

Suggestion

AS APPLIED TO

Business

BY

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POCKET

EDITION

THE
MATHS BOOK
PART I

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BY

VICTOR DU BOIS

Dedication

TO THE MOST THOROUGH-GOING
OPTIMIST
IT HAS EVER BEEN MY GOOD FORTUNE
TO MEET—ONE WITH WHOM
I HAVE BEEN CLOSELY ASSOCIATED
FOR FIFTEEN YEARS—
THIS BOOK IS LOVINGLY DEDICATED

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Foreword

In this treatise I am not presenting a new subject. That would be impossible, as "There is nothing new under the sun."

It is the result of years of study, experience, and experiments.

It is my desire to share what I have gleaned with the business man or woman, the student, and the merely interested reader.

This condensed work has nothing to do with the subject of Hypnotism, nor with Suggestive Therapeutics; but it contains facts which are of the utmost importance for all to know who come in daily contact with others in business.

"A little said, and truly said
Can deeper joy impart,
Than hosts of words that reach the head,
But never touch the heart."

—*The Author.*

CHAPTER I.

The Law of Suggestion

“They’ll take suggestion as a cat laps milk.”

—*Tempest*, III, 1, 288.

HISTORY

“Let it not be supposed that the terms ‘suggest’ and ‘suggestion’ are, in their psychological relation, of recent, or even modern, application; for, so applied, they are old. Among the earlier modern philosophers, and in this precise application, they were, of course, familiar words, as is shown among five hundred others, by the writings of Hermolaus Barbarus, the elder Scaliger, Melanchthon, Simonius, Campanella, to say nothing of the Schoolmen. They were no strangers to Hobbes and Locke.”* Its action is

*Hamilton, Reid’s Works, note D.

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hidden, and for that reason it is very little understood by the vast majority of people.

DEFINITION

“Suggestion is the action of an idea in bringing another idea to mind, either through force of association or by virtue of the natural connection of the ideas.”*

In the mind of the layman, Suggestion is usually associated with either Hypnotism or Suggestive Therapeutics. Hypnotism has nothing to do with the daily work of one carrying on a legitimate business, (showmen, physicians, metaphysicians and psychological experimenters excepted), and Suggestive Therapeutics is a subject by itself. It is a most potent force in the healing of humanity; and if any of my readers have had experience with the Law of Suggestion along the line of

*Century Dictionary.

The Law of Suggestion

Therapeutics, just apply the same law to yourself and your business. If a suggestion of health can be given to another, a suggestion of willingness and desire to comply with your business proposition can also be given and received. It is a great mistake for one-sided persons to limit such a universal force to the treatment of disease, as its potency is co-extensive with life itself. The most valuable lessons that we may learn are the result of germinal seeds of thought dropped into our minds by others; consciously or unconsciously given, and usually unconsciously received. This is a great universal law.

APPLICATION

Suggestion is incessantly employed in medicine, education, business and politics; and those who understand its laws and can use them are most suc-

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cessful in dealing with their fellow-men.

ADVERTISING

The modern business of advertising might well be called "Suggestion." It is such a subtle force that no business man dreams of conducting his business without the use of the most suggestive advertising that he or his agents can devise. In almost every sphere of life, and in nearly all of its relations, Suggestion may be a controlling force.

The subject is legitimate and open to investigation. It can be used to promote untold good, and for the attainment of success in every line of business.

I will deal briefly with nine phases of Suggestion:

- 1.—Mental Suggestion.
- 2.—Ocular Suggestion.
 - (a) Action.
 - (b) Attitude.

The Law of Suggestion

- 3.—Verbal Suggestion.
 - (a) Persuasion.
 - (b) Coercion.
- 4.—Suggestion by Comparison.
 - (a) Similarity.
 - (b) Contrast.
- 5.—Written and Printed Suggestion.
- 6.—Direct Suggestion.
- 7.—Indirect Suggestion.
- 8.—Negative Suggestion.
- 9.—Auto- or Self-Suggestion.

Suggestion as Applied to Business

Mental Suggestion

Mental Suggestion is to be rarely used in commercial affairs because it is not infallible; it belongs to the domain of Telepathy. If the subject of one's thoughts knows that he is to receive such suggestions, they will doubtless be received, because he will be *en rapport* with the operator of the thought; but this is not practicable for business purposes. If a man suspects that he is going to be influenced to buy an article that he thinks he does not want, he will oppose his will against it, and failure will result.

APPLICATION

Mental Suggestions are reproduced in the ether, like wireless messages. They occasionally reach other minds, and influence them, when the voice cannot be heard, and the external

Mental Suggestion

organs fail to receive verbal suggestions from any causes, such as inattention, deafness, blindness or "pure cussedness."

Distance is no barrier if one soul is attuned to another. One need not be in the presence of a person to use suggestion in this way.

ILLUSTRATION

I want to sell Mr. A. a set of books. He is a hard man to find in, and is naturally opposed to seeing book-agents. I find out what time in the day he is at leisure and therefore relaxed. Then I place myself in a comfortable, relaxed condition, and repeat the following, pronouncing each word *verbally* or *mentally*, but not necessarily with any particular force: "Mr. A., you will see me when I call. You will be intensely interested in my proposition, and will buy my books at once."

Suggestion as Applied to Business

If we are both relaxed at the time, the thought may reach him. It is well worth trying, but, as I say, it is not certain—he might be having a stormy discussion with his wife over her extravagance, and be in such a mental uproar that he could not hear the explosion of a cannon with his physical ears.

But, after trying this method on one who is hard to see, find out when he is least busy, and go to him with perfect faith in your proposition, in yourself, and in him as a customer. While waiting to see him, make the same mental exertion as above, and your proximity to him may enable you to reach him with a mental suggestion.

**“The race once begun
Go ahead, like an arrow that flies from
the bow;
Don't weaken, don't waver, don't wab-
ble, just go!”**

Mental Suggestion

WARNING

Thoughts are vibrations; vibrations travel in circles. Beware to use this power for anything but good and honorable purposes! He who sends out evil vibrations will receive the same quality of vibrations in return, and will be destroyed by them eventually. Good suggestions are constructive; evil suggestions are destructive.

Suggestion as Applied to Business

Ocular Suggestion

Suggestions received through the eye are among the most powerful and efficacious. The beautiful autumn tints that are seen from my window as I write bring back the old home days, the old homestead, the rolling hills, the dipping valleys, and the griefs and joys of childhood.

EXAMPLE

We have been led many times during the years of our home building to give large orders for fruit trees and shrubbery, for no other reason, perhaps, than the fact that the guardian of our interests who called was armed with a multitude of engravings of fruit so real as to even make the mouth water; of flowers so gorgeous as to almost excite the sense of smell.

Ocular Suggestion

IN COMMON USE

All up-to-date merchants appeal to the eye by their beautiful and expensive display of goods. We can all learn from them; and whatever your business in life, and whatever the occasion to influence others, use this great channel of ocular suggestion to attain your desired end.

A DUAL FORCE

This mode of suggestion has a dual force. While suggestions are being made through the eye, and the attention of the normal mind is thus taken up, there lies open the opportunity to make a deep impression on the unconscious mind.

Action

(a) "Actions speak louder than words." You have often entered a room where someone was sleeping. The quiet placing of a finger on the

Suggestion as Applied to Business

lips by another suggests that you must not speak. You are talking with a person who is slightly demented. Your friend approaches; you tap your forehead, which suggests the condition of things to your friend. So your every action and motion and position, in dealing with a customer, produces an ocular suggestion, either favorable or otherwise.*

Attitude

(b) Your attitude may determine your success or failure in dealing with persons of well developed, highly perceptive faculties.†

*See Chapter on Sub-Conscious Mind.

†See Chapter on Personal Magnetism.

Verbal Suggestion

Verbal Suggestion

DEFINITION

A Verbal Suggestion is one that is expressed only by spoken words. As you listen to a mother's crooning lullaby, it brings up the mental vision of your own far-away home, and your past life.

“There is such power even in smallest things,
To bring the dear past back; a flower's tint
A snatch of some old song, the fleeting glint
Of sunbeams on the wave——”

USE INTELLIGENTLY

In your every-day, busy, professional or business life, never lose sight of the fact that the nature of the suggestion determines the direction of the thought.

Make your suggestion so that it will lead the mind to the matter in hand. If you wish to interest your

Suggestion as Applied to Business

Congressman in pushing through harbor improvements, speak of the good fishing, which is his hobby, and thus lead up to harbors and navigation; instead of speaking of the Wright brothers' latest accomplishments, and set him thinking of aviation.

EXAMPLE

A collector calls to secure a contribution to help a struggling missionary, or similar work. He remarks that Mr. B's neighbor gave ten dollars. This suggestion stimulates Mr. B's pride, and he gives the same amount. This principle may be applied under an endless number of circumstances.

Persuasion

One of the best methods, chosen from many, in which to employ verbal suggestion, is the method of persuasion. Persuasion is an appeal to the will and reasoning power. Persuasive

Verbal Suggestion

Suggestion is produced by argument, exhortation and illustration. The man with highly developed persuasive ability is the most successful in dealing with his fellow-men. The art of conversation and correct pitch of voice enters very largely into success along this line.*

EXAMPLE

A very striking example of persuasive suggestion entered into my experience a few days ago. A neighbor's cows had broken through the fence. The farmer had become extremely excited and angry, and was racing from place to place, indulging in abusive language, and hurling any available missile at the culprits. Instead of getting them nearer to the stable, they were all the time becoming more excited, and getting further away. As he gave up the chase in dis-

*See Chapter on Personal Magnetism.

Suggestion as Applied to Business

gust and extreme anger, the daughter of the house quietly appeared on the scene with a measure of bran, called the cows by name and showed them the bran, thus gently persuading them to follow her to their stalls.

APPLICATION

Study your proposition. Make your language so clear and your manner so cultured and refined that you may give no unpleasant suggestions and so defeat your own ends. A little "blarney" subtly and judiciously placed, may heighten the effect of persuasive suggestion.

Coercion

Coercive Suggestion, on rare occasions, may be necessary in dealing with persons of peculiar temperaments—those who are slow to come to a decision. In such cases it is necessary to be very positive and forceful in your

Verbal Suggestion

declarations. In training a horse for the hunt, the rider gives him a touch of the spur at the psychological moment, to cause him to leap the hedge or a ditch. In the same way, when **mental, ocular and persuasive suggestions** have failed to bring your Prospect to a decision, you must use some *coercive method*; forcing him to a positive and immediate decision.

EXAMPLE

“Mr. A., I want you to buy this set of books from me **TO-DAY**. You want them,—I need the money, and there is no need of wasting either your time or mine by coming here again. You know you will buy them in the end; just take them **to-day**. Here is the order blank. Sign right here, please.” The customer may “say things” under his breath all the way home that night, but you will have made a good sale.

