

A HIGHER COURSE

— IN —

Personal Magnetism, Hypnotism,
Suggestive Therapeutics and
Magnetic Healing.



— BY —

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MAGNETIC HEALING.

LESSON I.

One of the principal elements of success in Magnetic Healing is confidence on the part of the operator in his ability to cure people. You must impress the patient by every word, deed and action that you can cure disease, and that you understand your business. Do not try to make this impression by bragging about your ability, but make it by the way in which you go about your work. If the patient is skeptical you need not worry; simply say it does not make any difference, you can cure him whether he believes or not. Go about your work in a plain business-like way; throw energy and life into what you do and avoid all arguments that would excite the patient. This is very important. If the patient has peculiar notions let him have them. If he makes statements you do not like to hear, simply pass them, apparently unnoticed, and go right on with your work. In time he will change his mind and be sorry for what he has said, and he will respect you for your tolerance, your judgment and your ability.

Many Magnetic Healers make a very serious mistake in endeavoring to convince people against their wills that they can cure them. Study the art of making friends of your enemies and endeavor to make people like you; try to gain their confidence. The most successful physician is he who has the confidence of his patients and your vocation is the same as that of the physician. If a patient says to you, as many will: "I do not believe in your treatment," simply smile and say that you are sorry, but that his belief will have nothing to do with its efficacy, and if he will allow you to try, you are sure you can cause him to change his mind. Then, you might, casually, mention the names of several persons whom you have cured or benefited. Of course, this will be after you have treated several persons successfully. Impress your patients with the fact that your treatment cannot possibly do any harm and that it will not interfere with any treatment they are then taking. Do not ask them to discontinue taking medicine, but simply endeavor to induce them to try Magnetic Healing.

We have found from long experience that we could get the best results by having the patients close their eyes during the treatment. By this means, they will not learn your methods, and it will further impress them with the fact that you understand your business. When it is convenient, have the patient sit in a chair. If he is so sick that he cannot get up, tell him to assume an easy position in bed, so that you can readily reach the affected portions of the body; now, make up your mind that

you will cure the patient, that you must cure him, and that it is impossible for you to fail. You must bear these points in mind. A vacillating disposition never accomplished anything. Do not expect too great results at first. After you have had practical experience you will be able to cure a much larger number of persons than you can cure when you first commence. There is a knack in Magnetic Healing that only comes from practice and experimenting. There is no other way of getting it. If you wish to follow Magnetic Healing as a profession, we would advise you to make no charge for the first few cases. This will give you a chance to experiment and afford you an opportunity to make a reputation for yourself. Do not expect too many patients, but do the very best you can for each one you undertake to treat. Avoid all appearance of egotism, by referring to your work in an unassuming but positive manner. Tell your patients that you believe you can help them; at the same time do not guarantee to cure them. Tell them you are going to work hard and ask them to assist you in every way possible. Get them to follow your instructions implicitly, and, under no circumstances, must they do anything different from what you tell them, unless they first consult you.

In some instances a good impression is made by working in a mysterious manner, but we would not advise you to assume any air of mystery until you have had practical experience and possess the faculty of reading your patients thoroughly, because in many cases in which the patient is skeptical he may become disgusted with you on account of the mystery which you affect. By working mysteriously, we mean to make an examination of the patient's pulse, at the same time closing your eyes and appearing as though you were thinking deeply and that you were under great mental and nervous strain.

Magnetic Healing is chiefly accomplished through the agency of passes and massage. A certain amount of suggestion is used; in fact, the passes are within themselves a suggestion; your whole manner is a suggestion to your patient. You may act so as to beget confidence or to destroy confidence. We would not advise you to treat cases of contagious diseases, as you might contract the disease yourself and you cannot afford to run the risk. To avoid the possibility of getting hold of a case of this kind, we would suggest that you inquire carefully into the symptoms of the disease and endeavor to ascertain its character before commencing treatment. You should read our instructions over and over, as each time you read them you will gain additional information. There is no way of telling the exact length of time required to cure any particular disease. You may cure some in one treatment, others will take months, but never give up, as you will often effect a cure when you least expect to do so.

USE OF THE BREATH.—The breath is of great assistance in the treatment of disease. With it you can produce a heat which has a wonderfully soothing effect upon pain. Fold a handkerchief so as to produce four thicknesses of cloth, place the handkerchief over the seat of the pain and force the warm breath through it. Warm breath is produced by placing

the mouth in position to say, "Oh!" You may take a long breath, place your mouth on the handkerchief and exhale slowly, but with sufficient force to drive the heat through the handkerchief into that portion of the body where the patient suffers pain; or perhaps a better way is to place the mouth against the handkerchief and inhale through the nose and exhale through the mouth for three or four times. Place a handkerchief upon your own arm and practice this upon yourself until you get the knack. In treating toothache or neuralgia of the face you should blow the hot breath into the ear through the handkerchief. You should use the hot breath in all cases except for sores or burns, in which instances you should not use the handkerchief, but simply blow a cold wave upon the affected part for two minutes.

LESSON II.

PASSES.—In giving Magnetic Treatments, downward passes should be made from the seat of pain, and as you bring your hands off shake them as though you were trying to throw off molasses or some sticky substance from your fingers. Passes are made lightly and slowly. Always wash your hands in cold water immediately after giving treatments. There is no means of telling just how long it will take to cure any particular disease. In many cases a cure will be effected immediately, and you will be astonished at your own results. Persons who have been given up to die, are often restored to perfect health in a very few minutes by the hands of the Magnetic Healer. In some cases it may take months to effect a complete cure, but never give up, you will often cure when you least expect it.

LESSON III.

Review Lessons Nos. 1 and 2 carefully before undertaking this lesson.

In giving Magnetic Treatments, the following things should be observed:

FIRST:—Have the patient take a seat in a comfortable position, or if he is not well enough to sit up, have him lie down upon a couch or upon a bed.

SECOND:—Have the patient close his eyes.

THIRD:—Place a handkerchief on the seat of the pain and blow hot breath thereon, as previously explained.

FOURTH:—Remove the handkerchief and make passes from five to fifteen minutes over the affected portion of the body.

At the close of the treatment, it is well to have the patient take a long breath and expel it quickly; as he does so, you should make passes over the seat of the disease, bringing your hands off at the exact moment that the patient expels his breath. This may be repeated three times. The entire treatment should not occupy longer than fifteen or twenty minutes. Often ten is sufficient, and sometimes five minutes. When convenient, the treatment should be given directly on the flesh; that is, the clothing should be removed. However, excellent results are usually obtained without having



POSITION FOR TREATING RHEUMATISM IN THE LEG.

the patient remove any clothing, whatever. If the operator is a gentleman and the patient is a lady, it is unnecessary to ask her to remove any of her clothing until after you have treated her a few times, then, if you find you are doing her good and wish to obtain definite results more rapidly, the patient may remove her clothing and wrap herself in a sheet. Passes can be made over this sheet. The use of the breath may be dispensed with entirely; while it is a very excellent thing and often relieves pain almost immediately, the patient may be treated first with passes and if he is not cured or greatly benefited the operator may resort to the use of the hot breath.

