

# Los Angeles

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## Success Story: From F Males Learn Early That Achievement

By WARREN FARRELL

*"Encore! Encore!" Sixteen thousand people stomping their feet, flood the aisles. Entranced. Enamored. The man focuses the microphone before his powerful lungs. But there is no song. "Here I am, Kathy. The pimple-faced boy who sat behind you in seventh grade. . . . Here I am. Neil—who wasn't good enough to kiss you after class . . . the class frog. . . . Well, your frog has turned into a Prince, Kathy. Kathy, wherever you are—they're eating out of my hands, Kathy . . . eat your heart out now, Kathy . . . eat your heart out . . . wherever you are. . . ."*

—Neil Diamond in concert, Phoenix, 1976.

Like millions of men, Neil Diamond has learned to perform. Most men spend their lives performing—in sports, at sex, on the job—"proving ourselves" in one form or another. Most women sense how often this masks a deep insecurity. Why is male insecurity so great that men will perform to the point of killing—for money, for status, for "power"?

Why do even men working for a "good cause" become furious if the cause is achieved and they are not the ones credited with the achievement? Why do they become attached to supposedly ideological differences as if their personal identities were at stake—turning both Marxism and religion into holy wars?

Billions of dollars' worth of advertising is flashed into the prepubescent boy's unconscious, before his "age of consent," subliminally building his desire for the 14-to-29-year-old model-type woman—literally advertising her. This creates in his young mind the seeds of a fantasy stronger and more powerful than any other. A primary fantasy.

We employ every means of technological sophistication to plant this in his unconscious. So that by the time he is 14, any girl in his class who looks anything like her feels to him like a movie star, a genetic celebrity next to whom he, a 14-year-old, pimple-faced,

Many women sensitive, but lovers and so Farrell in his b In Part One teaches at th examines why

bumbling adol

The 14-year genetic celeb going out wit equal to the m unequal to h performer.

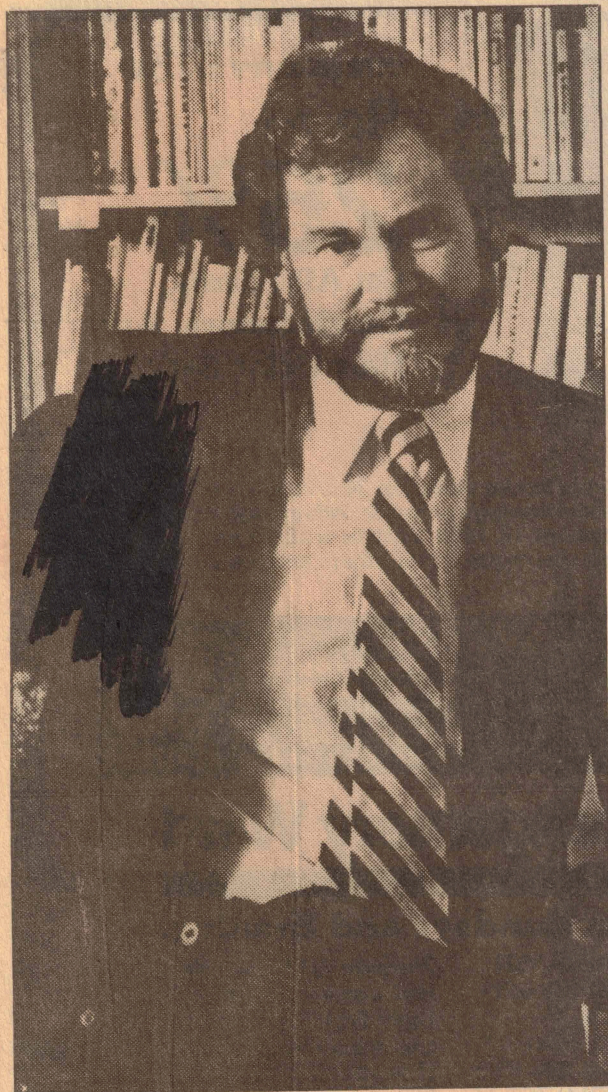
The genetic with him if h performing as feels desperat

The girls l beauty power socialization i in his class ca addicted to a inferior fix.

How does t groupie? By s later, when h trips and the cars. A few dr to reduce his r

Success inc woman will panacea.

In each way dinners and m defense again for his feeling

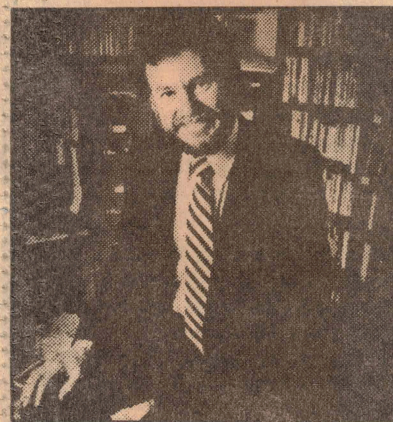


BARBARA MARTIN

Author Warren Farrell in his Leucadia home: "Success is preventive medicine for the cancer of rejection. It is the male form of power."



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BARBARA MARTIN

Warren Farrell looks at success and sex appeal. Page 22.

