

THE CULTIVATION OF
**PERSONAL
MAGNETISM**

By
EDMUND SHAFTESBURY



BOOK ONE
STEP 1: Sources of Magnetism
STEP 2: Enemies of Magnetism

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CULTIVATION
OF
PERSONAL MAGNETISM
IN
SEVEN PROGRESSIVE STEPS

THE
EXERCISE BOOK
OF THE
MAGNETISM CLUB OF AMERICA

ORGANIZED TO EXEMPLIFY IN PUBLIC AND PRIVATE
LIFE THE PRINCIPLES OF PERSONAL POWER
AS TAUGHT BY

EDMUND SHAFTESBURY, *president*
Webster Edgerly

ELEVENTH EDITION
1924

ISSUED BY
RALSTON UNIVERSITY PRESS
MERIDEN, CONN.

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1924

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THIS BOOK
Contains The
SEVEN PROGRESSIVE STEPS
Required for the Cultivation of Personal
Magnetism. They are Known as Follows

First Step
SOURCES OF MAGNETISM

Second Step
ENEMIES OF MAGNETISM

Third Step
ACQUIRED MAGNETIC CULTURE

Fourth Step
NATURAL MAGNETIC HABITS

Fifth Step
MAGNETIC ATTRACTIONS

Sixth Step
MAGNETISM OF THE HUMAN VOICE

Seventh Step
MASTER OF MAGNETISM

Magnetism is the origin of life.



Magnetism is the cause of living.



Magnetism is thought and brain-vitality.



Magnetism is nerve-feeling and energy.



Magnetism is personal power.



Magnetism is the source of all the elemental powers.



Magnetism is capable of accomplishing everything that is possible.

A BRIEF PREFACE BY THE PUBLISHERS

In this year 1924 we are giving to the world our Eleventh Edition of the work on the Cultivation of Personal Magnetism. Many years ago the First Edition was printed, and made a profound impression on the world of thought because it presented a wholly new study. It had the field all to itself. Because it successfully taught all and more than it claimed, it was eagerly sold in great numbers, as many as 600,000 copies having been absorbed by the public in the first nine editions. Then the Tenth appeared, and our plates were worn out before we stopped the sale to make ready for a vastly improved and enlarged Eleventh Edition, which is this volume now in your hands.

Three great merits have won this success :

1. The lessons meet the mental equipment of the most highly cultured men and women, and yield to them unlimited pleasure and profit.

2. The same lessons are so written and prepared that they can be just as easily mastered by the unlearned mind as by the most learned.

3. Owners of this system of training very quickly found that they could acquire personal magnetism, and could make practical daily use of it as if it were born naturally in them; and by its use could achieve the most pleasing and gratifying success in all departments of life.

These merits were bound to make the book popular. They were bound to create in men and women the desire for that degree of success that should crown every life ere it has passed too far towards the zenith. Demands for the book began to come in large numbers, especially from Clubs and Societies and private schools. The sales were largest from the friends of buyers, and never from our own advertising. It is charged full from the first page to the last with its own personal magnetism. Reading and rereading its teachings thrill and uplift the ambitious student until the practice of its teachings is begun as a real pleasure.

THE DRIFT OF LIFE.

By EDMUND SHAFTESBURY.

1. SOURCE OF MAGNETISM.

Sweetly the morning sunlight,
Climbing the mountain high,
Poured down its gold-beams slanting
Like a pathway from the sky;
And along this highway gleaming,
Came the spirit of one we love;
Our home to bless
In this wilderness,
It came from heaven above.

2. PASSING OPPORTUNITY.

Swiftly the day advancing
Sped like the sunshine by;
While the glowing orb of heaven
Flooded the noon-tide sky.
The rose grew wild on the mountain,
The bee sipped the honeyed flower,
And down the vale
The lily pale,
Nodded the fleeting hour.

3. LOST.

Gently the evening sunlight
Touched the horizon's bar,
Reaching the sea eternal,
Lighting the land afar.
And down the gold-beams slanting
Like a pathway to the sky,
On pearls of light,
Through the gateway bright,
It passed to the realm on high.

IN THE FIRST STEP

SOURCES OF MAGNETISM

CHAPTER I

THE DRIFT OF LIFE



UMANITY is hemmed in by so many influences that, from time immemorial, no real effort has been made to gain control of the impulses that run loose in the world. It has been, and still is, easier to let things go as they will rather than exert the will to direct them.

We are all creatures of emotions, passions, circumstances and accident. What the mind will be, what the heart will be, what the body will be, are problems that are shaped to the drift of life, even when special attention is given to any of them.

If you will sit down and think for a while you will be surprised to know how much of your life has been mere drift; how little you have done toward finding out the power that operates in animal volition, whence it comes, how it is lost, and how it may be utilized.

Look at any created life, and see its effort to express itself. The tree sends its branches toward the sunlight; struggles through its leaves to inhale the air; and, even underground, sends forth its roots in search of water. This you call inanimate life; but it represents a force that comes from some source and goes to some equilibrium.

Man is a higher animal, and animal life is a higher vegetation. There are more millions of flesh cells in your body than your mind could conceive or your pencil could write in figures, yet not one of these cells originated otherwise

than in a vegetable, nor could it have originated but for some force that existed in and of the cell itself.

We propose to call this force mere energy, and you may give it any scientific name you please. It has been named by various investigators, but the terms used do not help the student to understand it any the better. In fact, whenever a new book is written the author, believing that his invention of a few hundred scientific words will establish a new science and draw all students to his feet, loads the volume with long and unbearable terms until its interest sinks with its weight. Once in a while a short, simple word is necessary to the explanation of a new idea; but the disposition of scientific writers to invent hundreds and thousands of long technical terms has loaded their special literature with an incubus that for the most part throttles it.

There is no place on this globe where energy is not found. The air is so loaded with it, that in the cold north the sky shines in boreal rays; and wherever the frigid temperature yields to the warmth, the electrical conditions may alarm man. Water is but a liquid union of gases, and is charged with electrical, mechanical and chemical energies, any one of which is capable of doing great service and great damage to man. Even ice, in its coldest phase, has energy, for it is not subdued, nor even still; its force has broken mountain rocks into fragments.

This energy about us we are drinking in water, eating in food and breathing in air. Not a chemical molecule is free from it; not an atom can exist without it. We are a combination of *individual energies*.

REASON OF UNMAGNETIC CONDITIONS

The plant is a collection of individual energies, without the power to unite the forces they represent, except in its general life. Man is a similar collection with the power and sometimes the habit of so uniting the individual energies within him; but he has the possibility of educating and training this power.

If we can be understood at this step it will help along the work of the present volume both in your understanding of it and your practice of its exercises. In the first place your body, whether living or dead, is a collection of millions times millions times millions of little energies, that can never die. In the second place these energies are separate and individual; although at times they act in some degree of harmony. In the third place the human body is a drifting mechanism of life, capable but not accustomed to control the forces within it, except as habit, will, cultivation or special excitement may marshal these forces to the accomplishment of some important end. We are satisfied from many experiments and from the reports of a host of pupils that this power of marshaling and using these energies can be, in every person, cultivated to a high degree. To do so much as this, the pupil must study and practice.

You drift day after day.

The air, sunlight, food and water you take, are agents of a force that comes from the sky and earth. You idly float upon the tide of circumstances to make up your day's life, and the opportunities of being something better than you are drift beyond your reach and pass away.

There are three classes of persons who will undertake the study of this work, and the performance of the exercises:

First. Those who, through curiosity, or as incredulous investigators, pursue the study with hesitation and indifference.

Second. Those who commence with enormous zeal and determination to succeed, and devote every spare moment to it for a few days, or weeks, and then suddenly cool off. This is a large class, and they have had their ardor as suddenly cool off in a hundred other undertakings before.

Third. Those who commence deliberately and work and wait patiently, plodding along in the dark for some time; but persisting until the light dawns upon them. When the light does come it seems to break all at once. They possess that rare faculty called application.

The last named class will achieve success. The other two will accomplish something of value in every minute they devote to it. Out of the very many exercises of the book *there is not one* which is not of great value.

When the subject was first being systematized for study, there was no intention to connect it in any way with benefits to the health; but it was found that every exercise produced good results in that line. Therefore, while not claiming or laying stress upon the fact, we find the following to be always true of this special training:

1. It promotes a healthy blood circulation.
2. It invigorates the whole body.
3. It builds a good brain power.
4. It makes perfect nerves, overcoming nervous prostration.

HOW MUCH TIME WILL IT TAKE?

This is the question that everybody asks. Let it be answered by asking how much time does it take for one who is naturally gifted with personal magnetism to acquire or to hold the power? It takes no time at all. When the singer whose voice is getting worse is told that there is an artistic position in which the vocal organs may be maintained in order to improve the tones by the mere act of using, he needs no more time to sing with those organs in their proper place than to sing with them out of place. This is the whole secret of magnetism-growth. How long will it take a young lady to write a letter, spelling her words correctly, as compared with the time required to write the same letter, spelling the words incorrectly? How much more time is required to go upstairs so as not to weary the body, than to go up in the usual careless way? No more.

You will now begin to catch the secret of our course of instruction. Yet some routine work must be done. This will be found to be agreeable and full of pleasant experiences. Our earlier instruction kept the student down to severe labor without much relief, and while the progress was rapid, it has

been found that even more speedy results are obtainable by the use of the natural vitality that daily loses itself in the drift of life. Where the waters of Niagara rush to seek their quietude in the volume of the lake below, the building of steam engines where Nature's forces are mightier than man's inventions would be the adoption of the lesser for the greater. For endless time there has run to waste in that one region more power than was needed to run all the enginery of earth.

In like manner each individual carries in his own body and loses daily through drifting habits more energy than the most magnetic man or woman that ever lived needs to give absolute supremacy to active life. It is true that we can acquire power by building the steam engine on the banks of Niagara, and that the steam so employed is a natural force, as gravity is; but economy prefers to use the power that is at hand awaiting man's bidding, rather than go to the trouble of generating it in less quantity and energy. The work before us is to acquire the most satisfactory results in the briefest time and with the least effort.

Very recently the author put into practice with novices and others a certain regime which at once gave the most gratifying results in each and every case. It was the first instance in which the energy known as personal magnetism had been brought into active existence at the start.

Fires of Magnetism.

By Edmund Shaftesbury.



I. THE BEAUTIFUL.

I know a girl whose eyes are blue,—
Blue as the deep sky's richest hue;
Fair as the day and tempting as the flower
Whose gorgeous petals grace the summer bower.
Her azure orbs, like draped windows, shine
With outward light, untouched of fire divine.
I love the God who made the violets sweet;
I love the sod where flowers and sunshine meet;
And, like all else of beauteous hue,
I love the girl whose eyes are blue.

II. THE THOUGHTFUL.

I know a girl whose eyes are gray,—
Gray as the chill November day,
Cold as the sky and frigid as the zone
Whose wintry star the North-pole seeks alone.
Yet, when the heart is cold, the mind grows strong;
The gray-eyed beauty leads the thoughtful throng.
Her heart to art is wedded evermore,
And snow-fringed axioms bar the golden door.
Because her mind holds sovereign sway
I love the girl whose eyes are gray.



III. THE DANGEROUS.

I know a girl whose eyes are black,—
Black as the tempest's midnight track;
Deep as her heart, and dangerous as the reef
Where venturous sailors early come to grief.
Two jewelled stars, set in the burning skies,
To lure men ever where the whirlpool lies.
Her glorious orbs, like lustrous diamonds fair,
Proclaim to all the soul of beauty rare.
I love the tempest's gleaming track,
I love the girl whose eyes are black.



IV. THE LUXURIOUS.

I know a girl whose eyes are brown,—
Brown as the hazel's autumn crown;
Rich as the wealth of twilight's softened sky,
Within whose depths the slumbering sunbeams lie
In placid lakes whose floods of mellow light
Float on the velvet bosom of the night.
Soul of the flower and garden of the heart,
Her love is more than angels may impart.
For me her face hath yet no frown,
I love the girl whose eyes are brown.



CHAPTER II

FIRES OF MAGNETISM



WE SPEAK of people as magnetic in a general way. For the purposes of the present volume we shall class them as having four general tendencies: the light or beautiful; the mental or thoughtful; the deep or dangerous; the rich or luxurious.

Each class is as important as any other. We cannot judge the degree or quality of magnetism by the color of the eyes, or the general complexion; but the character of the magnetic fire is more or less influenced by eye-color.

As a general rule, but by no means a universal one, the dark-eyed person is the opposite of the gray-eyed; and the blue-eyed of the brown. Brown is the rich verdure of the field over which the blue sky is spread. Gray is the cold zone of the north or the morning sky of the east, set against the tropics of the south or the night-laden sky of the west. Thus the four general classes are the completed horizon, the earth and the empyrean.

Despite the fact that these influences are crossed and counter-crossed even in the same individual, and must be separated and studied apart, likewise in the same individual, there is an undercurrent of fixed influence belonging to each class. As such we will consider them for the present.

The blue-eyed person, when magnetic, is light, happy, cheerful, brilliant, active, quick and even effervescent. The muscles and the blood express the magnetic force within. When unmagnetic, the blue eye becomes cold, the nature revengeful, the plans furtive, and the mind unreasonable in its demands.

The gray-eyed person, when magnetic, is cool, calculating, steady in nerve and unflinching in muscle. He talks but little when a purpose is at stake, and looks you coolly in the eye when you address him. You feel compelled to do all the talking, and he does not assist you by a word or a nod. His face never relaxes into an assent, and so you keep on thinking of new ideas and expressing them, in the hope that you will be rewarded by some show of acquiescence. Meanwhile he is looking you steadily in the eye. A stupid person may seem to do all this, but he does not. Stupidity relaxes the muscles of the jaw and draws down the face into a look of perplexity, while the pupils of the eyes are parallel.

The black-eyed person is both dangerous and deep. The eyes are rarely, if ever, a jet black, unless the pupils are large. The color, as a color, is in the iris, or ring that surrounds the pupil. In proportion as the nerves are excited this iris opens, and the cavity behind the pupil shows black on account of its darkness. Nervous excitability and magnetism have been regarded as one and the same thing; but a black-eyed person in ill-health would have less magnetism than the blue, brown or gray-eyed person. Excitability is generally the sign of magnetic weakness. Self-containment and steadiness of nerve are surer signs of the power. When a black-eyed person is magnetic, the nature, the eyes, the expression, the grasp, the very presence suggest warmth; when unmagnetic there is a nervous irritability that jars upon the nerves of all who are near.

