many—a few hours’ work a day will supply your needs—then you are safe from **Americanitis** and death at the top.—Philistine.

The San Francisco Call. San Francisco Calif., January 16, 1898, Page 19

“To Bring About the Banishment of Worry and Care”

Mr. Seward claims that **Americans** above all others are slaves to the worrying habit—that it is a national vice, a disease which he calls **Americanitis**.

The Ward County Independent. Minot, Ward County, N.D., December 31, 1908

REXALL AMERICANITIS ELIXIR

AMERICANITIS is a disease—the result of the restless life of the **American** people, whether in society, business, professional or otherwise. The reason is we live too fast, we exhaust the vital forces, we ruin the nervous system and thus exhaust the brain cells of the body faster than Nature can re supply the vital forces. It is in helping Nature re-supply the prematurely destroyed or worked-out cells that Rexall **Americanitis** Elixir comes to the rescue. Rexall Americanitis as a cure is positive in its action, re supplying what Nature fails to supply fast enough.

Rexall Americanitis Elixir is a scientific treatment and is guaranteed to perfectly cure Anaemia, Neurasthenia, Prostration, Mental Inactivity, Recurrence of Fever, Neuralgia, Lack of Appetite, Liver Complaint, Scrofula, Skin Diseases, and particularly Disturbed Sleep, Irritability, Nervousness and wasting diseases dependent on nervous prostration and nervous debility verging on exhaustion and feeling of collapse.

Prices 75c and \$1 50.

REXALL AMERICANITIS PILLS. Tonic and Laxative, to be used in connection with **Americanitis** Elixir. 50 cents per box.

Excerpts from:

“The Psychology of Relaxation,” George Thomas White Patrick (1916). Boston & New York: Houghton Mifflin Company

“Nature has provided various means for rest and relaxation, in sleep, play, sport, laughter, etc. *But what will happen when the claims made upon the working brain are in excess of the powers of repair provided by these natural means of relaxation, or when these means themselves are neglected? There will be increasing irritability and probably reactions more or less violent and spasmodic, and if there are any artificial means of relieving the strain and temporarily restoring the balance, there will be recourse to such aids. The craving for narcotic drugs, tobacco, and alcohol, will be an example of the latter, and the recurrence of recreation crazes will be an illustration of the former. Finally, it is altogether possible that society as a whole may suffer from such excessive mental activity and such excessive tension, and that great social upheavals may follow, such, for instance, as war.* Thus, we may understand why the psychologist in treating the laws of relaxation may bring together in one volume subjects apparently so unlike as play, sport, laughter, profanity, alcohol, and war (18). [...]

When this everlasting urge of progress is excessive, as it has been in recent times, we may say that there is in a way a constant subconscious rebellion against it and a constant disposition to escape from it, and the method of escape is always the temporary reversion to simpler and more primitive forms of behavior, — a return to nature, so to speak (19). [...]

Consider man's inner life — a nest of hopes, impulses, and desires, in themselves perfectly natural and to be expected at this stage of evolution, yet directly in opposition to the prevailing social, ethical, and religious codes. *Nature confined is not entirely quiescent. With all the outlets, transformations, and substitutions which physical and mental activities afford, there remains still a large residue of repressed primal instinct which results in discordant and tense conditions in the subconscious life.* The repressions of the primitive man of our study were obviously of the most elemental impulses and took place in obedience to nascent social demands of the tribe and through his own growing sense of shame (105). [...]

Some ages ago Nature, as we may say, *in a figure of speech*, made a great and wonderful discovery, that of the survival value of intelligence, supplemented later by the discovery of the survival value of sympathy and cooperation (236).” ☞

“As a natural result of this abnormal mental state, when the *Newyorkitic* travels for health or pleasure, there is no place for him to go but out of the country; and so he crosses the ocean, and we find him chasing about in every nook and corner of the Old World. He suffers from the delusion that there are no health resorts or mineral springs or natural scenery in his own country comparable with those of Europe.” (John H. Girdner, 1901, *Newyorkitis*, 55)