Suggestion as Applied to Business

Suggestion by Comparison

Suggestion by Comparison is very forcefully and commonly used. It may be Ocular, Verbal or Written, and is brought about by similarity or contrast.

Similarity

(a) Similarity of objects produces a very strong suggestion. The man of the house sees a beautiful vase in a second-hand store. Its similarity to the old vase in the attic suggests the desirability of having it as a companion piece. He pays the price asked, and proudly carries it home. The joke is on him when he finds that his wife, only the day before, sold their old vase for which he had just paid ten dollars, to the proprietor of the second-hand store for fifty cents. Apply this principle in your every-day business affairs, and you will find it a vital force in producing success.

Suggestion by Comparison

Contrast

(b) Contrast is "Comparison by exhibiting the dissimilitude or the contrariety of qualities in the things compared; the placing of opposites together in order to make the antagonism of their qualities more apparent."*

EXAMPLE

Suggestions by Contrast are produced daily in every business man's experience. A salesman recently sold a new piano to a friend by contrasting its fine polish, quality of tone and perfect condition with the shabby appearance, poor tone and cracked sounding-board of the one then in use. Show the superiority of your goods by contrasting them with something your customer thinks is just as good.

Suggestions by Similarity and Contrast may be produced by word pictures, or by writing as well as by ocular demonstration.

*Century Dictionary.

Suggestion as Applied to Business

Written and Printed Suggestion

Written and Printed Suggestions are very extensively and successfully employed in all lines of business. The art of letter writing is a vast subject by itself, and is not pertinent to the matter in hand; but those who have mastered the art have at their command a great means of suggestion. Properly written letters and attractively printed folders, illustrations, and advertisements, offer an extensive channel through which to effect suggestions.

Such sources of suggestion are very often, and effectively used in leading up to an interview, or in concluding a deal, after other methods have been used.

EXAMPLE

Mr. A. had a Billy goat which he desired to sell to Mrs. B. He led the goat the two miles that separated their homes, in order to give an Ocular

Written and Printed Suggestion

Suggestion. He brought into play all his powers of persuasion, and even tried to coerce her into buying the goat, which she persistently refused to do. His every action and attitude suggested that the sale should be consummated at once. The next day he clipped from a magazine a very cute picture of a little child being drawn by a pair of goats harnessed to a small cart. He enclosed this clipping with a persuasive letter, saying that he believed she must have changed her mind by this time and wanted the goat for her boy. Johnny got the goat.

Suggestion as Applied to Business

Direct Suggestion

Direct Suggestion may be Ocular, Verbal, Written, Printed or caused by Comparison. It is a direct suggestive stimulus applied to the mind in contrast to Indirect Suggestion.

Direct Suggestion might be compared to an unmasked battery, while Indirect Suggestion would be a masked battery. The recipient of a Direct Suggestion realizes that a suggestion has been made to him; and if he complies with your desires, he will do so appreciating that the idea or proposition emanated from you.

EXAMPLE

A stock broker calls up a customer by telephone, and suggests that he buy a thousand shares of amalgamated copper, which he does at once. When the transaction is closed, he finds that he has made a thousand dollars. The next day, he tells his

Direct Suggestion

friend: "Mr. S., the broker is a capital fellow. He gave me a good tip last week, and I realized a fine rake-off."

The display of photographs, a prospectus, or samples of any kind constitute a Direct Ocular Suggestion. Such displays are very valuable in selling any and all kinds of goods. Their similarity to or contrast with some hobby of the Prospect often results in a suggestion which leads to a sale.

Suggestion as Applied to Business

Indirect Suggestion

Indirect Suggestion is among the most subtle and powerful methods of suggestion that can be used in connection with any business proposition. It is so subtly and artfully made that after a man has carried out your idea to the very letter, he fondly believes that it was his own idea. To use our friend, the broker, again: In dealing with a different type of customer, he does not suggest that the customer buy **amalgamated copper**, but simply relates the story as given in the above example. His prospective customer turns the matter over in his mind, and buys **copper** with the same gratifying result as Mr. A. Unlike him, when he meets a friend, he does not give his broker any credit whatever, but says: "I tell you, old boy, I know how to play the **game**. I **knew copper** was going up, so I called up my broker and ordered him to buy me a block of the

Indirect Suggestion

stock. The way to do is to buy on a rising market, and then sell out before the decline starts. I always hit it right."

Bear in mind that the same man made both suggestions; but in the latter case, the recipient made the suggestion his own idea, and the advice of a dozen men would not have prevented his making the purchase.

INDIRECT OCULAR SUGGESTION

Indirect Suggestion may also be brought about through ocular demonstration, or by similarity and contrast.

"Josiah Allen's wife said that she never told her husband a lie in her life, but when she saw him coming home from the wood-lot tired and cold and cross, she always ran to the cupboard, grabbed the tablecloth, threw it and the knives and forks upon the table, and waited to see the gleam of joy in Josiah's eyes when he saw what

Suggestion as Applied to Business

he thought were signs that dinner was almost ready.

“She said that the tablecloth kept him contented, when all the fibs about how near done the biscuits were wouldn’t have done a mite of good.

“She didn’t say that dinner was almost ready, you noticed; she didn’t give him a chance to wonder about it at all. She just threw the tablecloth on the table, and began to talk about the pumpkin pie, and how well it turned out in the morning’s baking.”

Negative Suggestion

Negative Suggestion

Negative Suggestions should never be used as they produce negative results. A young man calls upon a prosperous farmer. After speaking of the fine weather and the bountiful crops, he remarks: "You don't want any new farm machinery this year, do you?" Of course the man replies, "No." If the salesman had said: "You will need some machinery this year, won't you? A new plow or a harrow?" The farmer might have answered, "No, but I think I need a new harvester," and a good sale might have been made at once. Your mental attitude may create the strongest Negative Suggestion. Never admit even to yourself that you cannot do a thing successfully.

Suggestion as Applied to Business

Auto- or Self-Suggestion

Auto- or Self-Suggestion is the one you give yourself, and naturally is the most potent. You can give yourself more effective suggestions than any one can possibly give you. "Thought is a positive, dynamic force that takes form in action." Auto - Suggestion, rightly used, is one of the most powerful agencies known for the control of one's morals, one's business, and one's health; and it is a success producer if used intelligently.

EXERCISE

Every morning before you start the work of the day, and every evening when all the care has rolled off, go by yourself, select a comfortable chair, use the same one every time, if possible, and sit in a perfectly relaxed condition and position. When all disturbing thoughts are stilled, call to mind the weak points in your character and

Auto- or Self-Suggestion

work. If you have lacked courage during the day that has passed, or lack courage to face the coming problem of the day upon which you are entering, say very forcibly to yourself: "I am courageous. I am all courage. I have all the courage that it is possible for a human being to have."

If you have never been successful, and fear that you will *never be*, talk to yourself in this way: "I am successful. I have always been successful, but have never fully realized it. But I will now, and forget the past. Success is mine, and I will go out and *claim* my own." Treating yourself thus for any imperfection, you can in time become just what you desire.

"I am Success. Like bounding waves
that beat
On echoing shores, athwart the billowy
main,
My spirit onward strives, nor brooks
retreat,
Nor heeds the groans of Failure's dismal
train.

Suggestion as Applied to Business

For, though a thousand times by Fate
cast down,
It vaunts its prowess, and demands its
own.

“And well it knows, impervious it stands
To all the arrows of contending foes,
And laughs at fears and frowns of fool-
ish bands,
Who fly to cover from the raining blows.
For, with fair Peace above the madden-
ing strife,
It bides with liberty and deathless life.

“Its beauty none can mar, its courage
thwart;
For, like a rock mid-sea that waves
bombard,
Undaunted it sustains its sturdy part,
And calmly bears its fate, unstirred,
unmarred,—
I AM SUCCESS: none can defeat my
power;
O'er all I ride, and claim the Victor's
dower!

“I will not own nor weakness nor defeat,
Nor droop my head, nor let my brave
heart sink;
For, when I seem to fail, the watchword
I repeat:
'I AM SUCCESS,' and, though upon the
brink
Of deep abysms of despair, I see
My brow bedecked with bays of Victory.”

—Henry Frank.

Auto- or Self-Suggestion

Thus it is that Suggestion rules the world. Men and women are very pliable. Human beings are rare who are not open to suggestion from some quarter. Any student of human nature can soon find the vulnerable point in the one whom he wishes to influence.

The whole of Suggestion and its results is aptly illustrated in the following: A little girl falls down and hurts her hand. Her mother kisses the spot and suggests: "All gone; throw it down the railroad track." The child receives the suggestion, repeats the expression, parrot-like—"All gone," and goes on playing and shouting with glee.

CHAPTER II

The Subconscious Mind

“If stores of dry and learned lore we
gain,
We keep them in the memory of the
brain;
Names, things, and facts,—whate’er we
knowledge call,—
There is the common ledger for them
all;
And images on this cold surface traced
Make slight impression, and are soon
effaced.
But we’ve a page, more glowing and
more bright,
On which our friendship and our love to
write;
That these may never from the soul
depart,
We trust them to the memory of the
heart.
There is no dimming, no effacement
there;
Each new pulsation keeps the record
clear;
Warm, golden letters all the tablet fill,
Nor lose their lustre till the heart stands
still.”

—*Daniel Webster.*

The Subconscious Mind

DEFINITION

As far back as 1798, what we call "the subconscious mind" was designated as "the natural consciousness." By more modern thinkers it has been called "the stream of consciousness." The subconscious mind is sometimes called the unconscious mind; it is never unconscious, however, though we may not be conscious of possessing it. It has also been called "the under mind." At the present time it is called "the subjective mind," and it is subject to the intellect or conscious mind.

The subconscious mind directs all of our bodily functions while we sleep, or while the conscious mind is busy with other matters. This part of the mind never sleeps, and carries on the functions of life for us without our conscious knowledge. The continual work of digestion, circulation, repair, and any change in the cell-life of the body; anything that is done automatically, or

Suggestion as Applied to Business

without our conscious knowledge is done by the subconscious mind.

The subconscious mind is head-master, and directs his subordinates, the organs and cells. When the subconscious mind has received a suggestion of pessimism, illness, cowardice, or fright, and the suggestion is acted upon, the pessimistic thought will cause the corners of the mouth to droop, while an optimistic thought will surely have the opposite effect; the suggestion of illness will make one actually ill; and that of cowardice will make one's nerves shaky. The suggestion of fright will give one a desire to glance behind, or listen for noises in the dark. These are all done unconsciously until brought to the notice of the conscious mind through the same agency that causes their performance.