Every Magnetic Healer should have a definite method of procedure. Study and practice until you know exactly what to do—first, second, third, fourth, and so on. If you stop and hesitate, or if you do not seem to know exactly what to do, the patient will lose confidence in you; but if you go about your work in a business-like way and never stop to meditate on your next step, you will inspire confidence in the patient and you will surprise yourself at the large number of diseases you are able to cure.

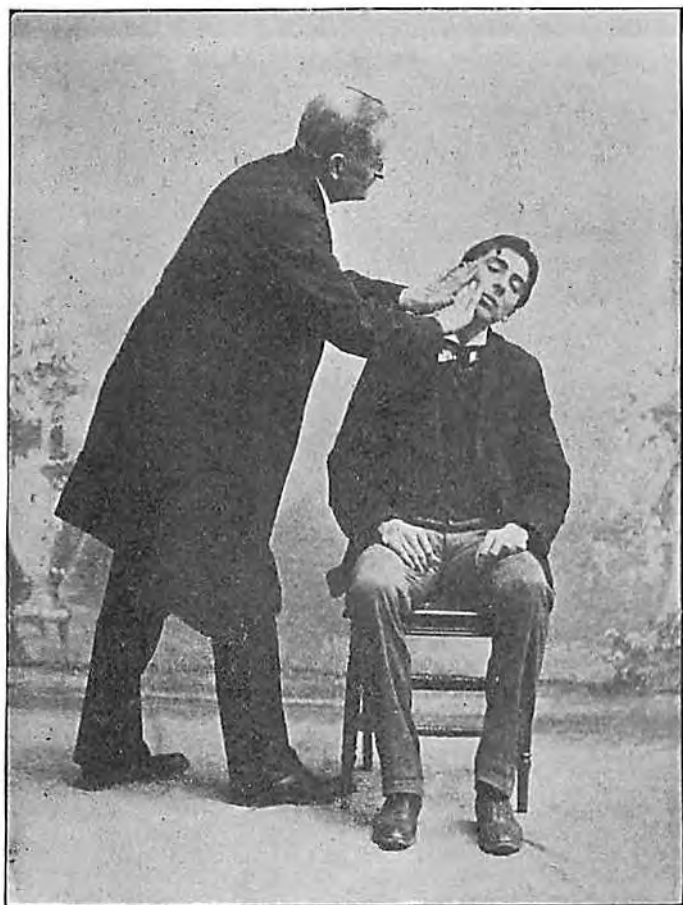
In talking to the patient, tell him of the number of diseases you have cured and that his case is not nearly as bad as many you have relieved, and that you feel sure you can cure him without difficulty. If a patient thinks he is going to die, it will be difficult to cure him. The influencing of a mind is a most potent factor in the treatment of disease. Get his mind right and it will be much easier to get his body right. A mind with a delusion will pollute the soundest body. Very few people realize the power of the mind and its wonderful influence over the body. This can be very easily demonstrated by the influence of Hypnotism. No reasonable person who has ever seen another under Hypnotic influence can, after that, doubt the marvelous power of the mind over the functions of the body.

Frequently, Magnetic Treatment is not effective at the time it is given, but takes effect an hour or so afterwards. If the patient says he does not feel relieved, you might tell him that it often takes some little time for the treatment to take effect, and that within a few hours he will probably feel very much better.

LESSON IV.

We will now proceed to give you instruction in the exact modus operandi of Magnetic Healing. Before reading this instruction it is well to review the three previous lessons.

RHEUMATISM:—Should the patient have Rheumatism in the arm, have him take a seat in a comfortable chair with the arm resting on his knee, and with his eyes closed. Make passes with both your hands from his shoulder to the end of his finger tips, and as you bring your hands off at his finger tips, shake them as if you were trying to throw molasses or some similar substance from them. Before making the passes you may use the hot breath, as explained in Lesson 2. If the arm is not too badly swollen, we would advise the use of massage; that is, roll the arm between your hands and rub it as hard as the patient can stand without causing him



POSITION FOR TREATING NEURALGIA IN THE SIDE OF THE FACE.

pain. The entire treatment should not occupy more than fifteen or twenty minutes. Proceed according to instruction given in Lesson 3. The method of procedure referred to in Lesson 3 should be used in treating every disease.

PAINS IN THE BACK:—Have the patient stand up or lie upon his stomach, and commence passes about six inches above where he complains of pain; make downward passes with both hands to the thighs, then bring your hands off and shake them as if throwing something away. Increase the speed of the passes and throw away as before. It is also a good plan to slap the affected part briskly. Often most excellent results are produced by making passes from the neck down the spine to the kidneys, and then horizontally across the kidneys, passing your hands off at the sides of the patient.

PAINS IN THE STOMACH:—With the patient upon his back, make downward passes, commencing six inches above the seat of pain. We would not advise hard rubbing over the region of the stomach and bowels. In treating all diseases remember that you may commence by using the warm breath, then make the passes, and at the close of the treatment you may make the patient expel his breath. We do not state the details for each trouble, as this part of the method of treatment is practically the same.

HEART DISEASE:—Make passes in half circles over the heart with the right hand, and shake fingers at the end of each pass.

INFLAMMATORY RHEUMATISM:—In treating this disease you should have a basin of cold water convenient, and every three or four times you make passes over the inflamed portions of the body, hold your hands in the cold water for a few seconds. Should the Rheumatism be in the ankle, place your hands on each side of the ankle about four inches above the seat of pain, and slowly draw your hands over the ankle to the end of the toes, and shake the hands as previously explained.

RHEUMATISM IN THE LEG:—If the patient has rheumatism along the side of the leg, have him lie down on the other side or sit in a chair if more convenient; place your hands upon his leg about four inches above the pain, and draw them down the leg to the end of the toes, and shake your hands as previously explained.

NEURALGIA:—If the disease is located in the side of the face, seat the patient in a chair with a high back so that he may rest his head upon it; if he is unable to sit up have him lie upon the unaffected side; then lay both your hands upon his face and hold them there for two minutes. Be sure that your hands are warm before doing this; if they are not perfectly warm you should rub them together until they are in this condition. By holding your hands upon the face of the patient for a few seconds he will become accustomed to them and it will not hurt him so much when you commence to make the passes. Make the passes from the top of the head to the point of the jaw bone in a quarter-circle for fifteen minutes; shake your hands at the end of each pass as previously explained.

