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# LIFE CULTURE

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## SPECIAL IN THIS ISSUE

### THE LOS ANGELES CREED

Officially adopted by the Sales Manager's Association for Prosperity Week beginning June 1, 1914

"I believe in Los Angeles and her people.

"Prosperity belongs to us here and now.

"Commerce, Industry and Nature are ready.

"I am full of the spirit of optimism and radiate prosperity.

"I smile every day."



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# Life Culture

HARRY GAZE, Editor

Vol. 2

JUNE, 1914

Number 6

## PROSPERITY



HARRY GAZE delivered a lecture on Wednesday evening, April 22d, before the Los Angeles Division of the National Sales Managers' Association, at their semi-monthly meeting and dinner at the Clark Hotel, Los Angeles. The following is clipped from the secretary's letter of invitation:

"Here is a treat—Mr. Harry Gaze on 'The Psychology of Success.' Mr. Gaze is a lecturer of many years and international experience, also editor of the 'Life Culture Magazine.' Yes, Harry Gaze is more than that—he is a living dynamo of energy, and a practical interpreter of the science of success. In less than an hour's time you will get the basic principles of an enlarged and assured success."

At the following meeting another prosperity lecture was given by Mr. Robert B. Armstrong.

The influence of the lectures was far-reaching, as the following clippings from the Los Angeles Examiner will show:

"Those live wires of the business world, the members of the Los Angeles division of the National Sales Managers' Association of America, first heard the proposed prescription for happiness and prosperity yesterday at a luncheon at the Hotel Clark.

### Nucleus Is Formed.

"Weighing its possibilities as an elixir, not only of business prosperity, but personal happiness, the twenty-nine men present found their enthusiasm growing from a dull glow to a red heat, and to a man enrolled themselves as envoys to other organizations of the business, civic and political world, grow-

ing with a determination to mark a new epoch in Los Angeles' history.

### Expected to Be Nation-Wide.

"There is abundant ground for optimism in Los Angeles and Southern California—the record-breaking citrus crop, the great yield of other products, especially in the Imperial Valley; the promise of tremendous accessions to the commerce of the harbor through the opening of the Panama Canal; the rapid growth of population—all these provide ample urge to a spirit of optimism rather than the opposite.

"Finding this idea sticking in his mind, Rosenberg studied its possibilities, and evolved the plan which he presented yesterday, and which those who heard it believe will spread not only throughout the State, but to all corners of the country.

Mayor Rose, the first non-member of the association to whom the idea was broached, adopted it enthusiastically yesterday, and immediately consented to draft a proclamation along the lines of Rosenberg's plans.

### The Proclamation.

"Whereas, the people of Los Angeles have reason to rejoice in the richness of their material blessings, in the superabundant yield of orchard and field and vineyard, in the achievements of the past, in the spirit that has built a great and marvelous city, in the imagination and daring that have reached out to the distant sea for a harbor and the more distant mountains for a water supply; and

"Whereas, only optimism should prevail in a land so beautiful and bountiful, among a people the greatness and prosperity of whose future are assured; and

"Whereas, it appears that the splendid destiny of Los Angeles has been forgotten for the time by some, that courage has yielded to timidity, and that therefore the people should take a new grip upon their confidence and persist, as they have heretofore, in radiating courage, happiness and the spirit of success;

"Now, therefore, I, by virtue of these conditions, proclaim the week of June 1 'Prosperity Week' and urge all citizens to adopt the wise, healthful and remunerative creed of cheerfulness and to join with all good will and faith in the great and prosperous business of smiling."

"H. H. ROSE, Mayor of the City of Los Angeles."

Briefly, the campaign is to be as follows:

The week of June 1 to be known as "Prosperity Week."

Monday, June 1, to be known as "Visiting Dollar Day."

The creed is to be:

"I believe in Los Angeles and her people.

"Prosperity belongs to us here and now.

"Commerce, Industry and Nature are ready.

"I am full of the spirit of optimism and radiate prosperity.

"I smile every day."

As a slogan, the trenchant phrase, "Make your dollars nimble," was adopted.

Hundreds of thousands of tags bearing the "creed" are to be distributed for wear during Prosperity Week, and two or three times as many stickers are to be printed for distribution on packages and deliveries.

The Sales Managers' Association voted \$300 for the printing of 90,000 tags for distribution to the school children of the city, and the members present ordered many thousands printed for their respective firms.

Members of the Ministerial Association on Sunday, May 31, will deliver a sermon in their respective houses of worship on confidence, prosperity and optimism, the reasons why we should be prosperous."

---

### THE INNER LIFE.

There are springs with life abounding

We may find near Nature's head

There are fountains filled with healing

Balm of Gilead to impart.