The brown-eyed person, when magnetic, is affectionate and rich in the expression of energy, but finds it very difficult to hold to a steady purpose, unless fixed habits of life have been educated by circumstances or trained by practice. Brown eyes are akin to black in their deepest hue; but, embracing a score of shades even to a light hazel, they extend toward their opposite pole, the blue.

The general philosophy of personal magnetism may be summed up in a few outlines that present the theoretical rather than the substantial side of the study.

1. All human beings belong to one of the following inherited magnetic temperaments, or to a blend of two or more of them:

- (a) THE BEAUTIFUL, . . . *Blue.*
- (b) THE COLD, *Gray.*
- (c) THE DEEP, *Black.*
- (d) THE AFFECTIONATE, . . *Brown.*

The Blue and Gray may blend; the Gray and Light Brown may blend; and the Brown and Black may blend.

The Blue and Black are opposites; the Blue and Brown are opposites; the Gray and Dark Brown are opposites; and the Gray and Black are opposites.

2. All spontaneous exhibitions of energy must come from the inherited temperament; and the degree of that energy and its success in dealing with others depends upon the stage of its development. Circumstances are educators of men and women to a far greater extent than exact training. The so-called gift of magnetism is always the result of some kind of education. It is true that the inherited temperament may be cultivated by exact training such as this volume affords; but, where we find it in mature life already established, we may suppose that the years past have been fraught with circumstances calculated to bring out the forces within, and to concentrate the individual energies that make up those forces.

3. All deliberate exhibitions of energy must come from acquired temperaments; or else the deliberation would be unnecessary. It is most curious indeed to follow out a line of investigation demonstrating this remarkable law. The acquired temperaments may be highly cultivated, and are most easily assumed in opposites.

4. The following table gives a list of the simple uses of this energy; and, if you wish, you may accept the belief that these uses are all unconsciously employed, whether spontaneous or deliberate; that is, the persons who succeed in

managing or controlling others in life's details, are unconscious of any magnetic force at work. The cases stated in this table are realities taken from the experience of a number of people, and they represent what is actually occurring everywhere, every day of the year.

- (a) The Beautiful are Muscular.
- (b) The Cold are Mental.
- (c) The Deep are Nervous.
- (d) The Affectionate are Moral.

This table requires explaining or it will be misleading. The beautiful are magnetic in a muscular way; and only so when they are in their inherited temperament. Now muscular does not mean *big* of muscle but active of what muscle they possess. All beauty is controlled by muscular development. The flesh is but a mass of very small muscles, as dissection will easily prove. The contour of the body, and all the lines and shapes of beauty are determined by the muscular arrangements of the flesh. The millions times millions of muscular fibres in the fleshy masses of the body are at work concentrating their energies in this temperament when its magnetism is aroused.

The mentality of cold people has nothing to do with the warmth of the body. It is the steady, far-off, cold ray of an unflickering light. It is not excitable nor impatient. The brain, and not the muscular system, exerts the temperamental magnetism; and often with quick, unanswerable blows.

In the nervous temperament, the motor and sensor nerves are all affected. In the affectionate class the moral element predominates; not as a force of superior morality, but as the seat of magnetic activity. There are good morals and bad morals, and there are moralizing natures, and natures easily influenced by motives, good or bad, or by inducements to do right or wrong. All these considerations attach to that class of people who are affectionate in their magnetic

temperaments, and their activity is in their moral blends of life. Unless this explanation is early understood, the impression will become fixed in your mind that the moral magnetic temperament represents a high degree of rectitude. It is not true that color affects the ethical tendencies of the heart.

TABLE OF INHERITED MAGNETIC TEMPERAMENTS

<i>a.</i>	{ The Beautiful or Muscular }	}	Is the Inherited Magnetic Temperament of	{	BLUE EYES
<i>b.</i>	{ The Cold or Mental }	}	Is the Inherited Magnetic Temperament of	{	GRAY EYES
<i>c.</i>	{ The Deep or Nervous }	}	Is the Inherited Magnetic Temperament of	{	BLACK EYES
<i>d.</i>	{ The Affectionate or Moral }	}	Is the Inherited Magnetic Temperament of	{	BROWN EYES

The words used in the foregoing table have not the same meaning that is attributed to them in common parlance; therefore the preceding explanations should be carefully read.

TABLE OF ACQUIRED MAGNETIC TEMPERAMENTS

	INHERITED	ACQUIRED
<i>a.</i>	Muscular (may cultivate)	Mental, Nervous, Moral.
<i>b.</i>	Mental “	Muscular, Mental, Moral.
<i>c.</i>	Nervous “	Muscular, Mental, Nervous.
<i>d.</i>	Moral “	Muscular, Mental, Nervous.

As the truest, fullest type of life represents culture, we would rarely expect to find an accomplished person exclusively in his native temperament.

THE CHARMED LIFE.



By Edmund Shaftesbury.

I.

When o'er the world the midnight hour was high
And heavy shadows joined the earth and sky,
From starless realms the solemn Reaper stalked;
Across the plains in tireless journey walked,
And searched to find mid Life's young harvest field
A sweet-faced child, a flower that earth might yield.
But angel fingers, luring Death away,
Released the child that in its peril lay.

II.

A youth went forth in life's fair roseate morn
To win a name that should his age adorn.
A dazzling prospect lay before his sight
Of gilded skies, rich fields and landscape bright.
In doubt he paused where two roads came in view
The path of right—and sin's broad avenue;
But angel fingers pointed him the way
That led to God and Life's eternal day.

III.

A soldier fighting for his country's cause,
Whose body bore the scars of many wars,
At last in desperate encounter fell
Before the foe whose aim had marked him well.
The vengeful fiend, in doubt if he were dead,
A second bullet at the hero sped;
But angel fingers drew aside the aim
And spared the life to glory and to fame.

IV.

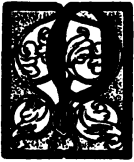
A blackened heart, of hideous crippled shape,
Consort of criminals, and caste of ape,
A shaft of malice wretchedly conceived,
Prepared of lies that only fools believed,—
Composite falsehood, libel, slander, fraud,—
And hurled at one who earnestly served God.
But angel fingers caught the poisoned dart,
Recoiled its course, and slew the bastard heart.

V.

Two roads there are in every human life;
The one leads downward to the vale of strife;
The other straight ascends the mountain height,
Upon whose summit gleams the promised light.
When toiling on this path a soul seeks God
The courts of Heaven acclaim with one accord;
And through the spheres the glorious music rings,
When angel fingers touch the tuneful strings.

CHAPTER III

LATENT MAGNETIC ENERGIES



F ALL the facts that operate to make our lives doubtful in their success or failure, is the appalling ease with which, on some unforeseen occasion, and in some unexpected and unexplainable manner, we yield advantages that our better judgment should have clung to and held in its keeping. In other words we are not always able to take care of ourselves.

The loss of control is not due so much to our breaking down after a certain amount of resistance, as to our willingness to yield. Often our minds are led to think that it is the right thing to do. Startling propositions contain elements of conviction that rush us to a change of view, almost before we know it. Let us see what these are.

At the present stage of our study we may regard magnetism as a central trunk of influence, having four branches; each individual being capable of using, as well as controlled by, any one or all of the four, although his or her temperament may prevail in one only. The arrangement is not a scientific one; but, being correct in fact and illustrating the true relationship of life more accurately than science may do in this part of our study, we are compelled to adopt it.

In every created being there is an aggregation of individual energies left to drift. They furnish the general basis of power. When properly excited they become concentrated and, for a time, are irresistible. So it occurs that many unmagnetic persons are sometimes "aroused," as they choose to call it, and show a force that had never been credited to them.

The energies of the body that arouse magnetism, show themselves very distinctly in one way or another.

The pupil of the eye indicates the magnetic condition. The eye presents to an observer some part of its ball, the iris and the pupil. The ball is supposed to be white, but it is veined and tinted with a delicate shade that generally coincides with the color of the iris. The latter gives name to the color of the eye. The iris is a band that surrounds the hole, aperture or pupil. Through this hole the light travels to the brain, exciting the optic nerve and receiving interpretations at the end of the journey. If the band is blue, the eye is called blue; or of brown, then the eye is brown; and so on.

The pupil of the eye is not supposed to have color. It is a dark hole, and all dark holes show absence of color, for absence of light can have no other result; and absence of color always means the appearance of black. An orator whose eyes were a brilliant blue, addressed an audience with eloquent passion. To the surprise of those who knew him in private life only, his blue eyes had disappeared; they were displaced by great orbs of black. These friends sat directly in front of him, and were sure of the fact. An actor likewise surprised some acquaintances; his gray eyes shifting to black under the excitement of the evening.

But then the occurrence is a very common one, although it may not be observed as often as it transpires. The pupil of the eye indicates the magnetic condition. When the energy is lacking or is held in abeyance, the pupil is exceedingly small, unless the person is subject to abnormal nervous conditions. The small size of the pupil is due to lack of vitality in the optic nerve and brain as applied to the eye. The most magnetic men we have met were accustomed to carry the eyes as though they were dead; the fires slumbered, but had not gone out. Blue eyes show a large field of blue when the pupils are contracted. So do gray eyes, or those of any color. But as the magnetic fire is kindled the field is lessened because the pupil of the eye expands, the aperture is enlarged just in proportion as the energy within takes pos-

session of the orb; and, under great nervous excitement, the pupil, black, blazing and intense, drives the curtain widely apart until there is no trace of the iris, and consequently no color to the eye. It is jet black.

Under such circumstances the effect is sometimes awful, especially if the fire is kept within steady control.

Some persons who are able to master the wills of others depend solely on this power of expanding the pupil of the eye. The beholder realizes that a change is taking place in the character of the face before him, but he does not analyze its nature. He may be influenced to a degree that leaves him practically helpless, yet he is not by any means put into a hypnotic sleep.

In the attempt to explain the difference between exerting an influence that is magnetic, and one that is hypnotic, many seeming contradictions will arise; but the student is even more apt to become confused when he reads that persons may possess the hypnotic power, and yet are not able to produce the hypnotic sleep. While magnetism is a universal condition, hypnotism is comparatively limited, for its subjects are few and scattered.

It is not possible to hypnotize a person unless there is a tendency in that person toward catalepsy, which is a morbid condition of the nerves. It is true that the disease may be invited by certain exercises; but then it takes a long time and does a permanent injury. These facts should be considered when you propose to induce the hypnotic sleep in one who has been in good health. We believe it to be a crime. By hypnotism in this sense we mean to put into the sleep called hypnotic, where normal consciousness is submerged.

You may take lessons, become an expert, and possess the full power, yet where are your subjects? The healthy man or woman will not permit you to manipulate the senses, nor could you succeed if you were to try. That weakling who is to be pitied because of a deficient vitality is your only prey. The triumph is void of honor. The king has conquered a rag doll. There are schools of hypnotism, but their

pupils practice upon cataleptics, upon diseased people, and, after graduation, they are powerless, for they have not acquired magnetism. The latter power is universal. All the world is its teachers, and all the world its subjects.

A hypnotic subject is quickly put to sleep by glancing at any expanding eye-pupil; and this would take place even if the operator had no intention of causing such result. Very few persons can long gaze into the eye of one who, while looking at them, controls the lens-muscles of the eyeball so as to open the central aperture, without a feeling of strangeness creeping over them. You cannot maintain such gaze, except at a loss of some of your will-power. Why this is so we will see later on. The hypnotic subject—that is, one who is of cataleptic tendencies—will fall asleep. He will do the same thing if he looks steadily for a few minutes at a small silver or white ivory ball, suspended in front of him at a slight elevation above the height of the eyes, so that the subject whom the hypnotic operator put to sleep by the usual methods will fall asleep of his own volition under certain exciting causes. How much credit, then, is to be given to the powers of the hypnotist? Very little indeed.

Another phase of the present question needs a word or two of explanation. While the hypnotist may put fixed subjects to sleep, the magnetic person may work in two ways: He may exert a depressing or an elevating influence over those about him. We prefer to teach only the elevating uses of this power, and we have often advised our readers to avoid gazing long into the eyes of those who seem powerless to remove their glance.

What the individual is able to find out for himself will not be told him by instinct or nature. God does nothing for humanity that it is able to do for itself. The life of the race is made necessary, and the impulses of instinct and desire are accordingly given first place in the habits and cravings of the mind and body. With animals below man this rule is reversed. With them, as with man, gain is sought, but for the purpose of maintaining life. Every beast, bird and serpent

plays some important part in the plan of existence. Life dies most happily and most easily in the clutches of other life. The bird that must end its days in the slow processes of old age suffers many a month of torture waiting for the end; but in the jaws of the cat or the fangs of the snake it finds a pleasurable release from the agonies of living; an enjoyment that is participated in by the victim as much as by the devourer.

To effect this purpose it is essential that the bird should be trapped by a power that paralyzes his wings. The chatter of the cat is done to catch the ear, and thence the eye of the bird. Magnetism does the rest. Until the birds sees the expanded pupil of the eye of the cat, it is free; but after that it is lost. The snake likewise draws its prey by the same law. Fish in the sea are known to hold their victims by a similar use of the eye. The nobler of the savage beasts, such as the lion, the tiger, the hyena, and countless others, are all given the magnetic power as an aid to their purpose of gain.

Ascending still higher up the ladder of animal life we find that the valuable dog and the spirited horse have the same power. Without it the supreme qualities of these better companions of man would be dulled.

In each and every instance where the lower forms of life, or humanity itself, may be seen to give evidence of the power of magnetism, the proof is present in the expanded eye-pupil. It does not follow that any man or woman can, at will, cause the eye-pupil to expand, but it is invariably true that the normal expansion of this part of the eye is the result of excessive magnetism. The abnormal expansion is due to the nervous powers running wild; the latent energy is let loose and is uncontrolled. One is the valued steed obeying the command of its master; the other is the valued steed running away with his master.

The increase of magnetism leads to the power of expansion; but it does not follow that the power is to be always employed. On the other hand the most magnetic men and women do not allow this power to manifest itself except when

they choose to call it into use; they seem to be the very opposites of what they are, for their eyes are apparently lifeless, and even droop like those in a half-sleep. They are in a state of resting most of the time, thus being better prepared for the lightning energy that may be called forth by some special need.

The normal or healthful expansion of the pupil is always due to personal magnetism, and it may be controlled at will. This being true, it must follow that a magnetic person may expand or contract the pupil at will.