In giving any form of Magnetic Healing, the operator should always concentrate his mind strongly upon the point that the patient must get



POSITION FOR TREATING HEADACHE.

well. Make up your mind that you can cure him, and keep saying, mentally, that the patient must get well. This mental effort directs your energy in the proper channel and you will find it has a stronger effect.

LESSON V.

Review first part of Lesson 3 before commencing the study of this one.

TOOTHACHE:—Have the patient take a seat in a high-backed chair, with his head resting thereon, and tell him to close his eyes. If the pain is in a tooth in the upper jaw, place your left hand on top of the head; then draw it down slowly until the tips of your fingers come to the mouth, and throw away quickly; blow hot breath in the ear through the handkerchief; then drop the handkerchief; make five or six passes, and have the patient take a long breath, expelling it quickly. If the disease is in a lower jaw tooth, place your right hand upon that part of the jaw where the pain is situated and draw your hand down slowly until your finger tips reach the chin. This treatment should continue for from five to twelve minutes. If the pain is not entirely cured at the first treatment, it is perfectly proper to give another one immediately. At the beginning of each treatment, always have patient close his eyes and sit in comfortable position.

EARACHE:—Have the patient lie down so that you can see the ear that is affected. Blow hot breath into the ear; make passes with the right hand around the ear and bring the ends of the finger tips up under the lobe of the ear and hold them there a moment firmly, then throw away. Blow warm breath into the ear again and make passes as before; finally have the patient take a long breath and expel it quickly.

HEADACHE:—Place the patient in an ordinary chair with both your hands upon the sides of his head. Exert a slight pressure, place your right hand in front of the patient's head and your left hand on the back, and exert a very strong pressure for about one minute; then stroke the patient's forehead with your right hand and throw away. If the patient is suffering in the back part of his head, make passes with both hands down the back of the head to the shoulders and throw away. If the disease is situated in the top of the head, stroke with both hands from the top to the side of the face. Both your hands should be used at the same time. At the close of the treatment, stand in front of the patient, place the hands upon the forehead sidewise so that the finger tips touch in the center of the forehead; now make passes from the center of the forehead out over the temples. After doing this three or four times, have the patient expel his breath quickly. Tell him to keep his eyes closed. Make upward passes without contact, about one inch from his face, for a few seconds; or take an ordinary fan and fan the patient, after which tell him to open his eyes. Usually, one treatment will cure the worst headache. Should it for any reason fail, you may repeat the treatment.

Headaches, which have their origin from bad cases of dyspepsia and other similar derangements, cannot be permanently cured until the cause of the headache is removed.



POSITION FOR TREATING CONSTIPATION.

LESSON VI.

You are now beginning to understand the process of Magnetic Healing. Remember, you must at all times have confidence. This is one of the principal elements of success in any line of work. Be enthusiastic; have a real desire to cure people; go about your work in a business-like way and you will be astonished at the results. You can be as great a healer as any of the celebrated persons who have turned cities wild with the cures they have effected. You possess every power that they possessed. No man can possess any power that is not possessed by others. It is simply a question of being able to utilize the forces within yourself. Persevere. You cannot hope to attain the greatest degree of proficiency in one day, or even in a single week. Men who have climbed to dizzy heights of success have been men who possessed remarkable powers of perseverance.

HOW TO TREAT EYE TROUBLES:—Have the patient seated in a chair and lay the palms of your hands upon his closed eyes for five minutes; next, use hot breath, after which stroke the patient's eyes very lightly with your finger tips; throw away each time. If you touch the eyelids, always rub from the outer edge toward the nose; never rub the eyeballs outward. Close your own eyes, rub the eyeballs inward for a few seconds, open them and notice the effect; now, close them again and rub the eyeballs outward for a few seconds, and open your eyes and notice what a different sensation has been produced.

HOW TO TREAT HEART TROUBLE:—Treatment of all affections of the heart are practically the same. Place the palms of your hands upon the left breast over the heart, hold them there for several minutes, then make passes with the right hand in half circles around the heart, first one side and then the other. Continue this for five minutes; use the hot breath; then make some more passes as above described. Tell the patient to take a long breath and expel it quickly. This should be done three times. As the patient expels his breath make half circle passes. Tell him when he opens his eyes he will feel much better.

LOSS OF THE VOICE:—This should be treated by passes made with both hands, starting at the back of the patient's neck and drawing the hands around the sides of the neck until the fingers meet; then make the passes down the breast and throw away. You should stand in front of the patient, repeat passes for ten minutes, use hot breath, and continue passes for several minutes more.

TO TREAT CONSTIPATION:—Have the patient lie down upon his back, or stand up if more convenient, make passes with both hands from the side of the body over abdomen down lower regions of the body, and throw away. Rub the abdomen with the right hand in the direction of the hands of a watch. This is very important. If you rub in the wrong direction you will do the patient more harm than good. Rub your hands together briskly, place one on the abdomen and the other on the back directly opposite the abdomen, and hold them still for several minutes; then repeat the

passes and rub in the direction of the hands of a watch, as previously directed. Instruct the patient to drink a glass of ice water immediately upon arising in the morning and eat considerable fruit. The treatment should be given twice a day. If you will persevere, you can cure any case of chronic constipation. Do not allow your patients to take cathartics unless for some reason they should be absolutely necessary. Constipation cannot be cured with medicine. Each dose of medicine exhausts the secretions of the alimentary canal, and retards instead of accelerating the cure.

LESSON VII.

Kindly review the previous lesson. Be sure to master the treatment given for constipation, as this disease is the underlying cause of numerous other complaints, and some form of hypnotic treatment is the only thing that will cure it.

FALLING OF THE WOMB:—Make passes with both hands (use firm pressure) upward from the lower regions to the pit of the stomach, shaking hands at the end of each pass. This should be done for ten minutes. The patient should lie down upon a sofa, or you should stand behind the patient. After making passes, hold your hands on the lower part of the abdomen for three minutes, use strong pressure upward. Make additional passes over abdomen, and request patient to lie still for an hour. The treatment should be given at least every day, and the patient should not take any violent exercise at any time until she is fully cured.

TO TREAT PARALYSIS:—This disease usually requires heroic treatment. It is generally better to have the affected limb or limbs exposed, and rub them very briskly, making downward passes the entire length of the limb. If the leg is paralyzed, make passes from the hips to the toes; slap the affected limbs with your open hand as hard as the patient can stand it; massage the limb very thoroughly; rub the back the entire length of the spine, also slap the spine with your hands until the flesh assumes a pink hue, then try to force the patient to walk or move his arms. He may tell you he cannot; pay no attention to this. Speak to him very positively. Before finishing treatment it is well to rub the patient with alcohol. Treatment should be given twice a day. Unless you assume a very positive manner you will experience great difficulty in treating cases of paralysis. In this disease you should pay very little attention to what the patient says, or you will never effect a cure.