Not in lands nor seas far-distant,

Shall we seek the magic spring,

But where e'er the soul, aspiring,

Vital thoughts to actions bring.

There are God-like powers inherent,

Too sublime for poet's praise,

Which, aroused to life and action,

Hallow all the passing days.

Life becomes a psalm of beauty,

Brotherhood is born on earth,

Through the power of love and wisdom

God-like souls find noble birth.

H. G.

## The Invincible Mentality

By HARRY GAZE

The power to concentrate the mind on a given work is one of the most desirable things in life. He who can listen to the varied suggestions that are offered him by his relatives and other associates, and be open-minded enough to accept the suggestions when wisdom directs, and yet not permit himself to be diverted from his purpose by undesirable or negative suggestions, possesses some of the qualities of invincible mentality. "Be yourself" is the first and last commandment of the creative mind.

In order that we may be good exponents of life culture we must cultivate the mind that will not waver, doubt or fear, but which will go directly to its work as the arrow flies from the bow of the skilled yeoman.

Even when both reason and intuition urge a certain course of conduct, may will permit some aggressive or alluring personality to guide them. It seems easier to submit than to resist. While this is frequently true of what we know as evil suggestion, the harm is not limited to such instances. Frequently the foreign suggestions are good enough in themselves, but the negative acceptance of them in lieu of a chosen path often weakens the will and scatters the force.

When one turns his attention to some novel accomplishment or attainment, the forces that apparently conspire to divert attention and aim are many. Everywhere, there are voices of tradition and precedent, some speaking in mild reproof and some in severe censure. More often, the thoughtless or wrong-thinking suggestionist succeeds through the force of ridicule.

There are many whose mentality stands firm when thunderbolts of censure and criticism are hurled at them. They are immovable before the sternest fire of unfair condemnation. A touch of satire, however, a mere suggestion of irony, an intimation of "crank" or faddist, a laugh at their expense by "the crowd", or some special friend or lover, and they seek the shelter of conventional idea and effort.

Life culturists, under various names, are striving to bring the Kingdom of Heaven upon earth. It is their conviction that here and NOW, we can live healthful, happy, successful, and inspired lives. Joy and triumph are not reserved

for a hereafter. The soul can express its glories and powers here upon this planet.

To consistently hold these ideals, and to demonstrate them, we must cultivate the qualities of invincible mentality. Negative suggestions must be rejected or transmuted to good ones. It is quite possible to make ourselves ideally receptive to favorable suggestions, and absolutely positive to the unfavorable kind. With this in view, all should understand certain life principles, and train the mind in the desired direction.

Neither mind nor body are fixed in their conditions. The body of last year is not the body of this year. Molecular renewal constantly gives us new forms. Our states of mind are also subject to change and culture to a most remarkable degree. Concentration, memory, initiative, and mental fertility are all subject to development.

It is a great mistake to assume that the conditions that now exist in mind and body must persist, or become less favorable. The way to attain the desired conditions is to clearly formulate them in the mind, visualize them as vividly as possible, and convey them as working suggestions to the subconscious mind. Then seek every opportunity to exercise and nourish the growing powers.

In order to make the demonstrations we desire it is necessary that we learn to control the mind. We find it is usual for one's thoughts to wander. The power of concentration is possessed by all—it is only a question of persistent practice. If the affirmation is strong enough that the power to concentrate is within us, we may start the mind in the new path.

To concentrate means simply to center the attention. Unless we really make a persistent effort in the right direction we know that our thoughts will be scattered. If we reach the subconscious mind with enough strength, then the thought we give weaves itself into the very pattern and plan of our life. We can make our mental suggestion strong enough to enrich the mind through our power of concentration.

To sustain attention, it becomes necessary to look at a subject from many different angles. Concentration consists of interested attention, and you must develop that attention in every way. Practically every psychologist of note has declared that genius is the ability to focus the attention upon any given subject. Whether we have concentrated our forces or scattered them, it is possible to attain that focus of thought that we want.

We should realize the enormous value and importance of concentration. Your power to concentrate is worth more to

you than a million dollars. You can gain all the health, wealth and joy you want when you learn that your mind is your own.

Wealth is only valuable as it can shape our mental attitudes. For the ability to help ourselves and others nothing counts more than the power to concentrate our thoughts. Exercise and nourishment count most in developing this power.

In concentrating upon affirmations, learn to change the emphasis or focus of attention to different parts of the affirmation.

The whole art of mental suggestion and concentration consists in being able to take hold of the subject thoroughly and give it over to the subconscious mind.

We should feel that we have absolutely the power to think a thought as long as we want to think it. To be able to think the thing you want to think is the greatest power on earth. Use your present concentrative power, and that power will grow. We grow like that to which we give the greatest share of our attention. It is the intention with which we concentrate that is most important.