## g to Prince Equals Sex Appeal

say they want their men to be  
attitudes toward their husbands,  
all a different story, writes Warren  
"Why Men Are the Way They Are."  
three-part excerpt, Farrell, who  
C San Diego School of Medicine,  
are preoccupied with success.

nt, feels as nervous as a groupie.  
boy notices something about the  
in his ninth-grade class. They are  
11th-grade boys. He does not feel  
attractive girls in his class. He feels  
eers. Unless he stands out as a

ebrities might be willing to go out  
rns his way to their attention by  
otball player or class president. He  
y?

as been socialized to desire have  
re he has performance power. This  
powerful that the genetic celebrities  
uence boys like a drug. He becomes  
age; anything less feels like an

le adolescent avoid being a genetic  
s on the playing field. A few years  
successful at work, he can afford ski  
tickets, dinners, drinks and rental  
after dinner and a day of skiing tend  
rejection.

s the likelihood that an attractive  
interested in him. It seems like a

success is a panacea (it pays for the  
him more "interesting"), it is also a  
male rejection. And a compensation  
powerlessness ("Why can't she want

me without my paying?").

And if a man gets too much female rejection despite  
his success (or is not interested in women to begin  
with), success serves as the perfect alternative. He can  
fall in love with success. It has its own rewards, both  
inherently and externally.

And it can be a cover-up. If a man is successful  
enough, few people question him about anything—  
from women to gayness.

Marc, a member of one of the men's groups I  
conduct, married Marge, who wasn't his fantasy  
woman, but she loved him. Some men like Marc team  
up with women like Marge in the hope that they'll  
"make it"—only to face a male mid-life crisis if they do  
make it and a male mid-life crisis if they don't.

The more he makes it, the more attractive he  
becomes to another woman, the more he is tempted  
away from Marge.

During the mid-life crisis, even happily married men  
often feel that now that they've made it to the point  
where they're successful enough to attract the woman  
in the ads, they're married to a woman who doesn't fit  
the image.

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## MEN: Success Panacea

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Few marriages are strong enough for long enough to withstand the Kathys who once rejected the Neil Diamonds when they were the class frog, but now that the men are class princes, are eyeing them.

The more Marc is tempted away from Marge, the more he feels guilty about betraying the woman who supported him, so he would become, ironically, more attractive to "other women."

If he does find a younger woman, often he's never quite sure whether she loves him for who he is or for what he has. (I've seen few men secure enough to give up their success or refuse to spend their savings to find out.) So he still feels empty inside. He loses if he wins, and he loses if he loses. Now that he has "power," he loses if he uses it.

Men also fear losing their wives if they're not successful. Men who drop out of officer training, for example, also find the women who love them dropping out of their lives.

I live near Camp Pendleton, one of the largest military bases in the United States, just north of San Diego. One man after another has told me that there is "no way personality is as important to a lady as my rank."

They identify with the man in "An Officer and a Gentleman," who lost the love of his life the moment he followed his integrity and dropped out of officer training.

Sam, a salesman in a Chicago men's group, put it this way: "When I was selling, my wife complained, 'I'd like you to be home earlier, to be more sensitive, to develop some of the creativity I know you have.' So I went into part-time sales and set up a studio in our home. We both agreed I have lots of potential as an artist. But my sales income is one-third. And my art barely breaks even. Our marriage suddenly started deteriorating even though I was acquiring everything she had said I was missing. I feel confused and, I guess, angry."

All this may remain on a subconscious level for most

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## MEN: Success Helps Avoid Sexual

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men, who (like the women of 20 years ago) have not had their consciousness raised. Once a man has raised his consciousness, he slowly understands that Alan Alda is loved not because he's sensitive, but also because he's *successful and sensitive*. I call this the Alan Alda syndrome.

Each sex strives to attain from the other sex the type of power it is most discouraged from attaining itself. The more a person expects from the other sex, the more trapped he or she becomes by the expectations on himself or herself. The less a man is willing to give up a sex object, the more he will be trapped into becoming a success object.

As he drops the hope of becoming a Henry Kissinger, a Woody Allen, or a Dustin Hoffman he may lower his sights from the starlet. But if he still desires the female model, he'll find himself becoming the medical model. Or a star. As the 5-foot, 6-inch Dustin Hoffman put it: "When I was in high school, women wouldn't touch me with a 10-foot pole. Now I can't keep them away with a 10-foot pole."

The distinction between the impact of success on men and women helps explain why men are so compulsive and competitive about their pursuits. Either consciously or unconsciously, the adolescent boy observes how much each option will help him solve his "oil crisis" by getting him to the pump before his neighbors.

### Questions of the Spirit

It takes a rare teen-age boy not to need the approval these options supply—to turn in isolation to questions of the spirit, introspection, sensitivity and love. (People who were trying to beat their neighbors to the pump rarely found themselves focused on questions of love.)

For each man who makes it to the top of a pyramid, there are a thousand who do not—a thousand who live at least in part vicariously through the "superiority" of "my" sports team, "my" children, or "my" country. They get their women vicariously, too—through Playboy, Penthouse, pornography.

It's neither men's fault nor women's fault. They are

adult men still playing their rewards vicariously through them vicariously.

I am increasingly impressed so many men risk their for an attractive woman's sexual attention.

Think of the men with charges of sexual harassment, secretary or student. The in prison, total humiliation career and family for the underage female, the one have access to—a child.

Think of how often themselves into cold relationships with a woman. We hear of women for the sake of a child—a woman doing that for

### One Wonders About It

It is not inherently good or bad. But when men get sex, it makes one wonder about sexual vulnerability.

ITEM: Look at the widow spider. The male gets so involved the female satisfies herself male. The male is so lonely cannot prevent himself ultimate in vulnerability.

Like the praying mantis a man may feel so vulnerable the sake of visibility and being chopped off" as a fireman; as a President who creates the master race—or gets the nuclear destruction.

Or, if national heroism fireman in his hometown process of gaining his