Outward light expands and contracts the eye-pupil; but this is a mechanical action. The cat closes its iris to a vertical line, when it is out in the sun; but let a bird come near by and the iris will instantly give way, allowing the pupil to expand so as to cover the whole area, even in the brightest glare of sunlight. Here we see the inward power outweighing the outward power.

Although the conscious insensibility to pain that accompanies the capture of a human being by a wild animal is ascribed to fright, the best knowledge on the subject makes it clear that this release from suffering is due to a wise provision of Nature that couples mercy with necessity. That life must eat life in order to live, is a law of the very first importance among the vast majority of the species. Without its aid man must have perished, and the fact that civilization is assisting him to rely chiefly on the vegetable kingdom for sustenance shows that he is a progressive being.

The authenticated cases of freedom from pain while in the clutches of savage beasts are too numerous to admit of question. The hunter who said, "I was quite conscious of the tiger's teeth penetrating my shoulder, but, instead of hurting me, they seemed devoid of pain," voiced the experience of many others. The bird suffers nothing while in the jaws of the cat. Something in the expanded pupils and glaring balls of the captor has lessened the will of the prey, and the sensation of drowsiness that follows may deaden the feeling in the nerves.

The power referred to is not only natural, but is as common as anything in Nature. It is said that a man who faces a wild animal can hold it at bay by a steadfast gaze; yet few persons are willing to depend upon so frail a defense. The statement is correct only so far as the man is able to maintain an energy of power in the eye under the present principle. If the animal magnetism of the beast is of a more enduring quality, the vitality of the man will soon be broken; and this the beast expects and looks for. A quick drowsiness follows, and soon all is over. There are, however, instances well verified where men have not only withstood the gaze of savage beasts, but have actually cowed them by the eye, and this in the haunts of Nature.

CHAPTER IV

HUMAN ELECTRICITY



FOR twenty-five centuries—during which the world has seen the birth of its greatest generals, orators, poets and philosophers, and has witnessed its most marvelous history and progress—for over half of the years of the human race has electricity not only been observed, but it has been made a subject of close study, constant experiment, and scientific investigation.

Before Hannibal or Alexander, before Archimedes or Euclid, before Cicero or Demosthenes, before Virgil or Herodotus, before Aristotle, Plato or Socrates ever were known to earth, Thales, the chief of the Seven Wise Men of Greece, had bent his philosophic genius down to the level of a piece of *Electron*, or Amber, to account for its wonderful power in attracting light articles to itself, when excited by simple friction.

We might naturally suppose that these centuries of genius would hand down to us a better knowledge of this property of *Electron*, or electricity, than of any more recent subject of investigation.

What is the fact? One hundred years ago it was practically as much a mystery as ever, and Professor Henry, whose invention of the practical form of the electro-magnet made telegraphy and practical electricity possible, has but a very few years been resting in the quiet precincts of Oak Hill.

No scientific study has developed such wonderful commercial results. We no sooner grow accustomed to the surprises of telegraphy than the telephone makes its Bell resound in every ear. As we become convinced of the truth of this

seeming impossibility, we are startled by the brilliance of an unaccustomed light. Under its illumination we can see on all sides the busy ateliers turning out magnetic machines for every purpose that men could have, until we perceive not far ahead the gradual abolishment of steam as a source of motive power.

Surely, this bespeaks a perfect knowledge of that subtle fluid Franklin deftly lured into his battery by a kite-string.

Investigators, who make electricity a specialty, are compelled to confess that, notwithstanding the remarkable powers that they have revealed, these are as pebbles on the beach compared with the vast ocean of undiscovered possibilities, only awaiting some Columbus to courageously embark upon its inviting bosom.

Some one has said that a dew-drop contains enough electricity to blow up a house. Professor Faraday, who never made a careless statement, said, "The chemical action of a grain of water upon four grains of zinc can evolve electricity equal in quantity to that of a powerful thunder storm. Is there not, then, great reason to hope and believe that by a closer experimental investigation of the principles which govern this subtle agent, we shall be able to invent new instruments which shall a thousand-fold surpass in energy those which we at present possess?"

It will be well understood how it is possible for different persons to make statements that seem conflicting and yet all be facts. This is a necessary caveat in a book like the present. Its principles may seem to contradict the teachings of other books or instructors, but in the midst of so much undeveloped wealth, every delver may bring forth things new and old.

This chapter is introductory to the rest and must contain an explanation of some terms and principles which will make magnetism more intelligible than it could otherwise be.

Some facts have been so constantly demonstrated as to be looked upon as settled beyond all probability of contradiction.

The chief of these axioms is, *all substances contain electricity.*

This latent electricity is only made sensible to us under peculiar circumstances. One of these is the contact of two dissimilar substances—for instance, metals. Take any two different metals, as a piece of zinc and a silver teaspoon, put one over the tongue, the other under that organ. While thus separated their latent electricity is quiescent. But touch their outer ends and a new taste is instantly presented to the sensitive papillæ of the tongue.

This simple experiment contains in it the explanation of all electrical generation. There are two sources of electrical motion here employed. *First*, the contact of two metals, each containing a different degree of electricity, which tends to equalize itself upon their contact, thus producing electrical motion. *Second*, the connection of two metals by a weak acid, associated with the alkaline saliva, which induces electrical motion by means of the electrical action that results.

We can thus construct two kinds of batteries, one consisting of a large number of alternate plates of any two metals, which is known as the Voltaic Pile, the other being a series of such plates dipped into a tank of some powerful acid, called a Galvanic Battery.

Another axiom of this science is that electricity disposes itself upon the surface of objects. Hence arose the popular but mistaken term, electrical *fluid*, because it seemed to flow like an imaginary liquid over the surface of things it traversed.

No substance—whether solid, liquid or gas—refuses to conduct electricity. But all substances present a varying amount of *resistance* to its progress. In some, such as glass, wood, vulcanite, etc., this is so great as to practically make these *insulators*. Yet sparks have been developed of such tension as to penetrate over three inches of solid glass.

Whenever electricity is insulated and not allowed to flow, it is called *static*; but when a *current* is set up it is known as *dynamic* electricity.

Our most familiar illustration of these conditions is seen during a thunder storm. Each cloud is charged with static electricity of great accumulated tension, but when they approach near enough for the resistance of the air to be overcome, then a discharge or *current* is set up, whose dynamic effect often sends terror to the beholder. *Density* is a term used for convenience, by which is indicated the amount of electrical energy on any given surface.

Experiment has shown that density varies, in accordance with the outlines of a conductor.

Only on spherical surfaces is the density alike at every spot. On objects of other shapes the density increases on all projecting parts, becoming the greatest as a *point* is approached, while in depressions it decreases until it may be practically nothing.

Another fundamental discovery is that there are two equal and opposite electricities, technically called *positive* and *negative*.

When amber is properly rubbed it develops electricity that *attracts* light articles to it. But glass, rubbed upon silk, develops electricity as well, yet things are *repelled*. For a long time these two forces were termed *resinous* and *vitreous* electricity, and later the terms negative and positive supplanted their earlier terms. Benjamin Franklin maintained a theory, which became popular, that these were but opposite manifestations of one and the same electricity. But later research has convinced us that there are two distinct though concomitant electricities, as they can be made independent use of; for example, in multiple telegraphy. Whenever these electricities are separated, even in the slightest degree, there arises a proportional desire for their union and equalizing. Until this occurs there exists what is called electrical *tension*, which may become so great as to break all previous bounds.

Theories are constantly changing as new developments are attained, and no honest investigator holds rigidly to any

hypothesis, but daily anticipates even an entire revolution in the philosophy of this marvelous double-force.

At present the verdict seems to lean toward the judgment that electricity is not a fluid or a substance, but rather a *vibration*, like light, sound and heat. What makes this more plausible is the close analogy between heat and electricity in certain respects.

Electricity exerts an instant and powerful effect upon surrounding objects, just as heat does by what we call radiation. This influence is termed *induction*. Induction has a peculiar effect upon all objects. When a body is in electrical equilibrium there is no tension, current or other phase of electrical phenomenon. But upon the approach of another body induction sets up, by which there comes a new state of electrical condition, in which the opposite electricity to that of the approaching body is driven to the side nearest to it, and the other kind to the reverse situation. This is called *polarity*. Faraday proved that induction is caused by the polarity of the intervening particles of the atmosphere, which offered too much *resistance* to permit a *current* or *conduction*; hence polarity was conveyed from atom to atom of the air until the object that manifested the effects of *induction* was reached and influenced. The ordinary compass shows the effect of induction, the needle being influenced by the magnetism of the earth, so as to always point toward the North. This is one of the most useful phenomena, and especially so in the study of personal magnetism, as we may more clearly see in the following chapters.

Let us make a summary of the present chapter and find what relation it bears to Human Electricity.

The following important facts are before us:

1. We are yet upon the threshold of our knowledge of Electricity.
2. All the old and apparently established *theories* concerning this mighty agent may, by a single experiment, a single *fact*, be completely overturned in the near future.

3. Every substance, whether solid, gas or fluid, contains electricity.

4. There is not a bone, muscle, fibre, drop of liquid or particle of matter in the human body that does not contain electricity.

5. One drop of blood contains sufficient electricity to evolve a well-regulated thunder storm.

6. Electricity disposes itself upon the surface of objects.

7. Electricity held in check by insulation is called *static*.

8. Electricity in motion or in current, as it is called, is termed *dynamic*. "Dynamic" is defined as: belonging to or having energy or effective action; forceful; as the opposite of potential or quiescent force.

9. Density means the amount of the electrical energy.

10. The best theory at the present day is that electricity is not a fluid or a substance, but a *vibration*, like light, sound and heat. If this is true, it is an important explanation of the phenomena of personal magnetism. The many thousands of experiments in this art substantiate, in their results, such a theory, but the whole line of study mapped out in this book follows the teachings of facts rather than theories, because one *fact* is worth more than a thousand *theories*.

It is well, however, to bear in mind that the author agrees with the most advanced views of the scientists of the present day that electricity is a *vibration*. If this is remembered much that follows will be more easily understood.

Induction is the process by which another person or object is influenced. That actual contact or near approach is not necessary is clearly proven by the magnetic needle, which feels an influence exerted thousands of miles away; yet, were this not a fact established beyond all power of contradiction, no person could be found at the present day to believe it. So in the cultivation of personal magnetism the author himself confesses he would not believe his own assertions were they not already perfectly proven, and he is as much surprised by them as any one can be.

More of this later on.

CHAPTER V

HUMAN MAGNETISM



HOMER describes the gods viewing the fierce contests on the plains of Troy, from the summit of Mount Ida. A later tradition tells of the astonishment of an humble shepherd, on this same summit, when he beheld his iron-bound staff leap from his hands and cling to the projecting rocks. History seems clear in pointing to this locality of ancient Magnesia as the scene of the earliest discovery of that wonderful ore or "stone" that would lift a "load," hence called the Loadstone. Very naturally was this force called Magnetism, and the ore a Magnet, out of deference to the place of its discovery.

This may be the very locality alluded to in the Arabian Nights as the Magnetic Mountain, which drew out the iron bolts and fastenings from passing ships, and sank them instantly.

Men were not long in discovering this magnetic iron-ore in other places, and putting it to various tests of usefulness. Chief among such experimental discoveries was the power it possessed of magnetizing a needle so that it would always point due North. Even in English annals we find the *sailing stone* mentioned as early as the twelfth century, but it was known and used long previously by other nations.

A piece of ordinary iron will exhibit magnetism as long as a current of electricity is passed through coils of insulated wire around it. This process is called Electro-magnetism, and was employed long before the seemingly self-evident discovery was made that a magnet inside of such a wire helix would set up an electrical current, which is very appropriately

termed Magnetic-electricity. Both of these methods are in daily use.

The purposes of this book only demand a knowledge of the underlying principles of electricity in its relation to magnetism, and not an explanation in detail of discoveries and their applications, scientific and commercial.

One of these principles is that magnetism is induced only by dynamic, and not by static electricity.

Another fundamental discovery is that vibration, of some sort, is a great assistant to the process of magnetizing.

Experience has also taught that the electricity of the earth magnetizes all things upon it, which is of course more evident in articles of iron than in those of poorer conductivity. Many war vessels, therefore, were lost before this effect of their magnetized guns upon the compass was noticed.

The practical bearing of these facts upon our subject will doubtless become apparent before the book is laid aside.

Scientifically, magnetism is only a peculiar phase of electrical phenomena, and is not a different force, *sui generis*. But its manifestations are more easily classified and popularly understood if we look upon it as something different, though depending upon, and related to, electricity.

It seems strange that up to one hundred years ago men were ignorant of the existence of animal magnetism.

A few years before the Declaration of Independence received the signature of Benjamin Franklin, at that time the greatest philosopher of this continent, another great scientist, Galvani, professor in Bologna, was preparing some frogs to be cooked for his sickly wife. Happening to touch two different metals in contact to certain nerves and muscles, he was surprised to see the frog's lifeless legs resume all the activity of their accustomed motions. Others had noticed this result, but had not been led to investigate its philosophy.

After his death Professor Aldini, a nephew, traveled through Europe proving the truth of Galvani's statements and theories, which had been misrepresented and repudiated.

A favorite experiment of his was to form a battery out of several heads of recently slaughtered cattle, connecting their tongues and ears alternately by wires. The result was always surprising and conclusive. Aldini, among other things, maintained:

“That muscular contractions are excited by the development of electricity in the animal-machine, which is conducted from the nerves to the muscles, without the concurrence of metals.”

“That all animals are endowed with an inherent electricity, appropriate to their economy, which, secreted by the brain, resides especially in the nerves, by which it is communicated to every part of the body. When a limb is to be removed, the nerves, aided by the brain, draw some electricity from the interior of the muscles, discharging this upon their surface, and they are thus contracted as desired.”

In our chapter on Electricity it is stated that chemical action can produce galvanic currents. When we remember that almost every portion of our body is bathed on one side with an alkaline, and on the other with an acidulous fluid, we may justly consider the human frame an electric battery, and one of no inconsiderable dimensions.

Was it not the shrewd Napoleon I. who said, when he first saw a voltaic battery: “Voilà l’image de la vie: la colonne vertebrale est le pile; la vessie, le pole positif; et le foie, le pole negatif.”

We know that electricity and magnetism exist in all things. We are assured that its power vastly exceeds our present acquaintance with it. We have also seen that the very air becomes polarized and sets up induction between adjacent bodies.