You have it within you to be what you earnestly wish to be. The law of the mind is the same as that of the muscles. Genius is the capacity for taking infinite pains. The poised mind is the one that can concentrate with the most force. The power to control the circulation is a mighty power, and this can be attained by one proficient in concentration. Ready concentration and relaxation should be acquired. Thought transference may be practiced to advantage in the cultivation of concentration as alternate attention and receptivity is necessary.

The conscious mind is meant to govern. Insane asylums are full of people whose subconscious minds have gained control. A condition of extreme passivity is not desirable. Set a guard upon the mind so that you will receive only that that will be of benefit. One may be psychic and yet unspiritual.

Be true to your purpose and ideal. Concentration is really consecration. The mark of a great mind consists in its ability to concentrate and to let go at will.

Concentration requires faithful practice for its cultivation. Learn first to do things that are thoroughly worth your attention, and then do one thing at a time. Use your masterful will to think the chosen subject exclusively for the time being. It is well to practice concentration for the specific purpose of developing the power of attention. Have a special time for this every day. Observe it with deep and earnest devotion. It will also be necessary to systematically practice your con-



## The International Conventions

London has just decided its date for the International New Thought Convention, June 22d to 26th, and we of Edinburgh follow immediately and hold our session July 3d to 10th.

We are expecting to have five or six sessions a day and evening, with extras thrown in by way of variety; a day and evening symposium, with receptions and concert, drives and sight seeing.

No trouble nor expense will be spared to make this visit a delight for everyone who attends, and, by a fortunate coincidence, the King and Queen of England will be in residence at Holyrood Palace at this time. Royal visits have been exceedingly rare in Scotland, but beginning with the reign of King George it is likely to be a yearly event. It means far more to Edinburgh than to the great city of London, for there they seek to escape attention, while here they are coming distinctly for the purpose of being seen, and they will be on parade, the city en fete, the army with their kilted pipers in royal array. Last year a merchant was knighted for his munificence in decorating the city for the royal visit.

Edinburgh is a residence city rather than commercial, relegating its din and soot to the seaport town of Leith a few miles away. Its interests are central, and whatever is of concern at all concerns it as a whole.

My adopted city is most beautiful to me, and I know our guests will feel the same, when they are made welcome by our people, already acquainted with the American New Thought writers thru our daily converse, books and magazines. They are looking forward to this meeting with great interest, already reaching out their hands to you across the sea.

I am looking forward to the pleasure that our guests will realize from this visit. They will meet these Scotch cousins in their own homes, quite different from brushing elbows on the highways, and the distinctions of country will lose themselves in a sense of kinship.

There is too much of charm in Bonnie Scotland for me to even hint at it, for I should crowd your space, so I shall wait to prove it. Here's my hand to every one of you.

We are hoping to have Judge Troward and other writers and speakers of note with us, and the London Higher Thought

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Editor and Publisher of the Life Culture Magazine.

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Center will have a day exclusively for their Center. You will meet a type of mind quite different from the average dweller on the great highway through London and Paris, a type serious and searching, seeking the spiritual things as devoutly as in John Knox's time and with equal fervor.—Helen Rhodes-Wallace, Higher Thought Center, 49 Shandwick Place, Edinburgh, Scotland.

### New Thought Convention in New York.

This year's activities of the National New Thought Alliance are enlarging the scope and emphasizing the mission of this organization's work as never before. There are to be at least four conventions this summer, two in the United States, New York City and Portland; and two in Europe, London, England, and Edinburgh, Scotland.

The New York convention will be held from June 7 to 10, inclusive. Secretary Alfred Tomson is on the ground working out the details for that event. By the time this magazine goes to press again, and other arrangements will have progressed so that the publication of the same will be in order.

As to the conventions abroad, it may be said that under the auspices of the London Higher Thought Center, of which Alice M. Callow is the efficient secretary, arrangements are being made with an encouraging far-sightedness that gives promise of great success for the first International New Thought meeting ever held in the world. The date of the London convention has been fixed for June 21 to 26, inclusive.

Over in Scotland, Helen Rhodes-Wallace, once a New York worker, is pushing arrangements thru with characteristic energy. In fact, she proposes to lead the London people a little in the matter of the length of the convention dates.