Adverse suggestions given to the subconscious mind will interfere with the proper functioning of the body,

The Subconscious Mind

and cause one to become incapable of performing good work, demonstrating perfect health, projecting the finest thought, or planning the best business suggestions.

Doing things "by heart" means that we have mastered them consciously, and then passed them on to the subconscious mind to be brought forth when needed. Thus we can perform two tasks at once; the one of which we are consciously thinking, and the one which we do automatically.

ILLUSTRATIONS

A woman can run a sewing-machine, guiding her work under the needle consciously, while her feet keep the treadle in motion unconsciously.

One can walk for miles without thinking of a single step taken, and without seeing one bit of the scenery, while the conscious mind is working

Suggestion as Applied to Business

out some problem in mathematics. We have seen old ladies knit by the hour without more than an occasional glance at their work, while their conscious mind was completely absorbed with other matters.

HABIT

“Note the difference between learning to do a thing, and then doing it after it is learned.” The subconscious mind is sometimes called the “habit” mind. When a habit is once formed by the conscious mind, and passed on to subconsciousness, while the intellect goes about its other, conscious work, the habit becomes so fixed that it is hard to eradicate it. In fact, though the subconscious mind can be given counteracting suggestions, and a habit may be broken, the memory of it will always be retained, somewhere, and it will “crop out” when least expected.

The Subconscious Mind

RECOLLECTION

It is said by those who have almost drowned that they remembered every action of their life. The whole life's history may be reproduced and brought to the conscious mind, by the unconscious memory: the reproductive faculty of the subconsciousness. We may have forgotten names, places, conditions and circumstances that we wish to recall; but if we will give up the effort for a while, the subconscious mind continues to work at the problem and will dig out what we want from the conscious mind and pass it on to our recollection like a flash.

One may easily see that a suggestion given is never lost, even though it apparently has no effect. If you see no immediate results from your business suggestions, throw all your care and worry about the matter "down the railroad track," because they are like

Suggestion as Applied to Business

seeds dropped in different soil—some take longer than others to germinate.

SOURCES OF SUGGESTION

The subconscious mind receives all sensations conveyed to the mind by the five senses, and acts automatically on all that do not require judgment or decision. You place your hand on a hot stove, and, without any reasoning, you automatically jerk it away.

This mind receives suggestions from many sources: the projected thought of others, as mentioned in Mental Suggestion; the five senses, thoughts originating in your own conscious mind, and all suggestions received from the nine sources mentioned in the previous chapter.

In dealing with the subject of Suggestion, the statement is frequently made that all suggestions are sent by

The Subconscious Mind

the conscious mind into the subconscious mind. This is true, but misleading. The facts are these: All suggestions made by *my own* intellect are made to my subconscious mind and called auto-suggestions; but all suggestions made by *you* to me are made directly to my subconsciousness, and passed on to my reasoning powers or intellect. It is not a case of intellect speaking to intellect, and then the suggestion being sent down to the storehouse. They appear to say that the suggestion goes to the subconsciousness *by way* of the conscious mind, which is not the fact with anything originating outside of one's own mind. In other words: "I"—my intellect—suggest or pass ideas to my subconscious mind which is "myself"; but you, in speaking to me, speak directly to the subconscious mind, which

Suggestion as Applied to Business

passes the knowledge up to my intellect, or conscious mind, for deliberation, except in cases where the subconscious mind acts automatically. All suggestions are first given to the subconscious mind, whether given by *my* intellect or *yours*.

UNFAVORABLE SUGGESTION

While earnestly talking with a person, and, apparently having his perfect attention, in fact, you have the undivided attention of his conscious mind, and may be making a favorable impression upon him, some awkward motion or position of yours may, unconsciously to him, present an unfavorable suggestion to his subconsciousness. Thus your whole interview may have been wasted, and you may never be able to regain what you have lost by your own carelessness.

The Subconscious Mind

EXAMPLE

A young man, in calling upon a very precise and prosperous business man, lost a good sale by hanging his leg over the arm of the office chair while talking; another produced the same effect by standing on one foot and fumbling with his hat; while a third "queered" his whole interview by scratching the dandruff out of his hair, over his coat collar, and down on his Prospect's immaculate desk. One might as well try to make two photographs on one plate as to expect to succeed under such circumstances.

FAVORABLE SUGGESTION

Favorable Suggestions may in the same way be made on the subconscious mind while the conscious mind is entirely occupied. You may be talking as fast as a talking-machine can run, and, apparently having your Prospect's undivided attention. The showing of a

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photograph at such a time often makes a profound impression upon the subconsciousness; the dropping of a suggestion between your sentences may have the same result. The effect of such suggestions may be noted before you close your interview; it may be seen on the occasion of your next call, or even weeks or months afterward.

A FACT—NOT THEORY

The subconscious mind is a psychological fact that we must accept. The clearer one gets these terms fastened in his mind, and the better one comes to understand the whole subject, the more successful he will be in dealing with his fellow men. You know in your inner self that there are powers there which you have never been able to express. Allow yourself to unfold as gently as a flower blows; permit those powers to break their bonds, and you will steadily and rapidly advance

The Subconscious Mind

in your chosen work. There is no limit to your capacity; subconsciousness cannot be exhausted in the quantity, quality or variety of its power. Therefore, if you cause all your powers to work harmoniously, keeping them perfectly controlled, you can do whatever you desire. Never question this; *it is possible.*

REALIZATION

When one says: "I will do a thing," he expresses the sentiment with his conscious mind; but his subconsciousness furnishes the motor power to carry out what he wills to do.

"You can change yourself, improve yourself, advance yourself; grow out of any inferior condition into any superior condition; **create health, harmony and happiness in abundance; LIVE AS YOU WISH TO LIVE; become what you desire to become; increase perpetually your capacity to**

Suggestion as Applied to Business

attain and achieve; build character and ability to the highest degree of efficiency and power, and place yourself upon that high pinnacle of being, where you can truthfully say, 'My life is in my own hands, and what my future is to be, I, myself, **HAVE THE POWER TO DETERMINE.'**'"

—*Eternal Progress.*

CHAPTER III

Self-Mastery Through Auto-Suggestion

“A man is what his auto-suggestions make him; change his auto-suggestions and you change the man.”

—*Herbert A. Parkyn, M. D.*

DEFINITION

An Auto- or Self-Suggestion is one given by one's conscious mind to one's unconscious mind. Whether we recognize its agency or not, it is *the potent force* in self-mastery.

To be successful in business, whether you are working for yourself or for others, you must be the master of circumstances, your own disposition, and your environment.

Suggestion as Applied to Business

OF CIRCUMSTANCES

“Circumstances alter cases,” is an old adage. When you find that circumstances over which you apparently have no control are about to control *you*, give yourself suggestions for harmony at once, and you will find that a consciousness of peace, harmony and acquiescence in the circumstances will change them into a blessing.

AUTO-SUGGESTION EXERCISE

“I am harmony. I will not recognize this seeming frustration of my plans. I will not strive, and fuss and fume, but calmly wait.”

“Serene I fold my hands and wait,
Nor care for wind nor tide nor sea!
I rave no more 'gainst time nor fate,
For what is mine will come to me.”

You will soon find that your changed attitude toward circumstances has made them a blessing to you, if

Self-Mastery Through Auto-Suggestion

only in added calmness and poise. Every circumstance in life has its effect on character, and it depends on us whether it shall be for good or ill. No circumstance can work us harm unless we let it.

“Who does the best his circumstance allows,
Does well, acts nobly; angels could no more.”

BE PRACTICAL

When a circumstance or situation occurs that balks your plans, do not make a dive for a “comfortable chair,” a “relaxed position,” or a certain room, in the middle of a forenoon’s work. Never make that an excuse to loaf! Whether you are on the street, in a car or in an office, give yourself suggestions as above, and nothing can harm your work in the end. Something will come to you: some suggestion will be flashed up by your sub-

Suggestion as Applied to Business

conscious mind that will illumine the situation, and you will see clearly how to meet it.

OF DISPOSITION

Above all else do not allow your disposition to hinder your work. Hatred, envy, jealousy, avarice and petty spite will ruin your chance of success. These *must* be mastered if you would succeed in business in the highest sense. Even though you may attract *money* while possessing a disposition composed of such characteristics, *that* can hardly be called success in the broader and nobler acceptance of the term.

AUTO-SUGGESTION EXERCISE

“I am not a mere money-grabber, but a success from *every standpoint*. My character is such that I am a desirable visitor in any man’s office. Men will deal with me because they like me

Self-Mastery Through Auto-Suggestion

and *want* to listen to my proposition. I will not try to grasp money at the expense of *character*: if *either* must suffer let it be the *business*."

"Better not be at all than not be noble."

With strict integrity uppermost in your life, the business success will come, if there is anything in you that will "make for success."

When you enter the presence of your Prospect, if you dislike him because he is more successful than you; if you envy him his beautiful office (while yours, perchance, is "under your hat"), and feel that you must "separate him from his money" even though you are obliged to use "sharp practice," these feelings will obtrude themselves into his consciousness by Adverse Suggestion and ruin your success with him—and they should. Therefore, I say to you: Master your disposition, or your disposition will master you.

Suggestion as Applied to Business

OF ENVIRONMENT

It is a matter of history that some of our greatest men have become such *in spite* of early environment. No environment can overwhelm you if you have one ounce of pluck, two ounces of ambition, a tablespoonful of grit, two tablespoonfuls of personal magnetism, a tumbler full of will-power, a pint of integrity, a quart of optimism and a quart and a pint of perseverance. Shake all together and use them constantly "in your business." Never be without them in your mental house.

AUTO-SUGGESTION EXERCISE

When you suggest to yourself that you have these qualities of heart and mind, remember to use your will-power in action, to force them to the fore. You can suggest to yourself that you are successful and have mastered yourself until doomsday; but if you do not fulfill all of the requirements

Self-Mastery Through Auto-Suggestion

that make for success, *i. e.* "Work out your own salvation," you will never succeed. There is something to do besides suggesting. There is much nonsense written nowadays about "affirmations." Books and lessons are filled with page after page of ready-made suggestions; whereas *one*, properly used and consciously acted upon will answer every purpose, for each occasion. It is far better to use that **ONE** auto-suggestion that suits your own individual case at the time, and spend more time digging up success with "a will to do"; forgetting the weakness that has caused the lack in the past; fully realizing that you are not a success and never have been, but that you **WILL** be. It may be soothing to one's self-respect to sit comfortably in an easy chair and blow the rings of smoke from a cheap cigar in circles about your head, and, incidentally perfume your linen, while you suggest

Suggestion as Applied to Business

or affirm: "I AM SUCCESS"; but while thus engaged, your more ambitious business man is getting down the street as though the Oldest Inhabitant of the Lower Regions were after^hhim, getting to his Prospect, and GETTING success ahead of you.