The human frame is, so to speak, filled and dominated by latent magnetism. Hence the brain, which appears to be the seat of the soul or *ego*, is properly a sensitive electrical condenser, ready at any instant to charge any nerves that they may set their appropriate muscles in action, whenever

that *ego* touches the magic *key* which completes the *circuit*.

Thales, then, considering that he lived twenty-five hundred years before our day, was not far out of the way when he said that "electricity is the soul residing in electron." This statement modernized is, that "Electricity is the Life."

To sum up this chapter in a few words, we find the following propositions to be true:

1. Electricity constitutes the chief element of the *vital-force* of the brain and body.
2. Dynamic electricity, and not static, induces magnetism.
3. Human magnetism is the *vital-force* at work.
4. The vital-force in a static condition is not magnetic.
5. The latent magnetism of an individual is quickly awakened by the vibratory current of a magnetic person through the action of the voice, eye or touch.

The subsequent chapters investigate this power.



END OF THE
FIRST STEP

SOURCES OF
PERSONAL
MAGNETISM



IN THE SECOND STEP

THE

ENEMIES OF PERSONAL

MAGNETISM

CHAPTER VI

VIGILANCE THE PRICE OF POWER



ALL FACULTIES have enemies. The faculty of has many enemies that are constantly at work destroying its best quality. All the gifts and accomplishments of life are beset with influences that tend to weaken their effective powers; and the man or woman alone is great who can watch over them with jealous care. Glodstone maintained his public position many years longer than he otherwise would by reason of the fact that his wife studied his habits and criticized his methods with unceasing zeal. We cannot see ourselves as we are, nor as others see us; and it is an advantake to have the guidance of one who is sincerely interested in our success.

DEFINITIONS

Owing to the fact that we will make use of terms from time to time that have special application in this study, we present herewith a list of definitions for the guidance of our readers:

1. *Cultivation of Personal Magnetism.* A series of Exercises and Regulations whereby the nerves are made subject to the will, and are then super-charged with magnetic power.

2. *Negative Exercises.* That portion of the exercises set apart for the special purpose of removing nervous defects and tendencies.

3. *Positive Exercises.* That portion of the exercises

set apart for the special purpose of super-charging the nervous system with magnetism.

4. *Regime.* The daily conduct of the pupil.

5. *Internal Energy.* A certain power within, which is able to direct the magnetic forces outward.

6. *External Energy.* The mere muscular action of the body, which, when not acting in unison with Internal Energy, wastes the *nerve-force*.

7. *Nerve-Force.* An electro-magnetic influence of a vibrating character, generated by the principle of life, and usually wasted at the surface of the body, but capable of traveling great distances and controlling any form of life which can hear, see or feel; and more especially the human race. When so used it is popularly called *Personal Magnetism*.

8. *Nervousness.* The action of the *vital-force* moving without command from the will, or contrary to the will.

9. *Nervous Prostration.* The exhaustion of the *vital-force*, or an inability to generate a sufficient amount to supply the waste. It is well to distinguish between this malady and nervousness. The former is, of course, the outgrowth of the latter. While the *nerve-force* is in good supply, but erratic in its action, it is called *nervousness*. In persons suffering from prostration there is generally no erratic action, as the vitality is too weak.

This exhaustion robs the blood circulation of its tone or health.

It weakens the bones by making them like the bones of dead people.

It weakens the stomach.

It destroys the tone of the cuticle and skin by the deadening of weak fibres.

It weakens the hearing by causing part of the sounds to be obscured.

It weakens the sight and causes films or small specs to move in front of the eyes.

It weakens the mind and often leads to insanity by the exhaustion of the *nerve-force*.

Nervous prostration and the tendency to it may be cured by the exercises of this book.

Medicine never yet cured or prevented a case of nervous prostration.

Persons who do not care to cultivate magnetism may simply devote themselves to the "Negative Exercises" in the lessons to follow, and they will thereby obtain benefits to the nervous system that can be procured in no other way.

10. *Voluntary Muscles.* Those that may be moved in obedience to the will.

11. *Involuntary Muscles.* Those over which the will has little or no control, moving in obedience to the laws of life. Their action being directed by nature no loss of nerve-force occurs.

12. *Straight Lines.* Imaginary lines in the air through which the *extremes* of the body pass in making movements.

13. *Extremes.* Any part of the body from which, by *shaking*, water could be thrown, as the fingers, elbows, head, feet, knees and others.

14. *Angles.* Sharp turns made in any movement

15. *Circles.* Imaginary rings made in any movement.

16. *Curves.* Parts of circles.

17. *Leakage.* The out-flow of *nerve-force* from any one or more of the *extremes* of the body. This outflow is caused by constant small motions which are unperceived by the person making them, but which in a few hours will throw off great quantities of vitality into the air, which, if retained, would have been converted into magnetism. *Leakage* always occurs without *Internal Energy*. The latter power is capable of being developed so as to supply an unlimited quantity of *nerve-force*.

18. *Leaker.* A person whose waste vitality has not been checked by training. Everybody who does not pass through the Negative Exercises of this book is a *leaker*. To

FOUNDATION LAW

All men and women possess personal magnetism.

This foundation law must be kept in mind all through these lessons.

We will endeavor to explain it. Life is due to magnetism, and there can be no life where there is no magnetism. Like heat it may pass to such a degree of weakness as to be regarded as a negative condition; but, like heat, it exists even in its apparent absence. We think of the day as warm when the thermometer reaches the eighties, and as hot when it rises to ninety or a hundred. We regard it as cold when the temperature is fifty, or forty, and as freezing cold at thirty-two or under. Yet the freezing point is hot and even burning to a kind of life that thrives at zero. As cold is only diminished heat, it must be true that fifty below zero is hot in comparison to a condition that is one hundred below zero. Science has never yet found the state of total absence of heat.

Magnetism is the first manifestation of life in a plant or animal organism. It is magnetism that brings one cell to another cell and frames the form of the future body. It is magnetism that allows all things that belong to the earth to remain in close affinity with the earth. Were there no gravity, all the people and all the objects on the globe would wander off aimlessly in space. Gravity cannot be satisfactorily explained except on the principle of magnetism. If it were not for this force of attraction, all the planets would rush into a state of chaos under the mere impulse of gravity, or would drift away into the cold realms of space in its absence. We see two kinds of magnetism at work in the solar system; one that chains the orbs to the sun's influence, and one that whips them away from each other while leashed within that influence. The star systems of the sky seem to be independent of our own corner of the universe; but it is safe to say that they all obey one and the same governing power, and their march through the limitless fields of ether is controlled by a central magnetic force.

When the sun shines on plastic life, it begins at once to exert a magnetic influence on all it touches. Only the other day a neighbor who had planted a row of flowering-peas, complained that they did not cling to the wire netting that stretched along in front of them. We brought him into our garden and showed him a row more than a hundred feet in length where the peas were clinging to a similar mesh of wire, and their tendrils were closely entwined in the wires, thus holding up the abundance of many-hued flowers. He could not understand it. But we had placed the wire netting on the south side of the row of vines, and he had placed his on the north side. The sun is always on the south, and never crosses to the north except when it is low in the east or the west. Its intense influence is always from a southerly direction. Its influence draws all growth towards it, and therefore the vines would reach their tendrils to the south rather than to the north. In one case they would reach towards the wire, and in the other case they would reach away from the wire. The principle is true in all plant growth that is to hold itself up by its own climbing. If the location permits of no sun except in the morning, the wire netting should be on the east side of the vines; if the only sun is in the late afternoon, the netting should be on the west. If these simple rules are kept in mind, the results will be far more satisfactory.

This is a simple illustration, but it shows two things: *first*, that there is an influence at work in life; *second*, that it costs no more effort to take advantage of power than it does to allow it to run to waste.

All men and women possess personal magnetism; but some magnetism repels and some attracts. Magnetism is largely relative; what will repel one person may attract another. The woman who is so ugly that she causes a stampede when she enters a room, may be an angel to some man as ugly as herself. She may even inspire poetry on her angelic attributes.

As the absence of heat may be termed cold, so the diminished degree of personal magnetism may pass for none

at all; and the idea may go forth that some persons are totally devoid of the power. This is not true. For the purpose of presenting the First Grand Principle we will speak of such persons as non-magnetic, just as we speak of a reduced degree of heat as cold.

FIRST GRAND PRINCIPLE

The least magnetic of the so-called non-magnetic people lose each day more vital electricity than is necessary to produce the highest degree of personal magnetism.

The proposition is put into simple language and is made as clear as words can present it. To give it a more exact study, let us imagine some man or woman who says that personal magnetism is a gift, that it is the heritage of a chosen few, that others are barred from its power, and must follow instead of move along in advanced lines in life.

It is supposed that the ability to hypnotize is a born gift, possessed by a certain few, and developed once in a while from a dormant condition. This may be true in a limited class of cases; but the hypnotic power has a number of uses, one of which is to produce sleep, and another of which is to induce obedience through suggestion. The sleep part of it can be induced by the act of the subject without the aid of the living hypnotizer. The latter at his best sets up substitute beliefs in the subject, always after the sleep state has been entered into. The use of personal magnetism employs suggestion effectively without putting the subject in the sleep state. The wide awake individual acts upon the ideas suggested.

As the magnetic power is universal, and differs only in degree, it cannot be regarded as a born gift. In every instance it is the result either of accidental development or acquired attainment.

The First Grand Principle states that the least of the so-called magnetic people lose each day more vital electricity than is necessary to produce the highest degree of personal

magnetism. This involves the consideration of what is meant by vital electricity and its relation to personal magnetism. The laws that govern the development of these powers are best stated in the form of propositions.

SECOND GRAND PRINCIPLE

Vital electricity is the basis of all personal magnetism, but is in no way related to hypnotism.

Many persons are afraid to study these subjects, believing that they stand for something that is terrible, some weird power that may be associated with witchcraft. Hypnotism was undoubtedly the basis of the oldtime witchery, for it has always existed in the world, and been misjudged in every age. Once it was called the possession of devils, owing to the fact that one person might exercise an uncanny influence over another. Today, under the guise of trickery and in the hands of a charlatan, hypnotism might easily reproduce all the effects that were seen in the ages when superstition clothed it with every ill that befell unfortunate people.

But personal magnetism has never been in bad company. It has had no unsavory reputation; but, on the other hand, its work has been of the nobler stamp, and its influence has always tended to make the mind sound, the body whole and the nerves steady. Of all the thousands of pupils in personal magnetism whom we have met, there has never been one who retained the least bit of superstition, nor one who had any fear of ghosts or a belief in them. The brain gets a clear and perfect view of life free from the muddy hues that tinge the meaner nature.

Its very basis is vitality. Life and power grow with the increase of personal magnetism. It helps to uplift the weak, whether that individual be the student of the power or the one who is brought under its influence. One magnetic man or woman can wield a vast and inspiring sway over hundreds and thousands of others at one and the same time. Those who are thus dominated are given some of the magnetism of

the master power, and the more they are under such sway the stronger they become in mind and purpose. Just the opposite is true of the uses of hypnotism.

THIRD GRAND PRINCIPLE

The natural gift of personal magnetism arises from accidental habits that prevent the constant loss of vital electricity.

This is a negative proposition, as are all those that relate to the enemies of this power. Nature is always generating vital electricity in every man and woman. When she ceases to do this, death ensues. The so-called non-magnetic people are constantly allowing the power to run away of its own accord. There is no accumulation. The funds placed in the bank each day are spent with each day's activities, and the individual is as poor at night as in the morning. When we see some one who is undoubtedly magnetic, we find a person who saves each day some of the excess of energy which is generated in the process of living.

Every intelligent reader knows what is meant by the power of personal magnetism, and there are few who cannot at once detect the man or woman who possesses this power. The mere entering of the room, the first steps toward an audience, the first tones of the speaking or singing voice, the touch of the hand, the glance of the eye, or the impress of the fingers on the piano, as in the case of the famous Polish player: these tell in a few seconds the fact that the individual is magnetic. If the gift be natural, then it has come from accidental habits that prevent the constant loss of vital electricity. You will see a self-controlled, easy, but at the same time energetic personality that will attract your attention because of the presentation of these two conditions in one life.

Later on, as we come to study the positive side of the power, we will learn that composure, or ease of action and quietude of method, when there is great energy behind them, are always evidences of personal magnetism. In fact, when-

ever you find this combination you will always be sure of finding the quality known as personal magnetism. It may be a combination that attends a person who is not credited with much book learning; but the absence of such learning is not by any means proof of ignorance. Wisdom may develop and grow into a giant, while its possessor may know very little of the kind of things that usually belong to education. This sort of ignorance is found with some of the most successful men of the world. At the same time, it is true that, in proportion as a man or woman lacks education, its place must be taken by personal power, or failure in life is the certain consequence.

The greatest men and women in history are those who couple education with magnetism. Education without this power makes a person an employe forever; the tool of some one else. This power without education always pushes the individual to the front. So, if the choice is to be had between the two, magnetism is the better equipment, as it brings leadership.

The reason is that behind the personality is energy; and, with the energy, is ease of manner and self-composure.

Such a combination is found only when there is magnetism. It would seem at a glance as if the whole matter could be summed up and disposed of under this double-proposition; but the sources of the power and the uses of the faculties make an elaborate and complicated study.

These remarks are made at this time in order to encourage those who think they are handicapped by lack of previous education. They must remember that magnetism draws wisdom in proportion as it is properly driven, just as a fine steed may be harnessed and made to do many kinds of valuable work. The more magnetism you have the more you will absorb of the practical knowledge of the world if you are master of this power.

That you may become its master, it is first necessary to know that certain habits are its enemies and are daily robbing you of its aid. These we will discuss in the next chapter.

CHAPTER VII

WHAT THE ENEMIES DO



VERY student of these pages is familiar, by this time, with the negative side of the subject of magnetism. Why there should be a negative side is seen from the fact that all culture is compelled to deal with both the helpful and the deleterious influences that bear on all phases of life. Nothing is exempt from this conflict. The flower garden is urged on by the planting of choice varieties of shrubs, the sowing of seed, the making of the soil, the stirring of the earth, and all that encourages growth; but, even with every kind of care along positive lines, there are enemies that stand ever ready to nullify all the good that is being constantly done. If these enemies are not dealt with, the blooms fail and the garden soon becomes wild.

Most human lives are thus matted with weeds.