TO TREAT DYSPEPSIA:—Indigestion and dyspepsia are very troublesome complaints, and are usually practically incurable by the use of any medicinal treatment. They are readily amenable to Magnetic and Hypnotic treatment. Make passes with both hands from the upper part of the chest down over the stomach; then across to the hips, and shake the hands. Repeat passes for five minutes; use hot breath; rub your hands together briskly and rub the patient's stomach with your right hand; massage the stomach very thoroughly; repeat the passes. Treatment should be continued for fifteen or twenty minutes, and in severe cases should be given

twice a day. The worst case can be cured if you will only persevere. Have the patient eat light food. He should not drink much at the time of meals, but about three quarts of water should be drunk during the day at various times between meals. If the patient eats ice cream or ices, they should be taken at a time when there is no solid food in the stomach, as ices reduce the temperature of the stomach so that solid foods will not digest. If the ices are taken independently of solid foods, they usually produce no disagreeable effects.

CONCLUSION:—Diseases which have not been previously specified may be treated by the general rules which have been outlined in our course of instruction. You cannot expect to be so successful at first as those who have had long experience. After treating patients for a while, you will find that you can rapidly cure cases which at first you apparently did not benefit. While we can tell you in detail just what to do, you must have some experience before you can expect the greatest possible success. The amount of pain you can relieve by Magnetic Healing is marvelous. It never injures anyone, but on the contrary is beneficial in all human diseases. It builds up the patient, imparts to him life and vigor, and puts the system in a condition to throw off and resist disease. Get the patient to think he is going to get well. By this means you will secure his co-operation. Endeavor to direct his mind so that it will, through the nerves, act upon his body. This is where a large number of Magnetic Healers fail. They give very good treatment, but they do not study their patients. The patient must, through his own mind, control the vital forces within himself, and your success depends upon the tact you employ in getting the patient to co-operate with you.

If you expect to make Magnetic Healing a profession, you had better write us frequently, telling us how you are getting along, and we will criticise your work, telling you just wherein you fail and how to succeed. You will find us at all times ready and willing to help you. Treat all the people you can. This will give you experience. Write us the nature of the diseases you are treating, telling us just what effect you have produced, and we may be able to be of great service to you.



SUGGESTIVE THERAPEUTICS.

LESSON VIII.

Our instruction in Suggestive Therapeutics will cover psycho-therapeutics and all phases of healing in which the body is influenced by the mind, or in which the patient is in a hypnotic condition, or in a stage of partial hypnosis. It is not necessary to put a patient to sleep to cure him, though this is often the most certain way. Never tell your patient that for you to treat him successfully he must go into deep hypnotic sleep; you may tell him that it is just as well for him to go to sleep, but that such is not necessary. If you lead him to believe that a sleeping stage is a necessary pre-requisite of successful treatment, you will destroy, in a measure, the force of suggestions given in the waking state. Use the methods of inducing hypnosis explained in our general course of instruction, and get the subject into as deep a sleep as possible; then give your suggestions. If you do not induce a condition of hypnosis, give your suggestions just the same. Suggestions will take effect in the waking state if properly given. If you are a physician, we would not advise you to let the patient know that you are going to treat him by hypnotism. It is an easy matter to deceive the patient in this. Even by calling it suggestion, the average person will not know that you intend to employ hypnotic treatment.

HOW TO TREAT A PERSON WITHOUT PUTTING HIM TO SLEEP:—For this form of treatment have the subject lie down on a couch; tell him to close his eyes and allow himself to believe that what you say is true; tell him to endeavor to go to sleep; repeat the words "sleepy, sleepy, sound asleep," several times. You may also make a few passes over him, then give your suggestions in a low, positive, determined manner. Be sure to find out the exact nature of his trouble before you attempt to treat him, and give suggestions to counteract all the various symptoms of the disease. This treatment should be given once or twice a day.

METHOD OF TREATING LIVER AND KIDNEY TROUBLE:—Put the patient into a sound sleep, make passes downward over the liver and kidneys with both hands. Give suggestions as follows: "There is no pain in your back; your liver and kidneys are entirely well; there is nothing the matter with you; you will have no more trouble; you will not be sick; your disease has left you." Find out just what pains the patient suffers before you hypnotize him, and give him suggestions to counteract these pains. If he has a pain in his side, tell him he will not have any more pains in his side; as you give these suggestions put your hand on the affected part. This localizes the suggestion. Many persons make a very

serious mistake in making their suggestions too general in character. They simply hypnotize the patient and tell him he will be all right when he awakes, etc., and awaken him. No definite results should be expected from such method of treatment. You must give suggestions to counteract each individual symptom of the disease, and as you give your suggestions put your hands on that portion of the patient's body in which the disease is situated, and while giving suggestions gently massage the affected parts. One treatment of this kind is worth a dozen ordinary treatments. The trouble with nearly all persons using Suggestive Therapeutics is that the treatment is too general; it does not have the proper effect because it is not sufficiently specific in character.

If we could teach you in three or four lessons that you must be specific with your treatment, the time would be well spent on your part.

LESSON IX.

Review Lesson VIII, constantly keeping before your mind that your suggestions must be specific in character. Always localize your suggestions by placing your hands upon that part of the body in which the disease is situated; give your suggestions positively. If you cannot give positive suggestions, go into a room by yourself and practice until you can, if it takes you five years. Unless you are able to give good, strong, positive suggestions, you will never meet with success in any walk of life; you will be a nonentity. This is one of the principal secrets of success. Positive suggestions carry weight; they produce effects; they influence people; they cure disease; they are a power in every phase of human life. Let us hear a man's voice, the character of the suggestion he gives, and we will read the nature of the man. We will tell you whether he will be successful or unsuccessful. A man who can give suggestions properly is always successful; he cannot be a failure; he will be successful at some thing; he has it in him. The man who cannot give suggestions properly will inevitably be a failure; he may have money left him by relatives, and may possibly have sense enough to keep a portion of it, but still he will be a failure. If he had not inherited wealth he would have been doomed to poverty all his life.

INSOMNIA:—To treat this disease, put the patient into a sound sleep and say to him: "You will find that you will not be nervous at night; on the contrary you will be able to sleep well. You will go to bed at ten o'clock and sleep until six or seven the next morning; you will not be restless; you will feel well during the day and you will sleep well every night." Repeat these suggestions several times; make a few passes around the heart and over the abdomen, and tell the patient he will feel well when you awaken him, and then awaken him slowly. In treating a person never awaken him quickly; give him plenty of time to come out of the hypnotic state, and always be sure to tell the patient he will feel well when he awakens. In giving suggestions, be sure to use such language as the patient can understand. If you are treating a patient with a very

limited vocabulary, use words that will convey ideas to him. If you are treating a patient with kidney trouble who is possessed of a very meager or ordinary education and tell him that the parenchyma of the kidney will regenerate itself, he will, perhaps, not understand you, and your treatment will be fruitless; you cannot use too simple words. Physicians especially, are cautioned against the use of medical terms. Remember, you must speak so as to be understood.