REALIZATION

By all means give yourself strong auto-suggestions at odd times and while you work; but work them out with a mighty hustle. Then, I care not what your environment may be; I care not what part of the country, what state, what town or what *part of the town* you may inhabit; I care not what you have done, if you give yourself success suggestions, and then GO OUT AND ACT ON THEM WITH ALL THE WILL-POWER THAT YOU POSSESS—and more will develop—you will master your environment, and "your own will come to you."

Self-Mastery Through Auto-Suggestion

Auto-suggestions for self-mastery are harmonizing. They may be given at any time. When you feel morally, spiritually or physically weak, give yourself the suggestion of strength, and thus master the weakness at once. It takes but a minute—less than a minute—then go right on with your work, FORGETTING YOURSELF.

WORK

One must *dig* for what one gets, and *dig hard*. There is little time to analyse one's feelings, or talk about them. Did you ever know a successful person who did not work hard in some way, if not now, at some time in his life? Be assured that it is extremely *hard work* to be rich. Riches bring care and work and worries of which the poor man can have no conception. The successful business man of immense interests works more hours and harder, or has done so at some time

Suggestion as Applied to Business

in his life, than the laborer who works a stated number of hours a day. They each earn what they get: brawn may get a loaf of rye bread and a pail of beer; brain can command the luxuries of each season, but **THEY BOTH MUST WORK!**

It is said that the mind draws our success to us if we "hold the right thought"; but if any measure of success is ours we have also *gone after it*; when we seek it, it will meet us half way.

The best time to practice Auto-Suggestion out of business hours is just before dropping asleep at night. Suggest that you are the perfect master of *yourself* first, and then of every circumstance and environment of life; and while you sleep these suggestions will sink deep into your subconsciousness, and aid you to work them out in your life when you waken. It will soon be true of you that:

Self-Mastery Through Auto-Suggestion

“I shall arrive!
What time, what circuit first
I ask not!
In some time, His good time,
I shall arrive!
He guides me and the bird—
In His good time!”

CHAPTER IV

Failure—Success

“He that hath a noble aim and the will power to hold on to it, hath compassed all the mystery of success.”

The ensuing article is incorporated here because of its bearing upon the last and the following chapters:

Failure

“Failure was in me and not in my environment, circumstances, fate or any other thing that unsuccessful people usually blame. I unconsciously courted failure and then wondered why it came.

“At the first rebuff from the business world the corners of my mouth went down; at the second, I became discouraged and said, ‘What’s the

Failure—Success

use?’ As I tried again, my step lagged, my shoulders began to droop, I kept my eyes on the ground when walking, and constantly shifted them when speaking. In a little while I ceased to care for my personal appearance. A three days’ growth of beard and soiled linen are not good recommendations for a young man.

“Every time I made a spasmodic effort to succeed I really looked for defeat. I talked failure; acted failure; looked the part, and, I suspect slept like one—too often and too long. I sought others whom I knew to be failures in every sense of the word. We talked over our ‘ill luck,’ the ‘hard times,’ and, with prophecies of worse things ahead, each would touch the ineffectual, lifeless hand of the other, and slouch away. We thought we were failures, and ‘As a man thinketh in his heart, so is he.’

Suggestion as Applied to Business

“In the course of time my real friends told me these things and I said, ‘That’s so’!—thereby fastening the general condition more firmly upon my life.

“In asking for a position I began hesitatingly and in a complaining tone, to tell how my family was suffering, and rather begged it instead of applying for it in a business-like way.

“I had ambitions with their accompanying illusions. Many times when I obtained a position, my lack of concentration was the cause of failure to make good: my mind was on fancy schemes by which I might make money without working.

“Once I thought I knew more than my employer who had been a successful business man for more years than I was old; I actually told him I could give him ‘pointers.’ I was told that if I had any business of my own outside,

Failure—Success

I might apply for my envelope at once, and attend to it. Therefore, in this case I failed because I did not mind my own business.

“I felt that my talents were unappreciated, and did not realize for a long time that I had exhibited no talents nor qualities of heart or mind worthy of appreciation. While I harbored this idea I would run down my employer behind his back. My attitude toward him was so hostile that he felt it, and, unconsciously paid me back in kind.

“When I came to myself I seemed to waken, as from a dream; I began at the very foundation of things—but that is another story.

Success

“Having almost made a wreck of my life, and finding myself on the verge of despair, I seemed to rebound. It must have been my ‘good angel’ who led me to just the people who were best fitted to help me to help myself.

Suggestion as Applied to Business

“I was humiliated, discouraged and fast losing my health. I sought friends who were healthy and personally magnetic. They told me in no uncertain tones that my first duty was to make a man of myself; that when I was well, and willing to be honorable in all my dealings, I could be a success.

“One friend taught me deep breathing. Through this practice I began to realize courage, and a feeling of optimism that had been foreign to me for years. I began to stand erect: shoulders back, head up, chin in, and look every one squarely in the eye.

“When I began to give my employer as good service as he paid me for, he raised my salary. This was after I became interested enough in my work not to leave an important letter on the typewriter all finished but the last line, when the whistle blew—leaving the typewriter open to the dust of the morning cleaning;—after I learned to

Failure—Success

go directly to my employer, when he called me, instead of stopping on my way to play with the office cat—while he waited. So by dropping off the careless, disagreeable, annoying habits, I began to make good.

“After turning ‘right about face’ I did not have money as my goal, as wretchedly as I needed it, but rather the forming of a *good character*. I watched the lives of men whom the world calls successful. I watched them critically, and even at this early stage of my reformation I sensed the fact that millions gained dishonestly, or at the expense of a temperate, moral, upright character, could not be called *success*. So, putting money-getting entirely in the background, and concentrating on business *as business*, striving for integrity, I soon made myself *worthy* to handle the money that eventually came.

Suggestion as Applied to Business

“I made good first by building up my body: deep breathing, daily bathing, and optimistic thinking; second by wearing neat clothing, and keeping my finger nails out of mourning; third by **using my will-power** to force dormant right principles to the fore, and overcoming my desire to shirk and deceive; fourth by concentration on the work in hand.”

CHAPTER V.

**Suggestion Through Personal
Magnetism**

“A hint for a gentleman, a club for a clown.”

—*Portugese Proverb.*

“THE LONGER I LIVE, THE MORE DEEPLY AM I CONVINCED THAT THAT WHICH MAKES THE DIFFERENCE BETWEEN ONE MAN AND ANOTHER—BETWEEN THE WEAK AND THE POWERFUL, THE GREAT AND THE INSIGNIFICANT, IS ENERGY—INVINCIBLE DETERMINATION—A PURPOSE ONCE FORMED, AND THEN DEATH OR VICTORY.”

—*Fowell Buxton.*

Suggestion as Applied to Business

“The potent force or magnetic power resident in every human being may be called energy.” It is also called vital force. When this energy or vital force is expressed in the projection of a thought, a word or an act; when the voice, touch or eye **communicate** the expression of this power to others. it is called personal magnetism.

The energy or vital force back of its expression is generated by the breathing of pure air; through food and drink; unconsciously, during sleep; by holding correct thoughts in regard to health; and in fact, by the very character of the man: he expresses what he is.

The person who is not energetic enough to express himself in any way, is not magnetic. Therefore, to be magnetic one must partake liberally of the life essentials, abound in good health, and be able to express what is in one. This knowledge is acquired.

Suggestion Through Personal Magnetism

No one is born with personal magnetism. Though many magnetic people have not consciously gone about to acquire it, it has nevertheless been a matter of education with them.

Personal magnetism is the power to attract and win others. It is as much physical as mental: a well developed body goes hand in hand with a well developed mind. The world is full of negative, insipid, weak-charactered people who do not attract, and are designated as "common."

"Whatsoever a man soweth, that shall he also reap," is a great truth. Look for the interesting points in others, and they will see interesting things in you. A smile begets a smile; a frown begets a frown. The world is a perfect mirror and reflects what we give it. People feel the attraction of love, kindness, and any expression of nobility of character; they are swayed

Suggestion as Applied to Business

and influenced by the magnetic personality.

“Look for goodness, look for gladness,
You will find them all the while;
If you bring a smiling visage
To the glass you meet a smile.
Do not look for wrong and evil,
You will find them if you do;
As you measure for your neighbor
He will measure back to you.”

—*Alice Cary.*

Every one is not magnetic in the same way. Some impress others through the voice, some through the eye, some in their carriage or mien, some in their gestures, and many in all of these ways, without emphasis upon any one phase.

THE VOICE

There is much magnetism in the human voice when it is cultivated. On the other hand it may jar people so that all influence will be lost. No one

Suggestion Through Personal Magnetism

who talks incoherently is magnetic or a clear thinker. The human voice is a most delicately attuned musical instrument. It is capable of cultivation beyond the dreams of those who have given it no thought. It can be made to express any emotion. "It marks the man without his consent; it makes the man if he will but cultivate it."

To cultivate the magnetism of the voice one must study enunciation; learn to pronounce each syllable of each word distinctly, but not noticeably so, as though one is repeating a memorized lesson. Cultivate a well modulated voice: low, distinct and impressive. Accent the important words in your sentences, as you sometimes underscore them in writing—to make them impressive.

ILLUSTRATION

"*Our* goods are the *very best* on the market. If you give *us* your order

THE
MAGNETIC
VOICE
Suggestion as Applied to Business

you will be *delighted* — I *know* you will.”

A sentence of this kind can be used with persuasive suggestion and magnetic force.

EXERCISE

It is said that the middle note of the piano board—the key of F—is the note of nature; that it harmonizes with the wind in a vast forest; with the noise of a distant city; and with the roar of the ocean. The sound of the human voice expressed in this key will both entreat and command, with the result of compliance and obedience.

To produce your individual tone press with a spoon on the back of the tongue, and at the same time pronounce aloud the sound of AH—with a full breath. Compare this note with your ordinary tone of voice. If your voice is too low, raise it; if it is too high, lower it.*

*T. J. Beterio.

Suggestion Through Personal Magnetism

THE EYE

Next in importance comes the eye. A good, honest, "square" eye is very magnetic and a great force in the expression of thought. A person with shifting or unsettled eyes usually is deceitful in character. A restless, roving eye impresses no one. A "shady," underhanded eye impresses people—to *let you and your proposition alone!* It is the calm, steady eye that controls.

It is said that the point of influence by the eye is at the root of the nose, between the eyes. You may focus your eyes there occasionally, and your Prospect will not know that you are not looking directly into his eyes. This gaze should not be used more than a half a minute at a time, during your conversation. If it is used long enough to become a stare, it will make your Prospect nervous and create a contrary condition of mind that will cause defeat

THE
MAGNETIC GAZE
Suggestion as Applied to Business

instead of victory. One may over-do anything.