The very necessity of removing the enemies in the garden, in the cultivated field, in the orchard, in the greenhouse, and all through the realms of nature, compels man to keep vigilant and fight them to the death. Strange to say, in each human life there is no such necessity. If you wish fruit, you must not let the enemies have too great a start. If you seek only an ordinary life-success, the mere winning of bread and shelter, you may live for decades and not trouble yourself about the enemies that choke off the power that might place you upon a higher pedestal in the world. Thus humanity is exempt in part from the deadliness of its enemies. Being immune to some extent, most men and women pay no attention to the higher laws of their being, and they drift through life with a superb indifference.

The rare few, however, are imbued with the spirit of instinct that tells them of the advantages to be derived from careful nursing of the powers that are latent in every life; they have no natural advantage to speak of over their fellows, except the keenness to observe the difference between driving the weeds out of the gardens of their bodies, and thus allowing the better faculties to have sway. This happy insight is called by the world a natural gift. But it is much more readily cultivated than inherited.

The first step is the recognition of the weeds that interfere with the growth of the good things in the garden. These we call enemies, because all weeds are enemies to the life they hem in.

FOURTH GRAND PRINCIPLE

Vital electricity leaks from the body by constant misuse.

The loss of vital electricity is called *leakage*.

The person who loses vital electricity from the body is known as a *leaker*.

We have used these terms for more than twenty-five years; and as they are easily understood we retain them because of their forcefulness of meaning.

Leakage will be considered under a series of Rules, each being made a lesson. Some will be brief and some will be long.

LESSON ONE

“RESTLESSNESS”

RULE ONE: General restlessness is the most frequent cause of leakage of vitality.

A person is generally restless who is uneasy, fidgety, squirming, or in any way addicted to irritating activity. This cause of leakage is not the same as that known as nervousness, or depressed nerves, or prostration of the vitality.

These are all the results of some of the weeds of life that are treated as enemies to magnetism, and which constitute the Second Step in the study of personal power; and they will be duly considered in their proper turn.

If there were no enemies of magnetism in the human body, there would be no case of nervous prostration, no case of neurasthenia, no case of depressed vitality, and no case of mental exhaustion. All these ills are direct results of allowing weeds, which we call enemies, to enter and to remain in the habits of life. Thus, without intending to deal with matters of nerve-health, we find the study of magnetism the most important cure of such maladies.

When once you have concluded that such a man or such a woman whom you meet or see from time to time, is magnetic, you will soon discover a train of facts, not one of which would have attracted your attention unless brought before your mind for the purposes of analysis. These facts are always the same, no matter who the man or woman may be, if the charm of personal magnetism be present. As they always agree, there must be some natural law at work producing them, and at the same time producing the power known as personal magnetism.

We recall several friendly interviews with Hon. Henry W. Grady, the orator and influential power of the South many years ago. Not only in his public work, but in private as well, he gave unmistakable evidence of the possession of personal magnetism. There was a charm in his voice, a charm in his step, a charm in his presence, a charm in his methods of execution. The more he undertook, the better he did it. The more he engaged in broader activities of life, the greater seemed to be his hold upon his fellow beings. In youth and young manhood giving no evidence of unusual ability, he unfolded his usefulness just in proportion as he unfolded his magnetism. He drew men to him. They liked to receive orders and suggestions from him. They enjoyed the work of carrying out the grander thoughts which grew upon his mind as he extended his efforts in behalf of his land.

There is no doubt that in his case the fame he acquired and the following secured, were due wholly to the magnetism that grew as he added years to his career.

Now, while some would regard him as a nervous man, he was not a restless, fidgety, squirming or uneasy individual. His nervousness, if it could be called by that term, was the presence of power.

But the very first thing that attracted attention when one came into the room where Mr. Grady was standing or sitting, was his total lack of restlessness. If there were twenty men present with him, and all were standing, he would attract attention by reason of his superior physical quietude; provided, of course, the mind were making the analysis. If there were a dozen, or dozens, of men and women present, and all were sitting, he would be the first to win approval from the critic who was seeking proof of the first cause of magnetism.

This freedom from restlessness is not the stiffness of a person of awkward carriage who braces himself into a fixed position and resolves to maintain it or die in the attempt. Relaxation is the basis of ease, polish and grace; but it must be the relaxation of power, not of laziness. It must be the flexibility of great nervous tension, and not the deadness of the grave. These ideas will be worked out as the later Steps are taken in this study.

We were so much fascinated in our youth and earlier manhood with the consideration of the traits of magnetic people, that we pushed our way into the private lives of some of the leading men and women of America and England; always seeking to ascertain if it was true that there were uniform habits that accompanied the power known as personal magnetism. How we succeeded is a matter for the public, but how we secured the evidence may or may not interest the students of this book. We have all along laid down the general proposition that any sincere and earnest man or woman who seeks information for proper ends, can

very easily gain admission into the private lives of great men and women.

When the author was sixteen years of age, two of his works had been published. They attracted some attention, and this alone was helpful in making acquaintances. Not long after that he established and published successfully a periodical which also proved helpful. Still later he allied himself with some newspapers and their editors, and served in the capacity both of contributor and reporter. These offices gave him the right to create new acquaintances. He was personally known to a number of the most prominent men and women of America, at a time when the country was rich in the fame of such personages. Later on he was identified with lecture work, employing such speakers as Phillips, Gough, Beecher, Talmadge and others, all of whom were most gifted with the power of personal magnetism. He knew in other ways such men as Brooks, Newman, Sumner, Conkling, Grady, Edwin Booth, Wilson Barrett, Lawrence Barrett, and scores of others, all of whom were successful because they were magnetic.

Not one of these great men possessed the power of hypnotizing. All were successful in the highest degree. Not one was in the least impressionable under the efforts of a hypnotist. The uniformity of these facts shows conclusively that personal magnetism is in no way associated with hypnotism.

But it is also true that not one of these men, nor any men or women who have ever been magnetic, was addicted to the fault of general restlessness; at least not as long as life was successful in each individual case. We recall that, during the last years of the career of Lawrence Barrett, when a certain malady depressed him, he became quite nervous, and restlessness was seen at work undermining his power. But such an exception proves the rule.

Apply this fact to any phase of professional or practical life that you please, and note the result.

First here is your family physician; he is restless, fidgety,

and ill at ease. Your confidence in him is weakened; nor do you have to know anything of the rules of magnetism to form your estimate of him. Any man, woman or child can pass judgment in some way or other on the restless physician. The result is that he loses his clientele. Then failure comes. On the other hand, let him be a stranger, and yet well at ease, free from this fault, and you will quickly be drawn to him. Self-mastery inspires confidence in others, and success is much more probable.

If this restless man should be a surgeon, his usefulness would come to an end at once. How about the dentist? We recall the case of one who was very much under the sway of this fault; in the town where he set up practice, he could not make friends in his profession, although he had excellent influence socially and his wife tried to make herself as popular as she could. A wide circle of friends did not create the practice needed. The fault was that he was restless and did not inspire confidence. He brought the matter to our attention. He took up the study of the enemies of magnetism; overcame his great fault; moved to a town where he was not known; and very quickly established a large practice, because he won the confidence of the public.

Thus we see that what is apparently a simple thing, and only a drop in the study of magnetism, is really almost a turning point in a human life.

Now look in the legal profession, and note the calm, cool, powerful control shown by one, and the fidgety manners of another. The brain and judgment are not at their best when the body is leaking vitality. Or look at the splendid bearing of the self-held minister, as compared with the smallness of the uneasy, squirming preacher. Many a Sunday have we listened to some man who paces about in violent walking, or another who stamps too much, or pounds the desk too often, or who is addicted to meaningless gestures that are mere motion; and we have noted that loudness of voice does not hold the interest of the congregation, nor does physical activity of the involuntary kind pass current for earnestness.

Such clergymen are numerous everywhere, but we fail to find one who is genuinely successful.

True power is deep. The stronger the feelings, the less should be their outward evidence.

But it is on other grounds that restlessness weakens a man or woman. The constant loss of vitality, flowing out with each involuntary motion, soon saps the force that should underlie the effort of the mind or body.

Then there is still another law at work. Restless people make all beholders uneasy. The jury, the congregation, the school, the friends in a social gathering, the business circles, the patient or client, all are made more or less irritable by being compelled to watch the restless man or woman. The brain is soon fagged by such irritability, and a fixed desire to get free from the cause takes hold of every one. Instead of controlling others, they are driven away, and after years will hardly serve to regain the confidence that is thus lost, unless better methods are adopted.

Magnetic people are not restless.

Restless people cannot become magnetic.

Magnetism is a charm, not an annoyance.

Until you learn to hold the body still, as far as involuntary motions are concerned, you cannot become magnetic. You may try any and every method you please, but the power attained will ooze out from the nerves just as a leaking battery will let its energy escape when subjected to influences that draw away the fluid that is stored.

Some persons get the idea that all that is necessary to acquire magnetism is to practice some affirmative exercises. On the same principle, if you buy the best locomotive boiler, and puncture it with a hundred small holes, you would deem the makers of the boiler at fault because it did not maintain its power.

Affirmative acquisitions in this world must be supported by attention to negative influences, or the latter will neutralize all that the former may seek to accomplish.

Habits, good or bad, are quickly formed, and the brain

will execute them. 'At first it is necessary to study and think of the many small involuntary motions you make; but in a few days you will find the mind performing this duty for you. We recommend that each student of these lessons ask some friend to act as a critic. You cannot see yourself as you are seen, and a critic should mention only your faults. Praise to an ambitious person makes it difficult to tell the truth when the truth is most needed. It flatters the vain, while honest advice is welcomed by the sincere student.

FOR SCHOOLS

The value of this lesson in the training of young men and young ladies, can be seen at once. Children are never magnetic, for nature encourages their restless activity as a means of growth. But when they pass the age of fourteen or fifteen, the strength of youth should manifest itself in a form of demeanor that assumes to be culture and gentle deportment, although in fact it is the quietude of magnetism.

Education in schools along these lines is useless until the ages mentioned.

But at that time, and all through the years that follow, it is of the highest importance to train the nerves to steadiness, and the muscles to their voluntary uses only. Mere quietude is hurtful. It should be the covering of an accumulated power within; and, for this reason, the affirmative course of instruction in magnetism should accompany these lessons that are only negative.

This volume must, of necessity, include both sides of the training. The weeds must be removed from the garden, for nothing will make progress when counter influences are choking out all good impulses.

The removal of weeds is not enough. The destruction of enemies is not enough, either in war, or in life. There must be a progressive and aggressive growth of affirmative power.

Nothing is so undesirable as the man or woman who is

still or quiet or self-contained because of deadness in the nature, or lack of energy or power. The world is full of such people. Churches, organizations and all departments of social and governmental life are already over-charged with dead folks who still live. They are useless and in the way.

Magnetism gives life.

But first it is necessary to make room for that life, and therefore we must continue these lessons with the enemies of magnetism.

CHAPTER VIII

COMMON ENEMIES



WEEDS and hostile forces, are everywhere abundant. Nothing of value in the world is free from enemies of some kind. Human life is a constant example of this purpose in the plan of life. The blood is attacked by germs, the outward body is in danger from the larger forces, such as fire, water, gas, etc., and the faculties are preyed upon by the weeds of bad habits. The reason for this is discussed in our post-graduate course, Universal Magnetism.

LESSON TWO

“AWKWARDNESS”

We have considered restlessness as the first general weed in the habits that count against the cultivation of personal magnetism. The present lesson has to do with awkwardness. This is something more than the absence of grace. It is not due to the erratic condition of the nerves, as many suppose; for we have seen many persons, both men and women, who were so awkward that life to others was a constant annoyance; yet each and every one of them was cured of the fault. It is for this reason that pupils in our systems of training are given specific exercises for overcoming awkwardness. This side training is in our course known as Cultivation of the Chest; it is in our university course; and belongs properly to any course in expression or magnetism. Awkward people annoy others; and those who annoy cannot win. Ridicule will scatter the best magnetism ever accumulated, and ridicule is the natural fruit of awkwardness.

It is all removed by a little care in the deportment of the day. The more small details that are in the way of the awkward man or woman, the greater is the opportunity for the mishaps that must be apologized for; and the dining table furnishes the largest fund of these accidents. Explanation is always a weakness; the person who must be always excusing some act, is always on the defensive, and magnetic people are never on the defensive.

Remember this.

A common French proverb says that he who excuses himself, accuses himself. Never explain, never excuse, and never apologize: are three rules of magnetism. We must not be misunderstood. We do not preach the necessity of avoiding reparation, or avoiding elucidation. If you are clumsy and have done some injury to another's feelings, by all means apologize; but magnetic people avoid this necessity. They do not make the mishaps that call for the excuse. To make a point clear is not explaining; it is elucidating.

If you have been out late at night, when you should have been at home, explain; but the magnetic person would not have been out late when duty called for presence with the family; for magnetic people are brave, and the first element of bravery is the courage of honest and honorable conduct. We do not believe that the sneak, the liar or the evader of duty, can be magnetic in the true sense of the word.

How often we hear speakers tell the audience of something that is intended to make the audience think the speakers are doing well under great disadvantages. Such excuses, apologies, or explanations never come from the magnetic speaker.

Awkwardness is always compelling excuses. More than this it weakens the influence of the man or woman, because it annoys and gives rise to the impression that there is a fundamental weakness, or else a lack of good breeding. What do you think of some great actor, some Booth or Barrett, who enters upon the scene with a stumble and almost a fall, due to careless stepping on a mat. Imagine Hamlet's

first entrance in the play, with a mistep over the threshold of a stage door, that catches his foot and half throws him to the floor. Imagine Lady Macbeth in the famous sleep walking scene, catching her toe in a rug and running half a dozen steps in an effort to save a fall. Imagine Beecher coming into the pulpit, and knocking the water pitcher to the carpet by a careless movement of his arm. Imagine a gentleman friend being presented on icy steps to some beautiful lady, before whom he wishes to make a decided impression, and making it instead on the snow below. Imagine your best friend at your side during dinner, hitting the end of the soup ladle, and causing the contents of the tureen to fly over the clothing of those present. Imagine the button on the under part of the coat sleeve touching the edge of the glass near by, and pouring the fluid over some neighbor.

Under any conditions of awkwardness, there is nothing but disadvantage for the one who is thus afflicted. The instances we have hinted at are those that embody the larger acts of clumsiness; but the magnetic man or woman is wholly free, not only from them, but also from all the smallest details of movement that can be called awkward.