LESSON X.

Kindly practice upon giving suggestions until you learn how to speak positively and with force. This will only come from experience. The voice is an index to the mind. You cannot speak positively unless you think positively. Do not mistake a loud tone for a positive tone. When a man with strong will-power enters a room everyone feels his presence, and he feels himself master of the situation.

If you will master the instruction which we give, it will develop your will to a marvelous degree, and give you a control over people of which you now little dream.

HOW TO TREAT STAMMERING:—Put the patient into a sound sleep. Tell him that he will not stammer again; that he can talk just as well as anybody; that there is nothing the matter with him. Have him open his eyes (do not awaken him) and make him read to you out of a book. While in the hypnotic condition, you can make him read without stammering. The worst stammerer will, in the hypnotic state, read practically as well as anybody. Tell him that he will always read well and talk well. Then have him close his eyes, and, after giving suggestions that he will have no trouble in speaking in the future, awaken him. Treat him every day. The treatment may continue for half an hour. The principal results must be accomplished by having the patient read and talk while in a hypnotic condition. Notice the words which are most difficult for the stammerer to pronounce in his waking state, and make him say these words over and over when hypnotized. You can cure many people of stammering with a very light degree of hypnosis. They need not be unconscious.

HOW TO TREAT MORPHINE HABIT:—Put the patient into a deep sleep. Then say: "When I awaken you, your desire for morphine will be entirely gone. You cannot use it. You will not crave it. You will feel well. You will not be nervous. You will be disgusted with morphine; you will hate the very sight of it. The taste of it will make you deathly sick; you will loathe and despise it." These suggestions should be given over five or six times. In some instances it is, perhaps, better to tell the patient that each day he will care less and less for morphine, and not stop the use of the drug at once; in chronic cases we would recommend this method of procedure.

You must watch your patients after you stop the use of the drug. They may get nervous. If so, you must hypnotize them and give them

suggestions to counteract the nervousness, but don't let them take more morphine.

LESSON XI.

You cannot conceive of the large number of diseases that you can immediately cure by Hypnotism, until you have had the actual experience. We do not over-estimate it when we tell you that it is beyond all question the most valuable therapeutic agent known to man.

HOW TO TREAT LIQUOR HABIT:—Put the patient into a deep sleep and give him suggestions as follows: "When I awaken you your desire for liquor will be entirely gone. You will hate liquor. You will despise it. The very sight of it will make you deathly sick; you cannot stand the smell of it. You will feel well without it. You will not crave it. Each day you will detest it more and more. If you attempt to drink it, it will make you vomit." Give these suggestions over and over for a period of from fifteen minutes to half an hour. Then awaken the patient.

HOW TO TREAT HABITS:—Put the patient into a deep sleep and give such suggestions as are calculated to destroy the habit which you wish to cure. If the patient bites his finger nails, tell him that in the future he will not put his fingers into his mouth; that if he does so his fingers will taste bitter; it will make him sick, etc.

If the patient uses tobacco, tell him that in the future he will not crave it; it will make him deathly sick.

Should the patient be nervous in society, tell him that he will be calm; that he will feel perfectly easy and at home, no matter where he is.

HOW TO TREAT RHEUMATISM:—Put the patient into a deep sleep and make ten or twelve passes over the affected parts with both hands, shaking the hands, as in giving magnetic treatments. Tell the patient that he will have no more rheumatism; that he is entirely well; that when he awakens he will feel strong; that he will have no pain. Give these suggestions over a number of times. Then awaken the patient.

HOW TO TREAT COLIC:—Put the patient into a deep sleep and give him suggestions as follows: "When I awaken you there will be no pain in your stomach; you will feel well, better than you ever felt before in your life." Make passes over the stomach and awaken the patient.

HOW TO TREAT DYSPEPSIA:—Put the patient into a sound sleep, make passes over the stomach with both hands, then give suggestions as follows: "In the future your food will digest well; your stomach will be warm; more blood will flow to your stomach, and you will feel well every way. You will have no headache; you can eat anything you wish; nothing will disagree with you. You positively will not be troubled any more with dyspepsia." Give the suggestions over several times.

HOW TO TREAT BLINDNESS:—After putting the patient into a deep sleep, use hot breath, as described in magnetic healing, over each eye. Then hold the palms of your hands over the eyes and say to the patient: "When I awaken you, you will find that you can see much better; your

eyes will be restored to their normal condition; you will have no difficulty in seeing; each day you will see better and better. Your eyes will grow stronger. When I awaken you, you will feel well." Give these suggestions four or five times very positively. The force with which you give your suggestions will largely determine the effects they produce.

LESSON XII.

If you expect to be successful in Suggestive Therapeutics, you must study your patients, ascertain the symptoms of the diseases you have to treat, and give suggestions to counteract said symptoms. Every patient will be affected differently, and you must make your suggestions specific in character so as to suit each patient whom you have to treat.

HOW TO TREAT PARALYSIS:—After placing the patient in a sound sleep, give suggestions as follows: "When I count three, you will be entirely well; your paralysis will have disappeared; there will be nothing the matter with you." Then count, "One, two, three," and as soon as you say, three, to the patient, say, "Now you are all right."

If the patient is paralyzed in the legs, have him open his eyes (do not awaken him) and tell him to get up and walk. If he is paralyzed in the arms, tell him to move his arms. Look straight in his eyes and tell him that he is all right. Insist that he can walk, and make him follow you.

HOW TO TREAT DEAFNESS:—After putting the patient into a deep sleep, blow hot breath in the ear. Then state to the patient, "When I awaken you, you will find that you are entirely well; you can hear as well as anybody. There is nothing the matter with you." Then have the patient open his eyes and talk to him. Insist that he can hear you. Talk in a low tone of voice, and make him answer you. After which, have him close his eyes and bring him out of the hypnotic condition.

HOW TO TREAT HYSTERIA:—Put the patient into a deep sleep and suggest to her: "When I awaken you, you will be perfectly well. You will not be nervous. You will feel well in every way. You will have perfect control over yourself; you will feel strong." Then blow hot breath four or five times over the heart and say, "Now, remember, when I awaken you all of this nervousness will be gone, and you will be entirely well." Then awaken the patient.

HOW TO TREAT DISEASES OF THE THROAT:—Put the patient into a sound sleep, make passes with both hands over the throat, beginning at the lobe of the ear and making passes down to the chest. Then blow hot breath over the tonsils and say to the patient, "When I awaken you, your throat will be entirely well; the soreness will have disappeared; there will be no inflammation." Give these suggestions seven or eight times; then awaken the patient.

LESSON XIII.