**HOW TO DEVELOP A MAGNETIC
GAZE**

(1) Stand before a mirror; make a dot on its center; fix your eyes on the dot; keep them there, and slowly move your head to the right as far as you can, then to the left as far as you can, and still see the dot. Do this several times night and morning for a couple of weeks. After this time increase the speed a trifle and work a little longer, but be careful and not strain the eyes. Do it very gently.

(2) Stand before a mirror and focus your gaze on the pupils of your own eyes as though they were the eyes of another person. At first stand about ten feet from the mirror, and each day move a trifle nearer until you look directly into your mirrored eyes. These exercises will develop what is called the magnetic gaze.

Suggestion Through Personal Magnetism

THE TOUCH

In shaking hands with people do not lay four cold fingers into their palm and expect them to shake or press them, while your fingers lie perfectly passive. Sensitive people will inwardly shudder and drop them. In the ordinary walks of life, and where the action is called for at all, give people a hearty hand shake. There is a world of personal magnetism in the touch of a wholesome, healthy hand. By wholesome I mean perfectly clean, with the nails well cared for. If you are subject to cold "clammy" hands, tone up your system with deep breathing exercises, and auto-suggestions. These will make your blood circulate properly. Poor circulation is the trouble.

GESTURES

Gestures may be used occasionally; but "sawing the air" and pounding the desk *must* be avoided. These vulgar

Suggestion as Applied to Business

manifestations of energy will be disagreeable to your Prospect, who may turn from you to rest his nerves. If he does turn from you, you have lost a point, while he, perhaps, has gained one. However, one may "suit the action to the word" very effectively, and thereby enhance the effect of his argument.

GENERAL APPEARANCE

Another potent factor in the radiation of Personal Magnetism is general appearance. One does not require the latest cut of clothing to be attractive. Be neatness itself. Have your clothing sponged and pressed frequently. Keep your teeth perfectly clean, and be sure that your breath is sweet. If you are a clean-shaven man—*be a clean-shaven man*; and remember that the little Italian "shine" on the corner must make a living. Ordinary advice? Yes, but if followed, success will come to you in leaps and bounds.

Suggestion Through Personal Magnetism

SELF-CONTROL

Study self-control. Keep your hands quiet while conversing with people. Do not toy with papers on a table or desk, while sitting beside it. Do not tap your feet on the floor, nor constantly twitch in your chair. These things show a decided lack of self-control and detract from one's personal magnetism. They also sap one's vitality, which should be conserved. In other words: avoid all useless motions of the body. They injure your organism and detract from your argument.

"Self-reverence, self-knowledge, self-control,
These three alone lead life to sovereign power."

—*Tennyson.*

CORRECT POSITION

Give strict attention to your carriage. A magnetic walk is very necessary. Whether sitting, standing or

Suggestion as Applied to Business

walking, carry your head up, your chin in, and your chest expanded. Stand with the weight of the body on the balls of the feet, with the abdomen drawn in. Practice this until the position becomes a part of yourself. You will never accomplish anything with a slouchy gait, or a sloverly position of any kind. You will soon maintain the correct position unconsciously. Make it so much your own that you will forget that you ever carried yourself in any other way.

TEMPER

Do not indulge in bursts of passion. Anger destroys nerve force and reserve energy. It saps vitality and thus punishes him who indulges in it. It accomplishes nothing; wins no arguments; but places one at a disadvantage. Therefore be self-controlled, self-confident and serene.

Suggestion Through Personal Magnetism

Study people who repel you, and thus learn to avoid the things they do and say that are repulsive to you. Develop your own magnetism by contrast.

Remember that you have within your own soul a greatness that no one can give you, and no one can take away. **BELIEVE IN YOURSELF AND OTHERS WILL BELIEVE IN YOU.** Dismiss all ideas of limitation from your mind at once.

Personal magnetism is a growth, more rapid in some than in others; but all may acquire it, and all *must* acquire it if they are to be successful suggestionists.

Your success will depend upon your object or aim in life; the intensity of your desire for it; and the degree of your concentration.

AUTO-SUGGESTIVE EXERCISE

If, on waking some fine morning, you get it into your head that the

Suggestion as Applied to Business

morning is *not* fine, and you feel discouraged and out of sorts, just go to your looking glass, put all the pure joy you can muster into your face, smile broadly, AND WINK YOUR LEFT EYE AT YOURSELF. The action and the comical idea it conveys, will make you feel that the world is quite a jolly old place after all.

CHARACTER

Externals are not the whole thing in Suggestion through Personal Magnetism. We radiate magnetism in proportion as we develop character: it may be either good or evil. It is taken for granted that the readers of this little book are good, sincere people, and will not use any of the exercises given for anything *but* good.

You of course know that a dollar gained at the expense of character is a dollar lost—it will do you *no permanent* good. A dollar is a dollar for this

Suggestion Through Personal Magnetism

little life only: your character is all you have left when life is past. Character—what we really are—will go with us, and it will be all we can take with us when we pass out. If we are inspected when we reach the Port of Heaven, will we be ashamed of our possessions? It will do no good at that late hour to try and smuggle into that Country qualities of heart and soul that we know we should possess, but made no effort to cultivate here.

It is perfectly legitimate to use suggestion in all of its phases to earn honest dollars, and more dollars can unquestionably be earned by its use; but when it becomes a question of *dollars or character*, I believe that every reader of mine will choose the latter, without a moment's hesitation. Make your character right, honest, sincere, above reproach, and the dollars will come to you as the day follows the night.

Suggestion as Applied to Business

“But,” you say, “many dishonest men are successful in business.” In answer to this I will quote James Allen:

“A man may be honest in certain directions, yet suffer privations; a man may be dishonest in certain directions, yet acquire wealth; but the conclusion usually formed that the one man fails *because of his particular honesty*, and that the other prospers *because of his particular dishonesty*, is the result of a superficial judgment, which assumes that a dishonest man is almost totally corrupt, and the honest man almost entirely virtuous. In the light of a deeper knowledge and wider experience, such judgment is found to be erroneous. The dishonest man may have some admirable virtues that the other does not possess; and the honest man obnoxious vices which are absent in the other. The honest man reaps the good results of his honest thoughts

Suggestion Through Personal Magnetism

and acts; he also brings upon himself the sufferings which his vices produce. The dishonest man likewise garners his own suffering and happiness."* *A well-rounded, good character is priceless.*

It is the character that shines through the magnetic eye; the sympathetic heart that expresses itself through a warm hand-clasp; and the character back of the voice that causes the ring of sincerity, the contagious ring of joy, or the outward expression of grief.

One may comply with all the external requisites in the cultivation of personal magnetism, but if his character be such that the magnetism attracts dislike through adverse suggestion, one's Prospect might exclaim, with evident dislike: "That man is forceful and magnetic—he almost compels me to buy; but *there is something about him that gives me the shivers.* I guess he is not

*"As a Man Thinketh," p. 25.

Suggestion as Applied to Business

handling good stock. I'll wait and see a salesman from another house.'

Any crooked dealing will have its effect on your inner life sooner or later, if only in your conscious estimate of yourself. *You will never forget it,* and you will lose self-respect, even though no other human being discovers just what it is that is leaving its impress on your features. The loss of self-respect results in unsteady eyes; such eyes, as has been said, are never magnetic, and are looked upon with suspicion by all people of discernment and integrity, who have any knowledge of character as expressed in the human face.

A splendid editorial regarding the character of Dr. William Arnold Shanklin, recently inaugurated president of Wesleyan University, is notable:

"He is a man with the soul of brotherhood within him. Out of his eyes shines greatness of soul. There

Suggestion Through Personal Magnetism

is in his face that magnetism which is bred of a noble spirit. Back of him is a record for winning men of all sorts and conditions.....He is a man—a simple and magnetic man, first of all. He will make his way by his own personal force and charm.”*

“This above all—to thine own self be true;
And it must follow, as the night the day,
Thou canst not then be false to any man.”

—*Shakespeare.*

*New Haven Evening Register.

Suggestion as Applied to Business

“Back of the deed is the doer;
Back of the doer the dream.
Back of the world as we see it,
Science of things as they seem,
Waits the invisible spirit,
Weaving an infinite scheme.

“We are but outward expressions
Of an interior thought;
Gleams of the light everlasting
Through the material caught;
Parts of the purpose eternal
Into humanity wrought.

“Mind is the monarch of matter.
Will is the master of fate.
Whate'er the soul may determine,
That can it reach, soon or late.
Thoughts have the gift and the power
That which they think to create.

“All that is yours you shall garner;
All that you earn you shall gain;
After the toil of the sowing,
There shall be bounties of grain;
When in your spirit you ripen
And to your kingdom attain.”

—*Selected.*

CHAPTER VI.

Concentration As An Aid to Suggestion

“Whatsoever thy hand findeth to do, do it with thy might.”

—*Bible.*

DEFINITION

Concentration consists in turning all one's attention on one thing at one time. To become a successful suggestionist one must know how to concentrate on the work in hand, deliberately putting all side-schemes and air-castles out of one's life. There are many kinds of concentration; but for the purpose in hand I will only mention five classes: Passive, Active, Memory, Meditative and Spasmodic.

Suggestion as Applied to Business

Passive Concentration

Much has been said, and is being written on this subject. Many exercises are given for staring at objects as long as possible without winking; sitting in a comfortable chair and staring at a dot on the wall by the hour; and looking into the depths of a glass of water until all the active senses are stilled. This is a great waste of valuable time unless one is a person of leisure. However, there is a kind of passive concentration that is absolutely necessary to long life in the business world, for the man whose days are so strenuous that he uses all his nervous energy during business hours: the concentration of relaxation.

RELAXATION

Relaxation means rest. Perfect relaxation of both body and mind means rest for both. When you practice this passive condition you concentrate on

Passive Concentration

rest. This should be done every night before retiring, so that one may be prepared for the active concentration to come on the following day. "As thy day, so shall thy strength be," is a glorious promise; but is it not for us to do what we can toward furnishing and conserving strength? I believe so, inasmuch as "The Lord helps him who helps himself."

EXERCISE FOR RELAXATION

Take to the floor with perfect abandon; lie supine upon your back. Relax every muscle, the eyelids and the under jaw. Allow the body to lie a dead weight, in a state of perfect physical repose. Breathe slowly and *deeply*, but without pronounced physical effort.

Remain thus for a minute, as nearly as you can judge, then slowly raise the right arm a couple of inches, and let it fall *limp*; do the same with the left arm. Now the right, and finally

Suggestion as Applied to Business

the left leg. Then roll over very slowly, first on the right side, and then on the left, using as little muscular effort as possible. Last, lie perfectly relaxed upon your back another minute or two.