The chief fault is in the fact that sets of muscles are used in place of parts of sets of muscles. The first step toward a cure, then, would be in the training of each and every part of a muscular set. The man who has been brought up in the country, seems to be naturally awkward; but an analysis of his faults will always show that he is using whole sets of muscles, where as the graceful man or woman uses only such parts as are called into action by the intended movement. Here we might write another great law, were it not for the fact that we would be treading in the realm of another line of study. We will, however, go far enough to show the general method of cure.

Taking the example already stated, that of the man bred in the country, and we find that his many muscles of the hand and arm are used in combinations, rather than in their details. Thus, he has a habit of opening and shutting all

the joints of the hand in one act; he rarely ever uses the hand except as a whole. A graceful man, whether bred in the city or country, will use each and every finger of the hand as the action demands, not more than is needed. An awkward speaker, of whom there are scores in the United States Congress, will swing his whole arm from the shoulder, in making gestures, while the graceful speaker will use each and every joint from the tips of the fingers to the shoulder; or six instead of one. An awkward woman in moving the arm, uses the joint at the elbow, and a man at the shoulder, the latter making the swing from the shoulder, generally with the elbow rigid but at an angle; the result being that his elbow knocks many a thing down, such as a glass from the table, or anything within reach. The woman, unless manish, causes her mishaps by elbow hinging, which brings the wrist or knuckles into accidents.

A thorough course of self training in limbering up each and every joint of the body, from the toes to the finger tips, will help to overcome this fault. To this should be added experience in social events. Then the resolution should be formed not to do with yourself, when alone, what you would not do with yourself when others are present. That is, be as careful when no one sees you as you would wish to be when the most critical company is present. Charles Sumner once said that he would not take a position of the body, arms, feet, legs, etc., when alone in his room, that he would not be willing to take in the Senate; for, he declared, such an attitude might be taken unconsciously in the Senate. This is a great law of life. What you do alone, you are apt to do when others are present.

On the other hand the adoption of affected manners will lead to equal loss of respect. Assumed ease and grace are distasteful to all sensible people. Because the cook puts no salt in the soup on one day, is no reason why she should ruin it the next by too much salt.

The true lady or gentleman is the one who is as graceful when alone as when in society; and the grace then is natural,

not affected. Affectation is the aping of good manners by one who is incapable of showing them as the result of good breeding or inherent adoption. Affectation is always an imitation; like a paste diamond, or a painted rose.

Awkwardness is not only due to the use of muscles not required for action, but is also due to the lack of gravity support in the carriage of the body. Some part of it is centered beyond the base known as the center of gravity. The leaning tower of Pisa, or the badly loaded rack of hay, show the same incongruity. Humanity is full of this fault until grace takes the place of awkwardness.

Straight lines in the carriage and in the motions of the body are always crude. They represent physical force. The lessons to follow deal with the correction of this fault, and we will not discuss it here.

FOR SCHOOL LESSONS

It can at once be seen how useful might be this principle of magnetism,—the adoption of grace in place of awkwardness,—if arranged in a series of exercises, accompanied by talks upon the rules that could be readily formulated for teaching in schools of almost every grade. The rules that follow are applicable both to teachers in their work and to pupils here and in schools; that is, they have a universal application.

RULE TWO: Awkwardness lessens a person's influence.

The first rule has already been stated in an earlier page. This second rule is in line with it in meaning, for restlessness and awkwardness are the offspring of careless disregard for the finer powers of the body. A foundation precept might have been given in advance, to the effect that whatever lessens influence will at the same time lessen control over others; but this is clearly an axiom that bears its meaning on its face, and is accepted by all as a truth.

RULE THREE: Defective positions, straight lines, angularities, and the misuse of the muscles, cause awkwardness.

The discussion that led up to these rules has shown what is meant by all these defects. Perhaps the meaning of angularities has not been made clear. Motions that describe acute angles, or even obtuse angles, come under the term; as do positions of the arms or any part of the body. Some persons seem to reach out with their elbows, or their knees, or their feet, or bump others with their shoulders or hips; these are common illustrations of what is meant by angularities of motion or position. Mishaps follow, and the result is ridicule, pity or contempt, any one of which is sure to destroy the influence of the offender.

As an illustration of the effect of so simple a law, we will cite the case of a young lawyer who knew more law than he did manners. He was encouraged by some person in high position, and at length was introduced to a gentleman and his wife who needed advice and assistance in certain transactions. This was the one great opportunity that opened the door to the young man, but he lost all prestige by going upstairs behind the lady and treading on her dress so as to tear it from her. He was at once excused from further interview. Even the most influential legal adviser could not live down such a piece of clumsy behavior.

RULE FOUR: Affected grace is artificial.

One of the most common assumptions in the world, and especially in shoddy parts of the country, is the effort to put on easy manners and careful conduct for a special occasion. It is true that if such occasions were numerous and closely connected in point of time, the result would be new manners, for practice gives the stamp of genuineness even to an assumption. But the occasions are far apart in most instances; and the boor of private life is seen trying to show ease of bearing and a sang froid nonchalance when he comes into the society of well mannered people. The disguise deceives no

one but the boor himself. Grace is often assumed, and the result is the dude, the silly girl, or the simpering woman. Another and higher law holds sway in all such cases and it will be found stated in the next rule. This should be carefully studied by all persons who wish to have a natural and logical advantage over others.

RULE FIVE: Private habits become natural manners, good or bad.

This law is the under-current of success or failure in many a life. A person should not allow his or her methods and conduct in the presence of those who are entitled to respect, to be the same as may be found in moments of carelessness and disregard for the conventionalities. It is generally true that men and women who are alone, or in the privacy of the family, conduct themselves in a very informal manner. Not only in matters of dress, but in diction, style of conversation, freedom of ejaculation, lounging, sitting or reclining positions, and in countless little ways, they pursue a line of conduct exactly opposite that which they would adopt if some person of influence or dignified social rank were present. It is true that they pretend to be the same under all circumstances; but human experience proves the contrary.

The effort to conceal the habits that control their private lives is sure to make them stiff, awkward or artificial; and a certain lack of honesty is stamped on every look and motion. Between the pretender and those he seeks to impress, there are waves of influence that are felt, although they may not be interpreted in words.

The best honesty is that which is the natural outflow of unconscious sincerity, and this must exist in private life before it can find place in an attempt to wield power over others. The best preparation for a career of supremacy, is the accumulation of the best manners and the most respectful deportment in the little periods of privacy. In other words, act to yourself as you would behave if you were seeking to display excellent breeding before recognized superiors.

Treat yourself as you would treat them. Cultivate a round of private habits that will need no amending when some queenly woman or some true gentleman greets you with the honor of a visit.

LESSON THREE

"EMBARRASSMENT"

This should seem to open up a line of discussion as to what is the true cause of the weed or enemy known as embarrassment. Some persons regard it as the fruit of a defective nervous system; others as a fault of the brain functions; and others as a born defect. We have often been told that a person cannot help being embarrassed if it is in the temperament, but we have as often proved that the cultivation of good breeding, under the rules already given in this course of instruction, will remove every trace of embarrassment. We have had for pupils many young men and young women who claimed that the fault could not be cured, but it was cured. It is one of the first steps in the study of expression, to instill self control, confidence and ease, to such an extent that all traces of embarrassment are lost, thus showing one of the reasons why we recommend the study of expression as the best means of building up the powers of magnetism, outside of the direct training itself. The truly magnetic man or woman is not empty of accomplishments. The more knowledge, experience, general acquisition and unfolding of powers in collateral directions, the greater will be the force and energy of whatever degree of magnetism may be acquired.

Embarrassment is due to the presence of faults and defects that are apparent to the possessor. The first step is to remove awkwardness, overcome restlessness, and build up a private life of good manners.

Courage is the natural antidote of embarrassment. This is seen in the person who is engaged in conversation; if he knows how his words ought to be pronounced, and how grammar ought to be spoken, he will go ahead with more confidence in what he says, and will speak his mind with more

convincing power; but if he is in doubt, he will evade the very words that he most needs to use, and this will cause a flushing of the face, and a hitching of his speech. Total ignorance of pronunciation and grammar is better than half knowledge; with ignorant people there will be influence; with educated people the mistake-maker, while not embarrassed, will be discounted. This is the fate of thousands who are really endowed with power.

If we were to have the training of the young in the various branches of education, our first effort would be to deal with all those matters that are involved in personal contact in life; that is, we would impart the ability to meet others to the best advantage and carry on the multiform transactions of living in the best manner possible. This is the true education. The pupils of the schools and colleges are at a disadvantage in these respects. Association, contact, and the tools of expression—these are the means of highest usefulness, if they are given their fullness of power.

There is courage in the life of the individual who is conscious of being an accurate speller in letter writing, an accurate talker in the use of grammar and rhetoric, an accurate employer of words and terms, an accurate pronouncer, a good judge of form and deportment, an observer of the rules of sensible etiquette, a natural exponent of grace without affectation, and an experienced friend and social companion. These are the methods that show self-control and give evidence of the best courage in private life. Yet they are in fact the parts that are least developed in the people of this country; while abroad the deadness of effete customs show a graveyard where a living force should be found. There all is insincerity. Freedom from embarrassment may be brassy. What we would teach is full sincerity and full courage.

LESSON FOUR

“STRAINED POSITIONS”

By strained positions is meant the uneasy attitudes so often seen in persons sitting or standing. While this fault is

akin to awkwardness, it is sufficiently different to call for direct attention. Every awkward person is not in a strained position, although every case of the latter fault denotes one phase of awkwardness. Yet it is sometimes true that there are persons who obey the general requirements of grace, yet who manage to strain the muscles of the body by false attitudes.

There are two reasons why this fault is an enemy of personal magnetism. One is that the straining of the muscle saps its vitality, leaving it weary and taking energy from the nerve centers that supply it. The second reason is that it leads to lack of ease and embarrassment. Many cures of the latter trouble have been effected solely by correcting this one fault.

When the weight of the leg or body is on one or both heels, there is an undue tax on the spinal column, as may be seen from observation as well as test. The best standing attitude is that which puts the weight forward over the heaviest base of support in the foot, which is nearly if not altogether free from the use of the heel. This does not mean an abnormal support too far forward. For magnetic purposes the weight should be held as near the heel as possible, without any appreciable amount coming on the heel. It is to be on the ball of the foot, but as far back as it can be carried. For the purposes of lung development, a front position on the ball of the foot is recommended if it can be made natural and easy.

Standing too long on one leg is a common fault. Legs are made to hold up the body; but they need not both take part in this duty at the same time, yet they may alternate often enough to prevent the dullness of feeling that comes from the strain.

Some ladies cross the ankles and never relieve the position for an hour or more. This causes strain and loss of vitality. The attitude is an excellent one, but should alternate with others, or at least with a reverse crossing of the ankles. Men often cross the knees and seem indisposed to

gives the muscles relief. A shifting of an attitude once a minute is not restlessness, for restless people shift their attitudes fifty times a minute. By observing magnetic people, you will notice a disposition to slightly change the position of the body on an average of once in every two or three minutes; although we recall the cases of well known men who were disposed to talk in private conversation with great animation, yet who seemed never to move a muscle for five or ten minutes. But closer attention disclosed the fact that they were very easy and smooth in every change of the body.

Most chairs are uncomfortable. They compel the person who would use them for resting the upper part of the body, to lounge in them in strained positions even when merely sitting. The common illustration of this fact is seen in the straight backs of some church pews and of some drawing room chairs. The cure of this fault is to ignore the back and allow the body to rest itself only as far as its sitting posture is concerned. After standing until you are weary, or after walking until any kind of sitting support is acceptable, you are glad to get even a box or log to sit upon, and may exclaim, "How delightful," yet the box as well as the log is without a back and you never notice it. The support of the back is not required in most cases until the body has been sitting too long; then, instead of rising on the legs as ought to be done, the custom is to shift the support from the sitting posture to that of leaning back against something. When this proves too monotonous, there is always an inclination to lean farther back, until the hammock or the lounge is wanted.

During this process of wearing out the vital forces, the body is getting more and more tired. It becomes a refreshing relief to be able to lie down, and to thus employ the faculties in reading or studying. This tired out feeling is seen in law offices and other places where men and young men lounge into easy attitudes until they are seen with feet on the table or mantel, and their heads far below a normal relative position.

Where the circulation of the blood is interfered with,

the vitality is low. When the back receives any support the heart lessens its efforts to push the blood through the body. Remove the support from the back and the heart will do much more vigorous work. Now stand, and the heart still increases its activity; and this increase is very marked when you walk, and quite energetic when you run; showing a steady proportionate effort of this great organ of life to keep pace with the demands of the muscular system.

There are two methods of making measurements of the magnetism of an individual. One is the dilating of the pupil of the eyeball in the manner spoken of in Universal Magnetism. The other is the rapid and energetic beating of the heart. These evidences are apparent to all common observers. They do not admit of mistakes.

Now if the double proposition is true, as it always is, that vital electricity is the basis of all personal magnetism, and that the energy of the heart keep pace with the power of vital electricity, then it is a matter for careful study and adoption that the heart is not weakened by easy attitudes, except when actual rest is needed.

But here are several counter facts.

The more you rest, the more you will require rest.

The more you favor the back muscles, the more you will feel inclined to do so.

The more you sit with raised feet, lowered head and resting back, the more you will want to do these things.

The more you lie abed, the more you will have to lie in bed.

The less you stand the less you will be able to stand.

The less you walk, the less you will want to walk, except in certain abnormal instances where the deadness of the muscles rebel and a few minutes walk is refreshing; but the weariness afterwards will make you declare that you will not give way to such indiscretion again. Then, awaking to the fact that you are muscularly lazy, you try to atone for years of weakness by a few days or weeks of exercise, with the result that you break down the exhausted tissue and do

yourself a permanent injury. Habits should be changed slowly if they affect the body or any of its faculties. Immoral habits may be changed by moral surgery, and haste never makes waste. ✓

Another straining position is that which lets the chest fall down on the stomach. It ought to be taught out of all children from the first years of their schooling. This almost universal fault is the first step in consumption. Bold as the declaration may seem, we nevertheless make it, that you will not find consumption or its symptoms in a man or woman who is free from this bad habit. The fallen chest is weakness itself, and the heart is crowded and checked in its work. The raised chest compels the heart to do more work, its blood is drawn with remarkable energy all through the interiors that feed the lungs, and the vitality is such that the germs of tuberculosis could not long live there. You, who would like to do good in the world, take this one proposition into the lives of all men and women, into homes, and into schools, and note how a small principle will revolutionize humanity.