Whenever you get a patient into a deep sleep once, always give him suggestions that in the future he will go to sleep very quickly; that whenever you tell him to go to sleep for the purpose of treating him, he

will immediately pass into a deep sleep. By this means he will become very susceptible to hypnotic suggestion; and you may hypnotize him at any time within a few seconds. If he is afraid of being too susceptible, give him suggestions that he will never go to sleep unless he wants to do so, and knows beforehand the purpose for which he is going to sleep.

HOW TO TREAT BASHFULNESS:—After putting the patient to sleep, give him suggestions as follows: "In the future you will not be bashful; it does not make any difference how many people are present, you will feel perfectly at ease and at home. You can address a crowd of people without becoming embarrassed in the slightest degree; you will have perfect command of yourself."

HOW TO TREAT NERVOUSNESS:—After putting the patient to sleep, make passes from the base of the brain down the spine, ten or fifteen times. Blow hot breath over the heart and give suggestions as follows: "When I awaken you your nervousness will have entirely disappeared; you will feel better than you ever felt in your life. There will be nothing the matter with you. Your nerves will feel strong; you will be well in every way."

HOW TO TREAT ASTHMA:—After putting the patient to sleep, make eight or ten passes over the chest down to the abdomen, also across the shoulders and down to the small of the back. Then say to the patient: "Now, when I awaken you, you will have no difficulty, whatever, in breathing. You will breathe naturally; you will feel well; your disease has entirely disappeared." Repeat these suggestions over several times and awaken the patient.

HOW TO TREAT ST. VITUS DANCE:—After putting the patient into a deep sleep, tell him, when you awaken him, his nervousness will have entirely disappeared; that he will not be bothered with twitching of any kind in the future, and that he will be entirely well. You should study the patient's actions when he is in the waking state; notice all the peculiarities of his case, and give suggestions to counteract such.

HOW TO TREAT CONSTIPATION:—Put the patient into a deep sleep, massage the bowels, and give the patient suggestions that he will have a movement at a certain specified time each day; lay great stress on this; fix a definite hour. Hypnotic treatment, if properly applied, will positively cure the worst cases of chronic constipation. This disease is practically incurable by the use of medicine, and it is the cause of a large number of other diseases.

GENERAL INSTRUCTIONS FOR TREATING DISEASES:—Remember that all the suggestions must be given in very positive tones; never forget to localize your suggestion by placing your hands on the affected parts whenever possible, and above all make your suggestions specific in character. Study the patient's case thoroughly, ascertain all the various symptoms of the disease, and give suggestions to counteract these symptoms. Be sure at all times to use such language as the patient can

understand. If the patient's knowledge of words is very limited, then you must confine yourself to the use of the most ordinary terms. Remember that your mission is to cure the patient rather than to use elegant diction or exceptional phraseology.

If you do not get the patient to sleep, give the suggestions anyway. Hundreds of persons may be cured of simple diseases without ever putting them to sleep. The most certain way is to produce a deep stage of hypnosis; but never lead the patient to think that such a state is necessary for his cure.

If you do not get the patient to sleep the first time, keep trying. Perseverance is the price of success.

Suggestive Therapeutics is especially adapted to diseases of a functional and nervous character, but may be used in the treatment of all human ailments. It can never, in any case, produce the slightest harm, if properly administered.



ENTERTAINMENTS.

LESSON XIV.

In giving entertainments in a parlor, at a club, or in a theatre, you should commence by giving a short explanation of the fundamental principles of hypnotism. Read the principles explained in the first part of our book entitled, "Hypnotism As It Is." Explain briefly the benefits of hypnotic influence, and be sure to impress upon the audience that susceptibility to hypnotism in no respect shows a mental weakness. Commence by drawing the subject backward and forward; then fasten the hands together; then fasten the eyes; make the arms stiff, and make him walk stiff legged. In fastening hands together, you may try them first collectively, then individually.

After trying a number of tests in which the subjects are in a waking state, you may try a test in which they are in a light sleep. Ask them to close their eyes, and endeavor to get them all into a light degree of hypnotic sleep; tell them that when they awaken their backs will be covered with fleas. The exact method of procedure would be as follows: Have the subjects seated in a semi-circle and stand out in front of them. Say to them: "Close your eyes and think of sleep; you will find that your eyes feel heavy; your limbs feel numb; you are going sound asleep; you feel drowsy; sleepy, s-l-e-e-p-y, sound asleep; fast asleep; s-l-e-e-p-y, s-l-e-e-p-y; asleep. Get your minds upon my suggestions and try to believe what I tell you is true and when I tell you to open your eyes, you will find I have put a handful of fleas down your back and the longer you sit there, the more they will bite." Then go to each subject, individually, have him open his eyes and tell him his back is covered with fleas. When you make this statement tap him on the back a number of times very quickly so as to give him the impression that fleas are biting him. After putting all the subjects through this scene, wake them up, have them take a seat, and you can put on another. If desired, you can take subjects from one scene to another without waking them, but in most instances it is funnier to awaken them at the close of each scene, as the awakening is often the best part of the scene; get the subjects in a very ludicrous position and awaken them quickly, so that they will be startled at their surroundings.

BALLOON SCENE:—Put the subjects to sleep; tell them that when they open their eyes they will see a balloon up in the air; then say the moment they open their eyes: "Look up there, boys, see that large balloon," and point upward; make passes in front of their faces; if they can see the balloon, tell them it is coming nearer and nearer; then say:

"There is the basket, boys, get in and sit down." You can have them sit down on the floor; then tell them you are going to cut the rope that fastens it and it will go up so rapidly it will almost take their breath away; then say: "Here we go, look over the side and see the girls flirting with you." Then in a few moments, say: "There we go over Chicago," and point out a few places of interest, and show them different cities of the United States, anywhere you desire. A good climax to the scene is to tell them they are going over Lake Erie and an eagle is tearing the balloon, and in a moment it will fall into the water; then have them fall, and tell them to jump and swim for their lives, and awaken them while they are swimming.

Below we give a list of scenes which you may use. In the event that you do not understand how to put on any of them, write us and we shall be glad to give you explanation in detail:

Stammering,	Yacht Race,	Bicycle Race,
Rubber Nose,	Laughing,	Cannot Speak Name,
Barber Scene,	Cannot Sit Down,	Stump Speech,
Cannot Jump Stick,	Baseball,	Cat Fight,
Hot Chair,	Selling Fish,	Toothache,
Sulky Race,	Banjo Scene,	Photographer,
Dentist Pulling Tooth,	Selling Corn Salve,	
In the Catalepsy-Needle Test,	Making Faces at Audience.	



PERSONAL MAGNETISM.

LESSON XV.