This exercise in passive concentration is powerful for nervousness, excitability and insomnia. If you concentrate perfectly on relaxing your muscles, you will not think of business, but will gain strength, poise and energy.

Active Concentration

If you have any business, or useful work to do in the world, concentrate on that work. If you are an idler, get something to do at once, before disintegration of all your powers "sets in." Learn to do your work as quickly and as well as possible; learn all there is to know about it. Put your whole self into your work, and then, when you

Active Concentration

have an idle hour, use it for relaxation, instead of using it for more concentration. In other words: WORK WHILE YOU WORK, THEN WHEN AT LEISURE, IN THE SILENCE OF PASSIVE RELAXATION, ABSORB STRENGTH AND WISDOM FOR BETTER WORK. So, for success, one must focus all one's energies on the matter in hand. It is well to sit down for a few minutes and plan the day's work, that no time may be lost; and then put your whole mind on it and push it through to the finish. Goethe said: "Wherever thou art, be all there; be right in it."

"Whatsoever thy hand findeth to do, do it with thy might," is the biblical definition of concentration. If we do things with all our might, we must use all our working faculties of mind or body, as the case may be. It hardly seems necessary to prepare for such concentration by sitting by the hour

Suggestion as Applied to Business

and staring at a dot or a crack in the wall. "Life is real: life is earnest," said our beloved Longfellow. Our life is so short at best, that we cannot afford to lose one precious hour of it.

Any talent *may* be developed in the passive silence of the soul; character can best be developed by contact with the world; but useful concentration should be acquired while at our daily work. "This one thing I do," should be our motto.

SPECIALIZE

This is the age of specialization. Be a specialist. Do one thing and do it well. If by forceful concentration you learn to do this one thing automatically, as it were, then add something else; but by all means avoid being a "Jack at all trades, and master of none." Many a young man has failed in business by trying to do too many things at once. Look into the history

Concentration As An Aid to Suggestion

of all great business enterprises. The foundation of one of the largest stationary houses (locally) was laid by the founder selling a line of specialties from office to office. The *child* creeps, then stands beside chairs, and finally, takes one step by itself—the *boy* had rather chase things than eat—the *man* may become the Marathon champion. Apply this principle, concentrate thoroughly as you advance from stage to stage, and you are a success from the beginning.

Memory

The memory is developed, through interest. Interest is concentration. If you have no interest in your work, change it, because interest is absolutely necessary for success. Some little story heard in childhood is remembered during a life-time, because we had absolute faith and an absorbing interest in it; while many stories read

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or listened to during recent years have been forgotten immediately. We often hear: "Dear, dear! what a poor memory I have!" But not so. The mind is settled, and there is a lack of the **keen interest of childhood**. So, I repeat, cultivate an interest in things. If you make a business of trying to remember a thing, a place, a person, a name, a number or a story, **YOU CAN**.

One way to cultivate a good memory is through association of ideas. Repeat a name mentally, and spell it to yourself; remember a place by consciously making a mental picture of it, and associating it with some event; remember a number by mental repetition and a clear vision of how it looks; note a man's surroundings and you can remember the man, or associate his face with one whom he resembles, and the circumstances surrounding the meeting. One may be pardoned for

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opening a second door of an office; but to enter, and begin talking to the man whom you have just left by another door, is absolutely inexcusable. Concentrated interest will solve your problem of deficient memory.

Meditative Concentration

Meditative concentration is of great value to the student who studies along these lines. He is probably working during the day, and studying during leisure hours. At this time comes many a temptation to drop the studies and go to the play, the concert, the dance or the pool table. Down the temptation. Wait until your student days are over for these things, with an occasional exception. To make these truths sink deep into your subconscious mind, you must meditate. Problems are more easily mastered when first studied and the interest in them is fresh and keen, than they are after

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mixing them liberally with social activities. Turn all your powers of concentration on every phase of suggestion, if that is your study (one phase at a time), in silent meditation.

Spasmodic Concentration

Wilful and excitable persons are very often able to concentrate, but it is fitful or spasmodic. It is not uniform or controlled by reason. They work "steady by jerks." They are all fiery, concentrated energy, and wonderful to behold—when they work. Lacking perseverance and self-mastery, they jump from one kind of work to another and do not succeed at anything. They lack Persistent Concentration. It is excited energy, and therefore wasted power. It is explosive, and destroys itself. They hold their mind on one piece of work for a short time, and then begin to acquire the first princi-

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ples of a working knowledge of something new.

How often it is said of great men: "He has worked along that line for fifty years," or, "He has spent his life on that one thing." It is the purpose formed, absorbed and carried out in the life-work that makes a successful person who "dies in the harness" at eighty and even ninety years of age.

Believe me, there is no time to waste in useless concentration to-day, intending to jump into something else tomorrow. However, if one has no ambition, no goal to attain, spasmodic concentration is as good as any—you are not looking for success—you will not be disappointed if you do not attain it. As you apply your powers—so will you attain.

"If little labor, little are our gains:
Man's fortunes are according to his
paines."

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Do not misunderstand me: I do not mean that if you manufacture tacks you are to think of nothing but tacks for years—that would drive you *tack crazy!* But I do mean that when you are thinking of tacks, be sure that you are not trying to think of numerous other things at the same time. While you work on tacks drive away every outside thing, and then, when your *tack hours are over* for the day, concentrate on your rest or your pleasure equally well. I also mean that if your work is tacks, and you love tacks, and you are successful with tacks, do not make or sell tacks for a few weeks, then sewing-machines, and then try your hand at pianos; selling pen-wipers occasionally, for a change in between. **STICK TO TACKS.** No matter how small a thing you are doing, turn all your attention to its performance; then, when it is accom-

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plished, turn all your mind on the next thing to be done.

HEALTH

One who is not in a good physical condition cannot concentrate perfectly. Ill health of body affects the mind. While the mind has more influence on the body than the body has on the mind, yet the clearest mind is one **dwelling in a healthy body.** When there is a lack of vital force or energy, and one is constantly fighting pain or any other distressing condition, concentration is impossible. The body and mind act and re-act upon each other; the two must be in harmony. ‘

DEEP BREATHING

The deep breathing of pure air is a great harmonizer. It should be practiced scientifically each morning, and before retiring at night. It should be practiced before the relaxation exer-

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cise. One should consciously breathe deeply while walking in the open air. A half hour a day given entirely to concentration in deep breathing would revolutionize your body, and relieve the brain of many cob-webs.

DIAPHRAGMATIC BREATHING

The following exercise is very simple and is extensively used by those **who are alive to these facts that health is wealth**; that one cannot suggest live propositions if one is half dead; that one cannot concentrate successfully if one has so little energy that he hardly cares whether he lives through the day or not. Practice this exercise until you make it your own and it becomes your habitual mode of breathing.

EXERCISE

Assume a perfectly erect position, either sitting or standing; preferably the latter. Inhale steadily, breathing

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through the nostrils. First fill the lower part of the lungs by bringing into play the diaphragm, which descending, gently presses the abdominal organs, and pushes forward the front walls of the abdomen. Then fill the middle part of the lungs, pushing out the lower ribs and chest. Now fill the higher portion of the lungs, distending the upper chest, including the upper ribs. In this final movement the lower part of the abdomen will be drawn in, and this supports the lungs and helps to fill their upper cavities. This may appear to be three different breaths; but it should be practiced until it becomes one steady, continuous action. The breath should be taken in a couple of seconds.

Retain the breath a few seconds, and exhale slowly, drawing the abdomen in a trifle, and lifting it upward slowly as the air is expelled. When the breath

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is entirely expelled, relax the chest and abdomen, and then repeat.

There are 725,000,000 air-cells in the lungs, exposing a surface of about 1,500 square feet; and in order that this surface may properly do its life-sustaining work, we must breathe deeply. It costs us nothing—it is ours for the taking; therefore, there is no excuse for our lacking this essential to perfect health.

WHEN TO EXERCISE

Take ten of these deep breaths in the open air each morning. Take deep breaths consciously while in the open air every day; and always breathe deeply after retiring at night. If the air in your sleeping room is pure outdoor air, you will find these deep breaths better sleeping powders than any the doctor can furnish.

Deep breathing alone will benefit the human body more than any other form

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of treatment. Some one has said: "Make a conscious effort to lift the chest, and expand the lungs, facing the world—not with the cringing look of hollow-chested, ineffectual humanity, but with the air of a *conqueror* and you will feel as you look — *noble and strong.*"

Concentrate on deep breathing. The world is full of air and you cannot possibly use it up from your neighbor. If the atmosphere is fifty miles thick all around the earth, you need not be careful of it. Night air is just as good as day air. Sleep with windows open winter and summer. No one has a monopoly on ozone.

The daily practice of deep breathing will aid you to gain perfect control of your physical and mental forces, and create such harmony between the two that concentration will become an easy matter. It acts as a massage for the

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digestive organs; it is powerful for nervousness, and a sure cure for insomnia.

HOBBIES

There are many whose working hours are few on account of business conditions. If one is interviewing others there are certain hours when it must be done; and that leaves time for something else. Instead of trying to conduct a different kind of business, **and unconsciously mixing the two**, it is better to cultivate a hobby of some kind—something that will give the mind a complete change. A lover of music, literature or any kind of art; a lover of animals, insects or nature, can concentrate on any of these, or any other hobby, for both pleasure and profit; but, though one's hobby may never cause one to earn a dollar, one will be the gainer in poise, a broader character, and health.

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CONCENTRATION A DIRECT SUGGESTION

Concentrate not only because of its uplift and impetus to yourself, but for the reason that concentration itself acts as a suggestion to others. The very fact that you concentrate on one thing produces a very positive suggestion that you have a *good* thing—something to be desired by others.

No man ever "*opened up*" a department store, it *grew up*, and in most cases from a very small beginning. It grew up because of concentration on one thing at first. A very prosperous man has made a large amount of money by selling nothing but pens. Whenever he goes into an office the thought strikes one at once, "Here comes the pen man." This, in turn, suggests that pens are needed. He knows all about pens, thinks pens and sells pens.

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Finally, again I say **CONCENTRATE**, even to the extent—if necessary—of being “a man of one idea.”

CHAPTER VII.

**Suggestion Through Optimism
and Pessimism**

“God’s in His Heaven—
All’s right with the world.”
—*Robert Browning.*

PESSIMISM

“A pessimist is one who exaggerates the evils of life, or is disposed to see only its dark side; one who is given to melancholy or depressing views of life.”*

When one sees a chronic pessimist coming the first impulse is to lock the door; if that is impracticable, the next impression is to run or hide. His appearance is looked upon as a misfortune by the busy man; he is unwelcome to all but to those of his kind. There are many of him. The pessimist

*Century Dictionary.