To do this work, you need not give us credit. You need not mention any names of books or authors or publishing houses or institutions where people are taught these truths. All you need do is to make a campaign for the correction of the most fatal fault of life, the dropped chest. Take the full credit yourself. The difficulty will be to make this habit universal, and to keep the minds of people on it until a new habit is formed.

If you will do this little for humanity, the result will be the disappearance of weak lungs and the departure of that fearful enemy, consumption.

In any school room, or in any home, you will see children, youth and adults with dropped chests, and narrowed rib bones. That a new habit may be formed is easily proved; all that is required is persistence for a few weeks; constant and ceaseless effort to remember it until the neglect alone will arouse the attention.

Many leaning, sitting and standing attitudes are strained.

The rule is that where there is any strain there is a sapping of vitality; small, but certain.

FOR SCHOOLS

This lesson is fruitful in opportunity to introduce many exercises and methods of deportment that will prove of lasting benefit to pupils of every grade.

LESSON FIVE

“RELAXED POSITIONS”

This is another class of errors that destroy the energy of the nervous system. Relaxation occurs during sleep and sickness, or fainting. This is seen in the fact that, when you are sleepy, your head begins to fall and nod or roll. You could not easily hold up the body at the knees or waist muscles, if asleep. In fainting there is a complete relaxation of the whole body; the jaw droops as in sleep, the neck weakens so as to allow the head to fall or roll, the waist no longer holds up the torso, the knees give way, the ankles lose their power, and the body staggers or falls. The same conditions are true in drunkenness.

It will thus be seen that relaxation is a condition associated with low vitality. For the purposes of securing rest, it is the first and greatest essential. A person who knows how to completely relax will fall to sleep very quickly night or day, and at most any time. It is the secret of the power of immediate slumber under all conditions.

With the relaxed muscles and nerves, the brain falls into a state of lapse, in which it is empty of thought. It is then made the receptacle of the thoughts of others, as is seen in the work on the transference of thought. The process is perfectly normal and natural.

The greatest physician that Philadelphia has known in the past generation, who died only a few years ago, was able to put himself into natural slumber in ten seconds, and even

after he had held a difficult consultation which would tend to excite the mind. He was asked the secret of this power, and he said it was a simple principle that all could practice if they were to train themselves to it; namely relaxing all the muscles and nerves.

Sleep is disturbed and fitful in proportion as this condition of relaxation is imperfect. People allow themselves to fall asleep thinking hard, and depending solely on exhaustion. Now it is well known that the sleep habit is capable of being cultivated one way or the other. People who accomplish much in the world sleep only a few hours in the twenty-four. Others whose vitality runs low must have twice as much slumber. Some are too tired to sleep, and others are too sleepy when not tired to keep awake; they seem to want more sleep in proportion as they get sleep.

The sleepy folks, the relaxing folks, the languid folks, and those who are always tired, are kin of the same condition; they are semi-dead people who cannot become magnetic until they invade these enemies and destroy them.

Men and women who are in the habit of sitting in relaxed positions are much more nervously inclined than those who hold the flesh and nerves firm and tensed; they are more restless. Each little development of vitality runs right out and is lost. On the other hand the tensed people are more self-contained; they are life in repose while awake; and in sleep they are relaxed without being restless.

The cure of this line of faults is to avoid the languid condition of any part of the body, unless you seek sleep and absolute rest; then it is most natural and refreshing.

FOR SCHOOLS

The affirmative tensing movements and exercises that are given in the later pages of this course of training, are of the highest value in schools to overcome the lolling and languid positions of the youth, as well as older pupils.

CHAPTER IX

“PETTY ENEMIES”



SMALL causes are more potent factors in making or destroying power than are those influences that attract wide attention. When the most successful of prize fighters was sent to his final defeat it was not done by knock-out blows of sledge-hammer force, but by slight taps over the region of the heart. The constant repetition of this action soon weakened the organ. The striking of one drop of water after another on the same part of the scalp will, in less than an hour, set up a condition of semi-paralysis of that part of the brain beneath, resulting in frenzied insanity, of course largely aided by the element of fear.

The torment of gnats, and small vermin, is more destructive of the comfort and peace of the individual than is the passing of heavy railroad trains. Small influences often have intense energy. People who are capable of worrying over little things, lose ten times the vitality that is stolen by larger causes.

LESSON SIX

“PETTY PHYSICAL HABITS”

Sudden Starts.—These are trifles in themselves, but they work havoc with the nerves, and what lowers the tone of the nerves will always lessen the magnetism.

Sudden Stops.—These may apply to the whole body or to any part of it. They are quite frequent as we will see a little later on in this work.

Trembling. This is not the shaking of fright, so much as the unsteadiness of hand which many persons allow to

grow as a habit. It also includes the wagging of the foot, the twitching of the fingers, drumming, swaying of the legs in small motions, shivering and kindred petty movements. It is a surprise to know that most persons are always on the tremble. This fact you can see in your own case by practicing some of the dead-still exercises that are given in later pages of this book.

Type-writing.—It is a well known fact that more than ninety per cent of all who use the type-writer for any length of time, are restless and nervous. Under a system of smooth and easy motion this nervousness may be controlled. There are two kinds of touch for a type-writer; one that resembles the touch of a skilled pianist, and the other that is a succession of pounds with the fingers on the keys. The latter is the cause of loss of vitality. A smooth motion as is seen in the most skilled piano playing, does not tax the nervous vitality except as all excess of work may weary for the time. Many a young lady has suffered from nervous prostration because of too much work at the type-writer, and doctors are constantly having to deal with such cases. Any jerky movement is hurtful to the vitality.

Winking.—We have always attacked this fault first of all; and not until the pupil is able to suppress at all times the habit of moving the eyelids will there ever be a hope of acquiring magnetism. Here is the battle ground for a majority of the readers of these lessons. We are often told that the habit cannot be cured, and our reply is, then give up the study of magnetism. But the habit is being cured every year in thousands of cases, and consequently there is little virtue in the claim that it is a hopeless task to get rid of it in every instance. Attention is the sole method of overcoming it.

Gaping. This fault is due to a low state of vitality, and the person who is addicted to it is as far from magnetism as the sun is distant from the darkest corner of a cave. It is not only a clear evidence of weakness, such as follows indigestion in nine cases out of ten, or loss of sleep, or wasting of the energy as in excesses of any kind; but is also bad manners

and bad deportment. When the claim is made that it cannot be cured, let the usual method of suppressing it be applied. This is to omit every alternate gape. The cure is complete. Even the loss of sleep and indigestion cannot compel the gape against that cure. Omitting every other gape soon reduces the number to less than one in an hour, as the omissions become less and less.

Sighing.—This is due to a low state of respiration. It denotes that the nervous system is out of order. Like gaping, it will disappear as the affirmative lessons of this course of training are put into practice. But as it is a habit that attends a low state of vitality in the lungs, it should receive attention apart from the training, for it will grow upon itself. By this is meant that the sighing habit, once started, will become automatic. It consists in holding a feeble inhalation longer than it should be held, and then allowing it to *fall out* instead of being exhaled in a normal way.

All petty faults should be watched by some person who is acting as critic for you. It is not easy to see yourself as another sees you. A critic should not be a student with you of personal magnetism, for you will then be expected to be his critic, and the result will be an exchange of flattery before you have proceeded very far. Mutual criticism never has worked well.

Short Breathing.—This is a habit distinct in itself, and grows if left to itself. It invites the open mouth breathing which is injurious to the health. All usual respirations should occur through the nostrils. Magnetic people breathe deeply and never pant.

Halting Speech.—Strange as the assertion may seem, it is nevertheless a fact that not one person in two hundred talks or speaks without halting. The usual expression when the halt comes is *uh* as a little observation will prove. In speaking formally at meetings, or even in business conversations, this habit is very prevalent. The cure of it is to speak smoothly by direction of the will. If this does not overcome the trouble, then the hand should move very slowly in a long,

sweeping motion, from a position across the body to a position far out to the side. This allows the hand more than four feet of passage, during which the words should be made to flow as smoothly as the arm. We have tried this for more than twenty years with pupils who were not fluent in the use of words, and we have never known a case of failure in one who was really ambitious.

Rapid Talk.—Vehement and earnest delivery in speaking, or in conversation, is one thing; but the habit of rapid talking is quite another. Vehemence generally helps to increase magnetism, if the body is tensed and free from the enemies to which we have referred; but rapidity of talk is one of the quickest methods of destroying vitality. Nervous prostration is the penalty of the man or woman who talks much and talks fast.

We know of many cases where persons are all tired out after an afternoon of gossipy talk. Recently our attention was called to a woman of great wealth who said that she would give a liberal reward for some treatment that would check her nervousness and loss of vitality. In looking into her habits, we found that she was an incessant and rapid talker. Not wishing to offend her, we outlined a course of conduct that required four weeks of silence. She was told that she must use pencil and paper for all her communications she wished to make; and to appease her curiosity we showed her a letter from Patti, the English prima donna, in which the latter spoke of her habit of always refraining from conversation, and using paper and pencil, during the days preceding her engagement to sing at night. While Patti adopted this plan for the purpose of saving her voice, she found that it saved her vitality as well. The four weeks of silence resulted in a complete cure of nervousness and low vitality. We do not recommend silence in ordinary cases; but we do suggest that those who talk much cannot become magnetic.

The orator of greatest powers is always a man of few words when not engaged in speaking. The same is true of the actor. Three hours in twenty-four need not lessen one's

magnetism, but eight to fifteen hours in twenty-four will quickly use up all accumulated power. Conversation is hap-hazard talk, while speech and acting in a professional way, are creators of energy. The rapid talker uses many more words each minute than the magnetic speaker.

There are many reasons, mostly of policy, why a person should be addicted to few words. Total silence may seem like shyness; but a moderate degree of this quality is helpful to any man or woman. As a rule the less you talk, provided you talk some and talk sensibly, the more you are respected; and the person who is able to command respect has easy sway over others in the use of magnetism.

Face Motions. These are of various kinds. The most common is the action of the lips, and especially of the tongue. These are very small matters, but they have their influence for ill. One of the signs of approaching senility is the habit of constantly moving the tongue against the upper or lower lip, or the lips against the teeth. It is evidence of weakness, and magnetism is a power. Therefore the book of the face should not bear records that are read by people at a glance.

There are other petty physical habits that might be included in the list, but they are generally swept away by a successful contest with those we have named.

While life demands activity, there is a large distinction between regulated power, and force running away with itself. What the will directs, increases the power; and what is directed at hap-hazard is sure to weaken the power.

Perhaps it might be as well to say that when a quick movement is not directed by the will power acting in conjunction with the internal energy, it leads to loss; it is leakage, and it demagnetizes as well. Here are some examples:

1. A person sits in a room reading. A knock is heard on the door. The person who is reading gives a start of the hands perhaps. The vitality of the body is induced to pass out of the hands by this motion; and a sensation of weakness at once follows. It may be called fright; the proper term is that it is a start. Enough experiments have been made to

satisfy the investigator that the weakness would not have followed had the quick motion been omitted. That is, the same start of the mind in the form of surprise would not have demagnetized the body. Starts and losses occur :

- a.* At the finger tips.
- b.* At the hands.
- c.* At the elbows.
- d.* At the shoulders.
- e.* At the head.
- f.* At the knees.
- g.* At the feet.
- h.* At the hips.

We have seen nervous persons give way in all these movements; and they are consequently very weak in magnetic vitality.

We have seen the same persons overcome the bad habits, learn to control every movement, and soon acquire a marvelous degree of magnetism. We shall speak of some of these cases later on.

2. A person sits in a hall or church; some one drops a book; the former gives a general start of the whole body, sighs, leans back and suffers from the weakness engendered. In that one motion of the body a great volume of magnetic vitality leaped forth.

3. A person is walking upon the street; a friend comes up from behind and slaps him on the back; he jumps, catches his breath, turn pale, and is soon himself again, but weaker.

4. A woman thinks she sees a mouse in the room. With one involuntary recoil she shrinks backward. The magnetism so lost will not easily return in a week.

5. Something occurs to attract the attention. A jump is made from the chair to the feet. Vitality is lost.

6. A touch of the finger against something hot causes a sudden movement of the arm and upper body backward. Life is thrown off in such action.

We might cite thousands of cases, all of which depend upon the element of suddenness resulting from whatever

may startle. Is it possible to conquer such tendencies? Yes, there is no person of a reasonable degree of intelligence who will not become supreme monarch of himself if he sets out to do so and has a system of training to guide him to success. Who is more nervous than a very nervous woman?

A Mrs. Brown was walking in her home one evening, having got into her night attire ready for bed. A lady relative of about her age was in another room similarly attired; she followed after Mrs. Brown, making no sound whatever, came up to her and laid her hand upon her cousin's shoulder. Mrs. Brown gave a start that took her a half rod before she stopped. She collapsed with weakness. A year later the same thing occurred again, except that her husband was the offender. He came up behind her with noiseless steps and laid his hand upon hers, thinking that she knew he was there. She was more startled than before and became weaker.

Under the the advice of her physician, who was a student of our system of magnetism, Mrs. Brown took up the study of self-mastery. In three months she conquered her great fault. One night after twelve she arose from her bed in the dark and proceeded to get a drink of water in an adjoining room. Her husband was awakened, got up, followed her noiselessly and they met in the dark. Mrs. Brown writes as follows: "I did not know he was awake. I had no idea that he was coming into the room. His hand was outstretched as if feeling his way along in the dark. It was a cold hand and lay itself on my face. I was as much surprised as if I had been touched by a corpse fresh from the grave. A year before I would have screamed, jumped and no doubt fallen into a dead faint. Since I began the study of magnetism I have learned to hold my nervous system as solid as a rock. I have schooled myself against everything." Her case is cited as one of a large number of persons who have acquired the much-coveted one of self-mastery.

The very same movements that demagnetize when made involuntarily, will develop magnetism if done under the control of the will or if accompanied by the internal energy.

LESSON SEVEN

"PETTY HYGIENIC HABITS"

The petty habits just discussed were those that related to physical losses. There is another class that may be called hygienic, because they relate to the loss of health, and consequently to the weakening of the sources of magnetism.