It is known that a number of American New Thoughtists are preparing to attend the foreign conventions, among them being President James A. Edgerton; vice-president, Annie Rix Militz, editor of Master Mind, Los Angeles; Dr. Julia Seton Sears, editor of The Column; Mary E. T. Chapin of Boston; Secretary Alfred Tomson, and other distinguished New York New Thoughtists—Dr. Charles Brodie Patterson, Dr. Henry Frank, Mr. Sophia Van Marter, Mrs. Maud Pratt-Crawford; A. P. Barton of Kansas City; Miss Harriet Hale Rix, leader of the Home of Truth, Alameda, Cal.; Leila Simon, leader of Temple of Truth, Cincinnati; Harry Gaze of the Los Angeles Church of the New Thought, and probably Mrs. D. E. C. Bolin, the Columbus, Ohio, artistic whistler. It is understood that a contingency from Boston are preparing to attend the conventions.

In addition to all this, Mrs. Maud Pratt-Crawford and Mrs. Katherine Scott-Umsted are arranging to conduct a European New Thought tourists' excursion to sail on the same vessel with the international delegates. Any New Thoughtists desiring information concerning the above mentioned conventions, transportation as convention delegates or tourists, etc., can obtain the same by addressing Secretary Alfred Tomson, 76 Hanson Place, Brooklyn, New York, or Mrs. Maud Pratt-Crawford, The Nevada, Broadway and Seventieth street, New York City, New York.

ALFRED TOMSON.

## Important Conference Held

In order to aid the work of the California New Thought Exposition Committee, in their preparations for the great Nineteen-Fifteen New Thought Convention of the National New Thought Alliance, an organization has been formed at Los Angeles under the name of the Southern California New Thought Exposition Committee.

Mrs. Annie Rix Miltz was elected president; Harry Gaze, vice-president, and L. W. Blinn, secretary and treasurer. Rev. John Milton Scott and Mrs. Myra Frenyear were elected second and third vice-presidents respectively. An executive committee of twelve members was elected, to include the above officers.

Under the auspices of the new organization, a New Thought conference was held at the Los Angeles Church of the New Thought, on Sunday and Monday, May 17 and 18. A great deal of public interest was engendered, and a second conference was decided upon, to take place early in September. An interesting program of addresses was arranged, many speakers of national fame being present.

The conference passed a unanimous resolution to recommend to the delegates of the National New Thought Alliance, to convene in New York City, June 7th to 10th, that they provide for a salaried secretary for the national organization, and also a traveling corps of salaried lecturers.

The California New Thought Exposition Committee of the Panama-Pacific International Exposition has gathered together in love and power for the purpose of providing ways and means for the International Convention of New Thought at the Panama-Pacific International Exposition. So far the Committee has centered its interest upon starting a fund with which to finance California's share of the Convention's expenses. It has printed one thousand Voluntary Offering Bonds, each having thirty-two fifty-cent (50c) coupons. The

value of each coupon, however, is entirely optional with the holder. He can give more or less, as he desires. The coupons are dated beginning January, 1913, and including August, 1915, one for each month. A bond-holder can begin offerings when the bond is taken, or at any time he desires. There is no promise given or obligation taken, and no one will ever be asked to redeem his bond. It is simply a method taken to provide the followers of Truth a way to contribute their share toward the fund. These bonds are held for distribution at the Truth Centers on the coast. The fund now amounts to \$753.92, and is on deposit with the First Federal Trust Company of this city.

Any further information in regard to these bonds or fund and its distribution will be gladly given upon request to the Secretary. Address California New Thought Exposition Committee, 617 Shreve Building, San Francisco, or the Southern California New Thought Exposition Committee, Los Angeles Church of the New Thought, 18th and Figueroa streets.

## A Journey Abroad

....The Los Angeles Church of the New Thought and the California New Thought Exposition Committee are sending Mr. Harry Gaze to the great triune convention gatherings of New Thought at New York City, London and Edinburgh, to be held during June and July, 1914.

Mr. Gaze leaves Los Angeles May 28th, to be on hand at the National Convention of the New Thought Alliance at New York City, June 7th to 10th, inclusive. Mr. Alfred Tomson, the ever-energetic secretary of the national organization, is making preparations for a stirring convention in that city.

The delegates of the International Convention at London will leave New York City for London on the American Liner steamer St. Paul, on June 15th. The London Convention is to be held from June 21st to 26th, inclusive, and will be under the splendid management of Miss Alice Callow, of the Higher Thought Center, and will be of very special interest, and the letter of Mrs. Rhodes-Wallace will give some information.

It is expected that Mr. Gaze will return to resume his work at the Los Angeles Church of the New Thought about August 1st.



Los Angeles

# Church of the New Thought

and

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### Weekly Activities

Healing Circle on Monday afternoons, three o'clock, by Mrs. Florence Hewitt Callender, who may be interviewed daily for healing treatments at the Church of the New Thought.

Lecture every Thursday afternoon at 3 o'clock by Mme. Humphreys.

Demonstration Class, by Mrs. Rich, Friday 8 p. m.

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