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should have some leprous cry of warning at the approach of the optimist, for the protection of the latter.

Pessimism digs lines in our faces; paints dark colors on our complexions; and gets ahead of nature in frosting our hair. It is to be avoided, as one would avoid any pest; and the person who does not avoid such a mental condition must expect to be shunned.

The woman whose pastor asked after her health replied dolefully: "I feel pretty well now; but I always feel bad when I feel well, because I know I am going to feel worse by and by." There are many people who cannot enjoy a beautiful day because they "fear it's a weather breeder."

Many men are ambitious to succeed. They employ good business methods, and believe that they will succeed; but in their hearts they think every man's hand is turned against them; they have soured against the world, believing it

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to be their natural enemy. They have no faith in human kindness or in friendship. They suspect every one of trying to "do them"—and they do: men receive what they look for. They do not succeed because they are trying to swim against the natural current of things. The world they live in is what they make it. They sow pessimism, and wonder why they reap the result of it. The pessimist snarls at the world, and this old looking-glass of a world snarls back. He never realizes that he started the snarl, but prates of the injustice of the world and the "inhumanity of man to man."

"The thorns which I have reaped are of
the trees
I planted—they have torn me, and I
bleed;
I should have known what fruit would
spring
From such a seed."*

*Byron, Childe Harold, Canto IV.

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A DETRIMENT TO BUSINESS

The pessimist, undoubtedly, may reap a degree of success in any business, but he is like a man running a race with a great handicap: he would attain a much greater success if he were free from this condition. The pessimistic salesman always sees business "going to the bow-wows"; always sees hard times coming; and, while he may make many good sales, his competitor of very much less ability may do equally well or *even better*. The pessimist sells goods because people need them and must have them; the optimist sells goods when men do not realize a need for them, and have even decided not to have them. The pessimist supplies men's needs and fulfills their desires; while the optimist awakens desires and creates needs. The pessimistic salesman not only gets

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a minimum of business, but is constantly depreciating his own line of goods, and magnifying the defects of his own house.

ILLUSTRATION

A customer entered a grocery store and asked for a certain brand of canned goods. The proprietor, with a snarl, went on a tangent about canned goods in general, and that brand in particular, closing his tirade with, "I wouldn't eat the — stuff." He supplied the demand apparently under protest, which at once suggested to the customer the desirability of trading elsewhere. A few months later that groceryman filed a voluntary petition in bankruptcy.

ITS SOURCE

If you have any inclination to be pessimistic, root it out. It has been said that ill health, poverty and environment cause pessimism. This state-

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ment is positively refuted in the experiences of everyday life. No matter what the condition of one's health, circumstances or environment, one absolutely need not be a pessimist. While any one of these may be the immediate cause, the ultimate cause is to be found deeper in the human make-up; but it can be eradicated. All defects of character can be entirely dominated and cast out by those who realize that mind is master, and can control such conditions.

REMEDY

“Right about face.” Make up your mind that you will no longer be a pessimist, and then use all your will power to accomplish your purpose. Cultivate the friendship of optimistic people, and avoid the other class. Study and practice the exercises given in the preceding chapter on Relaxation and Deep Breathing. They are

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both conducive to brave thinking. In walking imagine you are marching to the tune of some lively march that is being played by a brass band ahead of you.

THE GROUCH

One should not only avoid pessimism because it is detrimental to his business, but because, if persisted in, it becomes a chronic condition. A chronic condition of pessimism is known as "the grouch." Of all the undesirable people in the world, the one to be most avoided is the one who is called in a tone of disgust, "an old grouch."

Dr. Chas. McCormick, in addressing a convention at Chicago, declared that the man with a grouch was a "mental monstrosity; that he is always ill-tempered, goes about with a long face, and apparently believes that the world has formed a conspiracy against him."

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In the Greek section of the British Museum there is a statue showing how a man with a grouch looked two thousand years ago. In commenting upon it a New York paper said: "The grouch depicted in the statue is worse than that of a commuter who misses his last train."

People may continue to work for a grouchy employer because they need the money to keep soul and body together; but they will never give him their best service because there is nothing in him to bring out the best that is in them.

The salesman who becomes "a grouch" had better change his profession and become a hermit. This condition is so distasteful to all with whom one comes in contact, that it behooves him to fight shy of pessimism lest it should ultimately lead him into this condition.

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Prolonged ill health, poverty or environment may contribute to this undesirable condition; but it is often aggravated and developed by the acquisition of wealth or high position. If we sow grain, we reap grain; if we sow a grouch, that grouchy vibration will return to us, gathering interest on the way. The misery that we cause others through our grouchy dispositions is temporary; but when the vibration returns to us, we will suffer in its rebound. We may think God has afflicted us, but not so—we have afflicted ourselves.

Optimism

True optimism is not the building of air-castles. The atmosphere, such as a smile, general cheerfulness, and a hearty handshake of the optimist, creates a favorable and positive suggestion. The very fact of a man being a desirable caller, positively furthers the

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possibility of his doing business. Optimism is the salesman's greatest asset, because true optimism leads to action. It is like the vision of the prophet: he sees the end from the beginning. He is buoyed up and carried over mountains of difficulty by his vision.

The optimist is not, as claimed by some, unbalanced but is normal; he is not visionary, but truthful; not a builder of air-castles, but a man of action. Men in all walks and conditions of life may be optimists. The story is recalled of an old woman who lived in a cold, bare attic room, devoid of comfort and the necessities of life. A friend called and was surprised at her cheerfulness. Upon inquiry as to why she was so happy under such adverse conditions, she replied: "I have two teeth left, and they hit."

DEFINITION

"An optimist is one who believes in the present or ultimate supremacy of

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good over evil; one who always hopes and expects the best, a person of hopeful disposition.”*

“One such I knew a long time since, a
white haired man—
A genial optimist.”†

The optimist sees light through the darkest night: morning, sunrise, all glorious with color; noon, bright with noon-day radiance; evening, resplendent in rich purple and gold of sunset—these are indelibly photographed on his mental vision, rather than the darkness of the night through which he is temporarily passing. An optimistic old lady was heard to exclaim: “If it hadn’t been for them blessed to-morrer’s, I never could’ve stood it to-day!”

In all calamities the optimist declares, “It might have been so much worse”; in all perplexities, he knows there is some way out—and proceeds

*Century Dictionary.

†Bryant, Old Man’s Counsel.

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to find it; and as he looks for it, it comes to meet him, attracted by his attitude. He believes and affirms—yes,—but he also goes toward prosperity, meeting it half way.

An undeniably sensible attitude to maintain in regard to a misfortune as dark as can befall one, is not the over-optimistic sentiment that trouble is beautiful, and that we love it, feeling that it was God-sent for our good; but a patient acceptance of it, looking through, over and around it, to brighter days to come.

NOT LAZINESS

The optimist who loses his position, sits down smilingly and waits for another one to turn up, believing that “his own will come to him” without any effort on his part, is running a great risk of being without a position for some time. That is foolhardiness, not optimism. He only has a right to

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the term who is willing to roll up his sleeves, if need be, and *earn* a right to his attitude. The optimism of the shiftless, of the one who will not work, if he can "work" others; the optimist who believes everything will come out right in the end, without any effort on his part; and the one who does make a slight effort, but a spasmodic and listless one, are just as much to be shunned as a pessimist. There are many times when the most active optimist must "stand and wait." There are times when we must obey the injunction, "having done all, to stand," but remember it is *after having done all*, not before.

It is easier for an optimist to climb a mountain, than for a pessimist to walk down a hill. There is hope as long as life lasts, and the optimist sees that hope always ahead. Though all the misfortunes in the calendar come

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to him, he rises above them and struggles on, keeping the hope of ultimate victory just ahead—the indelible mark of a brave spirit. He has a great confidence in his own ability to lead himself out, and away from all that would hinder and drag him down.

OPTIMISM AS A BUSINESS ASSET.

True optimism leads to great results in business, if it is one's real nature and not assumed. It will blast a hole through trouble large enough to get out; it will tunnel its way through great rocks of discouragement and despair.

An optimistic salesman will dispose of his goods, when the pessimist has been shown the door a few hours before. He cannot help showing his disposition in his face, his bearing and his words. This in turn suggests optimism to his Prospect who may be

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full of pessimistic grumblings when the optimistic salesman enters his office.

CREATES SMILES

There is such a thing as a smiling voice, even before the face is visible. We call it cheerful, but it is more than that which implies sound or expression through words; it also suggests smiles. The writer asked a business woman why she nodded and smiled when speaking over the telephone. She replied very earnestly: "Don't you suppose he felt that smile from the tone of my voice?" I was very sure that he did; I did, before I looked at her.

"Smile awhile, and while you smile another smiles,
And soon there's miles and miles of smiles,
And life's worth while
Because you smile."

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THE CULTIVATION OF OPTIMISM

The remedy given above for pessimism will help one to cultivate optimism. Optimism is the Gospel of Good Cheer. Keep a brave and cheerful heart. Keep the liver in good order, because if life is worth living it will depend upon the liver—be it the organ or yourself.

Talk good times, success and health.

Look for good only, in your fellow men and in every condition and circumstance of life.

Associate with those who are bright, cheerful and happy.

**"It's easy enough to be pleasant
When life flows by like a song;
But the man worth while
Is the one who will smile
When everything goes dead wrong."***

CHAPTER VIII.

Perseverance

“If at first you don't succeed, try, try again.”

“Without the resolution in your hearts to do good work, so long as your right hands have motion in them, and do it whether the issue be that you die or live, no life worthy the name will ever be possible to you.”

—*John Ruskin.*

“Know that ‘impossible’——has no place in the brave man's dictionary. That when all men have said ‘impossible’ and have tumbled noisily elsewhere, and thou alone art left, then first thy time and possibility have come. It is for thee now; do thou that, and ask no man's counsel but thine own only, and God's. Brother, thou hast possibility in thee for much; the possibility of writing on the eternal skies the record of a heroic life.”

—*Carlyle.*

Suggestion as Applied to Business

No matter how often you may be side-tracked by circumstance, keep your eye and thought unswervingly fixed on the goal that you have marked out for yourself, and in time you will revert to it and win. Many successful people have been side-tracked for years from their original purpose, but in time, through keeping the ideal goal steadily in view; persevering in their determination to win along that one line; through persistently persevering in attaining their heart's desire, they have won.

The words "perseverance" and "persistence" are very often used interchangeably; but there is a shade of difference. Perseverance is a continuance in any course of action; persistence is perseverance in the face of obstacles.