If you would be successful in Personal Magnetism, you must have absolute confidence in yourself. By this we do not mean that you must be egotistical. Those achieve the greatest success who are modest in manner, calm, cool and self-possessed and of unlimited confidence. A salesman is never successful in selling goods in which he has no confidence; he must have faith; he must believe that he can sell; he must be able to talk about his goods as if his heart and soul were centered upon what he is explaining. You cannot be successful if you talk mechanically; there is no force in what you say. If you wish to sell anything you must study all the good qualities of your wares so that you will have something to talk about. Learn how every little piece is put together; convince your customer that you understand your business; no matter what you wish to sell, obtain a thorough knowledge of it yourself before attempting to sell it to others.

When you desire to make people think as you do for any purpose, or do what you want them to do, always study your suggestions well and have the whole subject well in mind before you start out for business. You must study the people with whom you come in contact. In some cases, it would be best not to say much; in others, you will have to say a great deal. In some instances, you should be very modest and retiring; in others, you will have to assume an arrogant manner. You must use tact and judgment. Always try to be agreeable, and never try to influence one while you have the "blues," or are not feeling well. If you do not feel like work, take a rest. You may spoil a sale by going to a prospective customer when you are in bad condition. Never argue with people, whom you wish to influence, in a way that will offend them. Study their weak points. Every man has certain weaknesses, and if you find these out and will attack him along these lines, you are absolutely sure of success.

When you first meet a person whom you wish to influence, shake hands with him, if it is convenient, in the following manner. Grasp the hand firmly, but not so hard as to cause pain; take hold of as much of the hand as you can hold; never take hold of the fingers; take the hand quickly, so that the person cannot shut his fingers down and prevent you from grasping the full hand; then shake his hand up and down once only, and when you get to the down shake, hold the hand a few seconds and as you draw your hand away, let your fingers pass over the palm of the hand

and your thumb pass slowly over his first finger. Very few people know how to shake hands. If you will follow this system, you will find it will be of great service to you.

In shaking hands it is well to bring your body slightly forward toward the individual and look at the root of his nose, without blinking, and will determinedly, what you desire to impress upon him.

Practice the process of shaking hands until you can follow the instructions completely without thinking of what you are doing. If you wish to be successful, you must master the little things. Many persons are unwilling to do this, and herein lies their failure. It is the little things that make perfection, and he who is not content to master details, will never attain perfection.

LESSON XVI.

The basis of Personal Magnetism, or personal influence, is a good, strong, will-power. The majority of people have done but little to strengthen their will-power; they have assumed that this would grow and become strong without exercise. One would hardly expect to have a strong arm without using it; one would hardly expect to become an athlete without subjecting himself to a rigorous course in the gymnasium; one scarcely expects to improve his memory without training in this direction. Many of us have put forth strong efforts to develop our musical talents, our mathematical talents, etc., but we ask, in all candor, how many have done anything to develop their will-power? If so, what has been done? What exercise have you taken? You certainly do not expect this faculty to grow powerful without exercise. No faculty of the mind increases in strength without use.

People usually imagine they have very strong wills, but as a rule, the contrary is true. A high temper, stubbornness, or something of this kind, is mistaken for strong will-power, when, in fact, such reflects a weak will-power. The very fact that the temper is ungovernable shows that the will has not been trained to control it. You cannot expect to manage and control others when you cannot control yourself. Learn first to exercise your will upon yourself; strengthen it by maintaining an absolute control with it over the other faculties of the mind. It should be the master. In how many cases is this so?

Determine each day to have a strong will-power; determine to control others by your will; determine to control yourself. Make your will master of the other faculties. This will demonstrate its strength. Think of this several times a day, and especially, think of it before retiring at night. *Determine to be successful.*

There is a subtle, invisible influence that goes out from a strong, firm will which moves and controls people more than all words ever spoken. Surely its possessor may be said to have an invincible power. The very moment you come in contact with a person having such a power, you cannot help feeling it. There is no reason why you may not possess

this power. You have the proper mental faculties, all that remains is to develop them. Do not expect to accomplish this in a day or a week, but persevere.

If you had never used your right arm, it would hang helpless by your side. Would you expect to develop this arm in a day or a week or a month? True, the above is hardly an apt comparison, as you have used your will to some extent, and it has been developed to some degree, but it has not been developed, in proportion to the other faculties of your mind, unless you have done so by some system of exercise similar to what we give.

LESSON XVII.

The following exercises, if faithfully followed, will positively develop your will-power to a marvelous extent, and give you a wonderful control over those with whom you come in contact.

Write the exercises off on slips of white paper, one exercise on each slip, take one at a time and look at it several times during the day; look at it five or ten minutes immediately before retiring at night; let it be the last thing you are thinking of when you go to sleep. In this way, your mind will act as you sleep, and the suggestions will become a part of yourself.

1. "MY WILL-POWER IS STRONG; NO ONE CAN RESIST MY INFLUENCE."
2. "I SHALL NEVER GET DISCOURAGED; I SHALL NEVER HAVE THE 'BLUES'."
3. "I AM A SUCCESS; I AM DETERMINED TO SUCCEED."
4. "I SHALL BE SUCCESSFUL IN ALL MY UNDERTAKINGS; I CANNOT FAIL."
5. "NO ONE CAN RESIST A STRONG WILL; I HAVE A STRONG WILL."
6. "I CAN CONTROL PEOPLE; THEY CANNOT RESIST ME."
7. "I AM DETERMINED TO CONTROL PEOPLE; I HAVE PERFECT CONTROL OVER MY TEMPER; I KNOW NO SUCH THING AS FAILURE."

At the end of the week, take the entire seven exercises and review them several times each day for one or two weeks, then take up the following exercises, one each day, until the entire list is finished, and then review as previously instructed:

1. "I WILL NOT BE BASHFUL; IT WILL NOT MAKE ME NERVOUS TO TALK WITH ANYONE; I SHALL BE PERFECTLY AT HOME UNDER ANY AND ALL CIRCUMSTANCES"
2. "I AM A SUCCESS; I SHALL SUCCEED; I MUST SUCCEED; NOTHING SHALL KEEP ME FROM SUCCEEDING."

3. "I SHALL NOT WORRY OVER ANYTHING; NOTHING SHALL BOTHER ME; I WILL NOT LET ANYTHING WORRY ME."
4. "I SHALL CONTROL MY TEMPER AT ALL TIMES; I HAVE ABSOLUTE CONTROL OVER MYSELF; MY WILL-POWER IS STRONG."
5. "I CAN INFLUENCE PEOPLE; PEOPLE MUST LIKE ME; THEY CANNOT RESIST ME; I WILL MAKE THEM LIKE ME."

If you rigidly adhere to the above exercises they will positively develop a power within you of which you have never dreamed. They seem innocent enough within themselves, but when properly practiced, the results they produce are marvelous.

LESSON XVIII.

You know some persons are more magnetic than others. Now, let us inquire, what is Human Magnetism and what makes one magnetic? Human magnetism, or nerve force, is a subtle, invisible fluid thrown off by the nervous system. It is of different kinds; some are magnetic to one person and not to another; no one can be magnetic to everyone else, but you may develop such a wonderful amount of Personal Magnetism that you can be magnetic to ninety or ninety-five per cent. of the people with whom you come in contact.