There are many low-g geared touring cars which, by perseverance and good luck may reach any given goal on a

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comparatively level road; but how often has the writer watched them try to ascend a steep hill near his residence, when it has taken at least an hour of persistent backing and gaining of momentum, to finally overcome the obstacle. Occasionally a chauffeur will give up, and, as he turns, one feels like making a trumpet of one's hands, and shouting across the ravine: "Well, then 'get a horse'; here—take mine—only don't give up!" I dislike to see a man beaten by a machine or a hill. I know just how he feels, and my heart sinks with his, and, somehow, I feel with him—disgraced.

One may persevere and finally reach the goal, if it is plain sailing; but when obstacles are encountered all along the way; when the pessimist tries to growl us out of the race; when there is only enough change in one's pocket for one more meal, or possibly there is no prospect of any supper, then it takes

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persistent perseverance to enable one to hold on until the ideal goal is reached.

All are familiar with the great men of history who have achieved success, and have risen to the foremost positions offered by their country, simply by persistent effort in overcoming poverty and environment. There have been more who have risen in the same way, though not to such prominence that their early history is so universally known. To-day, there are just as many strugglers, and, though conditions are not as primitive as those which helped to make a Lincoln, there are other handicaps, or what are considered such. The Book contains many promises of reward to those who "overcome"; these are not all for some intangible future, but to be obtained in the everlasting NOW.

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William Cobbett's account of how he mastered English grammar is full of inspiration for all who labor under difficulties. He said: "I learned grammar when I was a private soldier on the pay of sixpence a day. The edge of my berth, or that of my guard-bed, was my seat to study in; my knapsack was my bookcase; a bit of board lying on my lap was my writing table; and the task did not demand anything like a year of my life. I had no money to purchase candles or oil; in winter time it was rarely that I could get any evening light but that of the fire, and only my turn even of that. And if I, under such circumstances, and without parent or friend to advise or encourage me, accomplished this undertaking, what excuse can there be for any youth, however poor, however pressed with business, or however circumstanced as to room or other conveniences? To buy a pen or a sheet of

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paper I was compelled to forego some portion of food, though in a state of half-starvation. I had no moment of time that I could call my own; and I had to read and write amidst the talking, laughing, singing, whistling and brawling of at least half a score of the most thoughtless of men, and that, too, in the hours of their freedom from all control. Think not lightly of the farthing that I had to give, now and then, for ink, pen, or paper! That farthing was, alas! a great sum to me! I was as tall as I am now; I had great health and great exercise. The whole of the money not expended for us at market, was two-pence a week for each man. I remember, and well I may! that on one occasion I, after all necessary expenses, had, on a Friday, made shifts to have a half-penny in reserve, which I had destined for the purchase of a red herring in the morning; but when I pulled off my clothes at night,

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so hungry then as to be hardly able to endure life, I found that I had lost my half-penny! I buried my head under the miserable sheet and rug, and cried like a child! And again, I say, if I, under circumstances like these, could encounter and overcome this task, is there, can there be, in the whole world, a youth to find an excuse for the non-performance?"*

It was perseverance that enabled Sir Walter Scott to write "The Lay of the Last Minstrel" while suffering from a painful accident; that enabled Kirke White to master Greek while walking to and from a lawyer's office; that enabled a man of eminent position to learn Latin and French while carrying messages as an errand-boy in the streets of Manchester.

It was through great perseverance that Elihu Burritt, while earning his living as a blacksmith, mastered

*Samuel Smiles, *Self-Help*. pp. 379.

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eighteen ancient and modern languages, and twenty-two European dialects. Hundreds of cases could be cited to show that many of our most intellectual men are those who studied under great difficulties, at odd moments, and while others slept, during the time in their lives when they earned their living at their trade or at a desk.

Galileo was only eighteen years of age when he noted the measured beat of a swinging lamp in the cathedral at Pisa, and conceived the idea of applying the principle to the measurement of time; but fifty years of persevering study and labor, however, elapsed before he completed his invention of the pendulum.

George Stephenson taught himself arithmetic and mensuration while working as an engine-man, during the night shifts; and when he could snatch a few moments in the intervals allowed

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for meals during the day, he worked his sums with a bit of chalk upon the sides of the colliery wagons.

Having decided upon your course; having determined just what you want to do—just what you want to make of yourself—persevere in that thing, using all the odds and ends of time to the very best advantage. The lessons taught in this book will avail you nothing—even a colossal optimism—unless persevered in.

None of my readers will have the discouragements to face that were met and overcome by those whom I have quoted. These are luxurious days; materials are easily obtained, and comfortable places in which to use them are provided outside of one's abiding place. In these days of reliable mail courses, night-schools and public libraries, ignorance is a crime against one's self. If men of other generations became great by overcoming such obsta-

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cles through perseverance, *you can*; your obstacles are mostly those of your own creating, through disordered thought.

You look at successful men, begin to belittle your own capabilities to yourself and to your friends, imagine great difficulties ahead, think of the many years of work or study before you may be able to attain such results, and become discouraged and pessimistic. You imagine that the other fellow had more advantages to start with, more friends, more "pull." And, while you are standing still, drooping in the harness, like a discouraged horse, looking for trouble ahead instead of forging ahead, your successful rival is persevering and becoming more successful, making more of a gap for you to bridge when you do brace up and start out in earnest.

John Hunter, the Scotch anatomist and surgeon, who was the first in this country to devote himself to the study

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of comparative anatomy, and whose collection of twenty thousand specimens of his own work, is the most precious treasure of its kind that has ever been accumulated by the industry of one man, was once asked what method he adopted to insure such great success, to which he replied: My rule is, deliberately to consider, before I commence, whether the thing be practicable. If it be not practicable, I do not attempt it. If it be practicable, I can accomplish it if I give sufficient pains to it; and having begun, I never stop till the thing is done. To this rule I owe all my success."

He spent every morning from sunrise until eight o'clock in his museum; throughout the day he carried on his extensive private practice, performed laborious duties as surgeon to St. George's Hospital and deputy surgeon-general to the army; delivered lectures

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to students, and superintended a school of practical anatomy at his own house; found leisure for extensive experiments on the animal economy, and the composition of various works of great scientific importance. To find time for this gigantic amount of work, he allowed only four hours of sleep at night and one hour after dinner. Only a man of great perseverance could accomplish what he did.

Those who have most moved the world, have not been so much men of genius, as men of intense mediocre abilities, and untiring perseverance. To intensify this trait of character, and make it a good business asset, one must possess a strong will. One will persevere to the extent of the strength or weakness of the motor power, which is the will.

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THE WILL

“The power of the will must be used, not simply to control for the sake of exercising control, but for the purpose of turning the other powers in man into those channels of action where the desired results may be produced. To direct the mind to **THINK** the truth is the first essential; but the power of that truth will not produce any change in man until his personality is directed to **LIVE** and **EXPRESS** the truth.

“When we have willed to **DO** what we have willed to **THINK**, every change in thought will be followed by a corresponding change in external conditions. **THIS IS POSITIVE.** To create thought, and not give that thought the will to express itself, is to waste both time and energy. Therefore, **GIVE EVERY THOUGHT THE WILL TO ACT.**”*

***Eternal Progress Editorial.**

Suggestion as Applied to Business

THE CULTIVATION OF WILL-POWER.

“Where there’s a will, there’s a way”—and there is a way to cultivate the will. Probably you have, at some time in your life, almost given up in despair, after repeated failures; you have pondered long and earnestly as to whether you had better try again, and, if you did, what other course you should pursue. Suddenly, you have jumped up and exclaimed: “I *can* do it, and I *will* do it!” You felt a thrill permeate your whole being, a thrill of *conscious capability*. That thrill seemed to vibrate in harmony with perfect success. That determination of the will to carry the project through to a finish was the motor power of perseverance. At that moment you recognized the power within you to master all difficulties—you recognized the TRUTH.

The weak-willed salesman is the poor salesman—in more ways than one. He

Perseverance

has not enough back-bone to stick to his territory until he has thoroughly worked it. He wavers in the mind of him; he quivers in the heart of him; maybe he quakes in the knees of him; or wabbles in the shoes of him. All of these sensations can be overcome. He may think he needs a doctor and a dose of quinine for malaria; but the truth is that he needs a good dose of medicine to strengthen his will.

If he is sure that his proposition is a good one; that his personal appearance is what it should be; that his field is the right one, he should forget his own personality and become obsessed, as it were, by his proposition. This will give him no time to analyze his feelings. A strong will must be cultivated by action: by doing something promptly every day that one is in the habit of putting off until the last minute; by forcing the mind to remain fixed on the ideal of perfect work to the extent of forgetting the side affairs that would distract the mind and detract from the work.

Every time we allow our feelings to master us our will is weakened. It is

Suggestion as Applied to Business

no credit to a man to work when he feels just like it; but when he pits his will against his lack of inclination for work, the will is strengthened.

“There is no chance, no destiny, no fate,

Can circumvent, or hinder, or control

The firm resolve of a determined soul.

Gifts count for nothing, will alone is great;

All things give way before it soon or late.

What obstacle can stay the mighty force

Of the sea-seeking river in its course,
Or cause the ascending orb of day to wait?

Each well-born soul must win what it deserves,

Let the fools prate of luck. The fortunate

Is he whose earnest purpose never swerves,

Whose slightest action, or inaction Serves the one great aim. Why, even death itself

Stands still and waits an hour sometimes

For such a will.”

Perseverance

EXERCISE

To strengthen the will, compel yourself to perform some difficult task, or something that you dislike to do. Declare to yourself, or aloud, if you are alone: "My will is perfect." Repeat this sentence several times, then clasp your hands and affirm: "I have the desire of my heart."

Affirm, and go right at it and work out your affirmation.

Many people are praised for their brilliant attainments, patted on the back because of their supposed genius, and lauded to the skies because of the results that are open to the gaze of the public; but what the admiring public may not connect with these, is the mighty vision of the soul, great concentration, colossal optimism and *persistent perseverance*.

Suggestion as Applied to Business

"Genius, that power which dazzles mortal eyes,
Is oft but Perseverance in disguise;
Continuous effort of itself implies,
In spite of countless falls, the power to rise.
'Twixt failure and success, the point so fine
Men sometimes know not when they touch the line;
Just where the pearl was waiting one more plunge,
How many a struggler has thrown up the sponge!
As the tide goes clear out, it comes clear in;
In business 'tis at times the wisest win;
And oh! how true when shades of doubt dismay,
'Tis often darkest just before the day.
A little more Persistence, Courage, Vim,
Success will dawn o'er Fortune's golden rim;
Then take this honey for your bitterest cup,—
There is no failure, save in giving up;
No real fall as long as one still tries,
For seeming set-backs make the strong man wise.
There's no defeat in Truth, save from within,
Unless you're beaten there, you're bound to win!"

Business Philosopher.