This Nerve Fluid is under the control of the will-power, and the more you exercise your will, with this purpose in view, the more magnetic you will become, and the more people you will be able to influence. You must, however, be willing to practice and persevere. Do not expect to become magnetic in a single day. Many persons practice on the exercises given in Lesson 17, for a day or so, and simply because their entire nature is not changed in this length of time, they think there is nothing in it. Would you expect to master arithmetic in one day's study? Would you expect to become a linguist by rapidly glancing through a grammar for a few hours?

The most important acquisition in the world is Personal Magnetism. This is worth more to you than anything else. It gives you power over people; it gives you influence; it brings happiness; it brings health and wealth. You know these things just as well as we do. Then, if you realize the great importance of a magnetic personality, are you not willing to persevere until you attain it? You positively can become magnetic; you can develop a wonderful force of character. It matters not how deficient you may be, if you follow our instructions; do just as we tell you, and keep at work day after day; time will bring its sure reward, and you will become magnetic to a degree of which you now little dream. The hard part is getting the start. This is true in everything. You know in making money it is the general opinion of the ablest financiers that the first few hundred or few thousand dollars is the most difficult to accumulate; after that it is easier. The same is true of Personal Magnetism.

After you once get started; after you begin to develop your will-power, and to develop magnetism, you will have no trouble; you will get along very much faster than you now anticipate.

We have had some persons completely change their entire natures within a single week; others it took two or three weeks before they made any apparent change, and in one case a gentleman studied two months before he accomplished anything; then he began to notice a change in himself, and in one month from that time he was an entirely different man. He was richly rewarded for his perseverance, but it took him three months to master this subject. He would not now take thousands of dollars for the information we gave him. He says he would rather have studied hard for five or even seven years than be without the power which he has acquired.

Practice well on the exercises given in Lesson 17. In the next lesson we will give you more powerful methods for developing Personal Magnetism than any we have before given you. We have an entirely different process for you, and you are sure to succeed if you do as we tell you. Learn everything thoroughly.

LESSON XIX.

We assume that you have practiced the exercises thoroughly given in Lesson 17. If so, you are ready to undertake this lesson. If you will follow the instructions herein given, they will positively develop your Personal Magnetism to an extent of which you now little dream.

Write the following exercises on slips of white paper, one exercise on each slip. Write in a large, bold hand:

"I AM A SUCCESS; I AM DETERMINED TO SUCCEED."

"I AM DETERMINED TO CONTROL PEOPLE."

"I CAN CONTROL PEOPLE."

"THEY WILL LIKE ME, AND THEY SHALL DO AS I WISH THEM TO DO."

"I SHALL CONTROL MYSELF; I CAN CONTROL MY TEMPER; I CAN CONTROL OTHER PEOPLE; THEY CANNOT RESIST ME."

"I WILL BE SUCCESSFUL IN LIFE; I CANNOT FAIL."

"I AM DETERMINED PEOPLE SHALL LIKE ME; I AM DETERMINED TO CONTROL THEM; THEY CANNOT RESIST ME; I MUST SUCCEED; I CANNOT FAIL; I AM A SUCCESS."

After writing the above exercises on slips of paper as instructed, fill an ordinary glass pitcher two-thirds full of water; if you have no glass pitcher, you may use a glass full of water instead. Place the pitcher of water before you on a table; take a seat so that your eyes shall be two or

three feet from the pitcher; sit in an easy position; gaze intently into the center of the pitcher for several minutes, then read exercise upon slip 1, and again look intently into the pitcher, never removing your eyes therefrom; keep repeating the words on the slip over and over. If you begin to feel drowsy and your eyes close, you may permit them to do so, but hold them open as long as you can; keep repeating to yourself the words on the paper. This should be continued for about half an hour. Next take slip 2, and use same as slip 1, and so on until you have used all the slips. This will take seven days. When you have finished you should start over again from the first and review them, at least, once or twice.

If you have any tendencies which these slips do not correct, you should write some suggestions for yourself on slips of paper, and use them with the pitcher of water.

In some instances, while looking into the pitcher you will, probably, see the words on the slip of paper in the water. If so, continue gazing intently, as this is evidence that the suggestions have taken a very strong hold upon you.

LESSON XX.

Be sure to drill on exercises given in Lesson 19, as they will positively develop in you a wonderful magnetic power. This is no theory of ours, but something that we have learned from long experience. We have taught these methods to a large number of persons, and have not had a single failure; they are the only true methods for the development of Personal Magnetism in a short space of time; they start you right at the foundation; they drill into you the first principles, and if you master these principles your success is as certain as one and one are two.

Now we wish you to practice to develop what is known as the "Magnetic Fluid." Take a pitcher of water, as instructed in Lesson 19, place it on the table in front of you; gaze intently into the center of the pitcher, and while so gazing determine that you shall be magnetic; that you have a large amount of Personal Magnetism; that you can and will control people; that you propose to make people like you.

You should look into the pitcher for about half an hour at a time, unless you should go to sleep before the half hour expires.

If there is any particular person whom you wish to control, think of him while gazing into the pitcher of water, and determine to control him; *will* that he cannot disobey you; that he shall do as you wish him to do. If you will do this a number of times you will acquire a wonderful control over nearly everyone. Of course, there are some people whom you cannot influence; their magnetism seems to be so unsuited to yours that it is hard for you to develop a power over them, but these people are rare, and they might be very easily influenced by some one other than yourself.

If you wish to sell a man something and you will look into the pitcher of water and determine that you can sell him a certain specific article; that he must buy; that he cannot resist you, etc., and you will go to him

with these suggestions firmly implanted upon your mind, you will be, practically, an invincible power in his presence. If you do not succeed in selling him at the time you go to him, the probabilities are that you will make such an impression upon him that he will get to thinking over the matter afterward and buy your goods.

In addition to the instruction which we have given, you must employ tact. You cannot expect to sell a man an article about which you know nothing, neither can you expect to handle people successfully unless you study them, and use tact in regard to what you say and do. We have never maintained that Personal Magnetism is the only thing necessary for success. Our circular matter makes no such claim, but we have stated, and we now state to you again, that it matters not what other qualifications you may possess, unless you have developed Personal Magnetism you will never attain the full measure of success to which your other qualifications entitle you.

Personal Magnetism is worth more to you than any other one thing, but if you combine with it a thorough knowledge of your business, you will attain a measure of success which it would be impossible for you to attain otherwise.

Some persons develop Personal Magnetism to a considerable extent, but they are so injudicious in their speech and actions that they destroy the good effect that they would otherwise have.

Read the instructions carefully on Personal Magnetism which are given in our General Course. These instructions give you the first principles of this great subject.