Ice Water.—The use of ice water if taken slowly and allowed to warm in the mouth, a little at a time, will not do injury to the health; but the pouring of a half glass or more at one time into the stomach will quickly decrease the action of the heart, check respiration, contract the stomach so that it will force out some of its contents undigested, and lessen the magnetic heat of the nervous system. We recall several cases where speakers were deprived of their usual magnetic powers by drinking ice water just before making their addresses. One of our students, a lawyer of national reputation, wrote the following assertion in a letter to a friend which was forwarded to us for criticism: "I have had success in my jury trials whenever I have held magnetic sway over the court and jury. I have learned that food and drink have something to do with magnetism. I am fond of ice cream when I am heated, and often partake just before going to court in the afternoon. I have noticed that my vitality is less and my magnetism is very much impaired for speaking after I have taken either ice water or ice cream, or any chilling food or fluid." The experience is a common one if care is taken to watch results.

Excess of Water.—This is injurious just before an attempt to use the magnetic powers. The best time to drink water is when the stomach is empty. Thirst should not invite great floods of fluid to the stomach. The more water one drinks in the course of twenty-four hours, if taken on an empty stomach and in small quantities at a time, the better will the machinery of the functions do their work. This method of drinking prevents the stomach from carrying more water than the blood can take up, and hence it is not hurtful.

But when there is food in the stomach the blood gives out its water and does not seem disposed to take up any, and the result is vital weakness. The same is true when too much water is taken at one time.

Sickish Diet. This does not mean sickening diet, but it is intended to include diet that gives mere pleasure and no strength. It costs a large fund of vitality each day to digest and throw out of the system the excess of food that is generally taken; and when this excess is of the sickish kind, there can be no energy to be added to the storehouse of magnetism.

The plainer the food, the greater is the energy and the vitality of the body. It is, however, a hard doctrine to preach, for there is a universal craving for carbon in one form or another. Some like their carbon in the shape of candy, some like it in cake, dessert, puddings, pies, doughnuts, fats, butter cream or alcohol. The last named is almost pure carbon. When a person likes alcohol, there is less liking for sugars and fats, for the result would be disease. One form of carbon is interchangeable into another. Sugars everywhere make alcohol. Starches everywhere make alcohol. Starches make sugar. Rich gravies, ice creams, butter, cakes, candies, and all the things that please the palate, are carbons, and their own element could have passed easily into alcohol.

The child is born with a craving for carbon, and the mother's milk is therefore much sweeter in sugar than the milk of the cow whose young is destined to eat hay and grain. The human craving increases as years are unfolded, and no parent can ignore the demand of nature. The absence of carbon means the absence of magnetism; while the excess of it means the burning out of the fires. Nothing will burn that is not carbon. This craving allows the palate to pass on to the stomach almost anything that has carbon in it, and the result is the eating of much that is sickish in its nature, such as cakes, pastry, ice cream, new bread, gravies, patties, crisp fried and baked foods and many things that tax the energy of the nervous system in the effort to drive it out of the body.

Stimulants. That is a stimulant which seeks to arouse

a dead vitality. Tea, coffee, alcohol, and the many concoctions that are sold as hot winter drinks or cold summer beverages, are indulged in, with the result that the fires of magnetism are burned out. There is much discussion on both sides of the question, some persons claiming that stimulants are necessary. The author can speak of his own experience, and say that he has never used tobacco, tea, coffee, alcohol, or stimulant of any kind, since he was born. He can also speak with authority of many persons who have held magnetic sway for decades, and who have not used any of the things named.

On the other hand it is true that some of the men who have been before the public for many years, have been very magnetic and yet have used tea, or coffee or alcohol; but we do not know of a single instance where the use of tobacco helped a person. The tobacco smokers have been men whose influence has waned as the habit grew on them; while the foremost geniuses in public life who have been accounted most magnetic and most successful, have let tobacco alone altogether.

The rule that works out this problem is a deeper and broader one than any that belongs merely to the study of personal magnetism. We see it at work in all departments of life. It is the law of demand and supply. Nature will not supply what is not demanded. It appears in all physical activities; as where the blood may carry a full load of nutrition, which the tissue of the body will not take up, owing to lack of action. The more work or exercise there is in the muscular system, the more demand there is for nutrition, and the more food value will be given up by the blood to the tissue.

The same law is seen at work in the supply of natural heat. The warmer the room in which you live, the less heat will be generated in the body; the colder the outside conditions, the warmer will the surface of the body become. If you toast your feet, as the saying goes, over a grate, or at a stove, or supply artificial heat, nature will not develop as much natural heat within the body. In a person of normal

health, the best way to get the feet warm is to bathe them in cold water, wipe them very dry, then bathe the upper part of the chest in cold water. The feet will be in a glow in a short time, and will remain warm. The quickest way to get confirmed cold feet is to form the habit of warming them at some stove or heater that furnishes artificial warmth.

This law runs through everything.

In the study of magnetism, no greater mistake can ever be made than to seek power through stimulants; for the best stimulant can do nothing more than burn up in a more rapid manner what power is already on hand. Some speakers get so far down in vitality that they can do nothing until they take whiskey or other stimulant; but their fires are soon burned out, as has been proved in hundreds of well known cases. The magnetic speaker or actor, needs no fluid in the mouth from the time he begins until he is done. The few exceptions to this rule are in cases where careers of usefulness are on the wane. Two generations and more ago, the three most magnetic men alive were Daniel Webster, Rufus Choate and Junius Booth. Not one ever used water or fluid of any kind during a public effort; there was no pitcher and glass on the stand to supply them with moisture. All three were great because of their excess of magnetic vitality, and all three have left names that will live for ages. Yet Webster and Booth, in later life only, were victims of the alcohol habit; but not one of them made any fame during that period. Booth had achieved all he was capable of during his years of ambition when he wholly ignored wines and liquors, as his son, Edwin, has so well stated. Success turned his head, and his career was erratic and downward. Yet he was not a drunkard.

Webster was not a drinking man during the years that he climbed to the pinnacle of success. He was afraid to touch any beverage that was not *clear, cool water*. Success and acceptance of social attentions dethroned him; and, in the latter years of his life, when his work was done, although he was only in the early sixties, he stood before the Ameri-

can public, "the most magnificent ruin ever looked upon," as one of his greatest friends has declared in a printed work.

Magnetism brings success. Success brings social attentions. Social attentions bring ruin.

Rufus Choate, *the ruler of the twelve*, was a man of the highest morality in personal habits. He had but one love, and that was triumph in his profession. He worked himself into a state of nervous collapse, and then became an excessive tea drinker. But his work had been accomplished long before he took up this habit. The tea broke down his health. He ignored all laws of diet and soon his stomach was a wreck. Death came to him while yet in the prime of active life. Many young men have been misled by the statement, so often made, that Choate's magnetism was the result of his tea-drinking habit; and we know of men who have sought the power by the use of this beverage, and have wondered why it failed them.

In our efforts to ascertain the facts, for facts are very important in this study, we at first were led to believe that Choate built up his magnetism by tea. Many experiments with scores of men, proved that no one else could do the same thing. We left no stone unturned to get at the true origin of the story that has so often been printed to the effect that he was an inveterate tea drinker all his life; and we found no proof of that; nor did his historian have any proof of it except the well known fact that he drank tea to excess in the latter part of his life; and only when his health had begun to fail did his friends and relatives know of the habit. His favorite beverage in the first forty years of his life was water.

No grander example of magnetism was ever seen than that displayed by John B. Gough, who was personally known to us for many years. After he had discarded his early habits, his power developed, and not before. For all his years of public triumph he used chiefly cold water as a beverage. One man who had attended him on his tours for eight months, stated in the most positive terms: "I have not missed a meal during all this time, having been at the table with Mr.

Gough day in and day out, three times a day, and having partaken of his lunches when the regular meals were not to be had. We were companions in eating. I personally know that no fluid passed his lips except cold water. He had used coffee and tea, as he told me, but only in small quantities. During the severe tax of a prolonged lecture tour he depended solely on cold water. I am told that, later in life, he used both coffee and tea in moderation, but not when his health were at their best. Plain food and cold water gave him his best powers." Gough once made the assertion that he could get along on a diet of bread and water and yet maintain his public work. He enjoyed testing his own ability to endure anything he set himself to do. His will was so strong that he could not realize what was meant by suffering from self-denial.

Excitants of Appetite. No greater mistake can be made than that of exciting or tempting the appetite with something that is abnormal. Nature furnishes excitants that are wholly within reason, but man seeks to improve on her efforts by perverted creations, such as spices, rich gravies, condiments, pastry, and almost anything that may be craved by abnormal tastes. A perfectly normal condition of the body will repudiate tobacco, alcohol, and all the things that work harm. But like attracts like, and the abnormal attracts the abnormal, while the normal will admit only the normal.

Much that grows in the lap of earth is poison. The products that are safe to take into the system are very few, compared with those that are death-dealing or poisonous. Therefore the fact that nature produces them is not proof that she produces them for the human family.

The test of value is found in an analysis of the body itself. Just fourteen chemical elements are required and their combinations are known to a certainty. Anything else is foreign and therefore an injury. Salt is not foreign, for it holds the chemical elements and their combinations ready for use. Analysis shows that the body can assimilate only a certain amount of salt, and that an excess is dangerous.

Here is a tempter of appetite that is useful. There are many kinds of vegetables and fruits that are likewise tempting and helpful, as well as herbs and some parts of the animal kingdom. All these are normal, for they hold nothing but the chemical elements of the body and their true combinations.

The same is not true of pepper, black dried currants, citrons, spices, and countless products that are false to the system, although inviting to the palate. These are all discussed in our books on health, and it would be irrelevant to repeat the hundred or more pages here.

In hotels gravy is bought of gravy-makers, who produce it by the hundreds of barrels as a business. Analysis shows that it is not suited to the human body. This is but one of hundreds of things that people are compelled to eat who live away from their own firesides. The art of seasoning, flavoring and enriching worthless foods is now such an exact science that the expert chef, who does not want his employer to look into the kitchen, can take the carcass of a cow that died of tuberculosis, allow it to become badly tainted with decay, as was proved in a recent number of cases, then cook it so as to conceal the taste, dress in with gravies, and pass it before the banquet board as a delicious viand.

Most people eat too much. This being true the safer way is to eat only the foods that are known and recognized, and discard all others. We know that it is unpopular to teach plainness of diet, but we feel warranted in saying that vitality and magnetic energy are weakened by rich foods, and by the tempters of a false relish. The nearer we can come to plain eating, and not much of that, the greater will be the powers of life.

Indigestion. It is hardly necessary to speak of this fault, after all that has been said. But it is a fault, rather than a malady, just as a headache or toothache is a fault. What can be prevented or removed cannot be termed a malady. Indigestion is either blind or acute. The latter is felt after eating, and may abide for hours or days. Blind indigestion is not felt at the stomach, and leads persons who eat hurtful

foods to exclaim that they agree with them, for no unpleasant results are felt at the stomach. They do not take into consideration the rolling of the intestines, the weakness at the heart, the yellow bile in the face, and the bad breath; so they go on eating the things that keep the vitality low.

As all life, both magnetic and physical, comes from the nutrition that makes the body and its parts, the first great battle at this stage of the course, is to fight down and entirely remove all traces of indigestion, both acute and blind.

Pain. It is one of the axioms of magnetism that anything that saps the life out of the nervous system is sure to demagnetize the body, which means that no person can hope to acquire power when the avenues of escape are as great as the opportunities of acquisition. Pain is the surest and quickest of all enemies. It wearies mind, nerves and flesh. A boil will lower the tone of the system through its exhausting influence, as also will a toothache, a headache, rheumatism, or any kind of physical torture.

How to get rid of these enemies is easily answered. A boil is not so great a problem to a Ralstonite, for the cure and the prevention are both at hand. The same is true of headaches and rheumatism. The toothache can be stopped in most cases by extraction or by treatment. But, whatever the cause, and whatever the remedy, the principle remains the same, there can be no magnetism where there is pain. It is for this reason that our works have all been used together. The system of health is a companion of the system of magnetism. It saves money for our students, for drugs and doctors cost much in a year, while a Ralstonite has very little expense.

Carbon Dioxide. This is the common foe of health, and of vitality. Nature gives warning when it is collected in wells, sewers, mines, or sunken places, for death is instantaneous; no time is allowed for farewells, as in consumption and other disease. Carbon dioxide is the most deadly and the most common of all enemies of life that appear in small and apparently safe quantities. But each dose of the poison

does some damage somewhere in the life of the body. It takes the mucus from the membranes, and eats away the finer nerves that are employed as gatherers of vital electricity all through the system.

Carbon dioxide is found in all conditions and almost everywhere. Its presence in the breath that passes from the lungs is easily detected, for it will extinguish burning carbon, and where carbon will not burn life cannot exist. It is also present in all newly made bread, cake, and most of the eatables that are fresh from the oven. It is the essential power in making dough rise. It is found in all soda water; and there is no drink so vicious as that which contains gas of carbon. It is found in all charged waters of every kind. It is the sparkle. Champagne is based almost wholly upon carbon dioxide for its quality. Wine, beer, cider, soft drinks, and all ferment are filled with this poison.

It is liked because it has the bite, the snap, the sparkle, and much of the scrape that throats long for. One of its great offices in sickness is to cleanse down the stomach after the mucus of an outraged gastric juice has been collected there, clogging it to excess. The carbon dioxide cleanses it, just as a file will clean the teeth, or sandpaper will remove dirt from the face. Doctors galore recommend plain soda, or other form of carbon dioxide; and what wonder is it that nearly every person who has taken it, has had appendicitis? The latter malady is so much on the increase today that it may be called the forthcoming epidemic of civilization. It is due to the loss of the fine surface membrane of the intestines, which opens the way to the vermiform; and this is the first result of too much carbon dioxide.

Wet clothing. Electricity which is the basis of magnetism, is just the same in a human body as it is in a storage battery or along a wire. Dampness is a good conductor, and will lead it away from its centers. When the clothing is wet, the body drops many degrees in vitality, as most persons find out when it is too late. The same is true of damp or wet shoes. The same is true if you sit on the ground, or stand

in damp places, or in any way connect the warm skin with the great fund of outer moisture by carelessness. In opposition to this view, we are asked how it is with people who live in foggy climes, or near the water. The reply is that such persons in time get used to the moisture in the air, and suit their clothing to it. The skin itself is made by nature to remain dry in wet air, provided the moisture is due only to vapor. But the excess of this proves dangerous. Hot vapor is still worse. And steam will take all power out of the body in a few minutes. It has been in recent times that the form of punishment for rebellious seaman was to put them in the steam box, for they soon wilted. A low comparative temperature will accomplish this, showing that it is not due to heat alone. Steaming a man in a box where the thermometer is at 106 soon overpowers him, while the same temperature would not decrease his vitality at all in the absence of the vapor.

Moisture and dampness are conductors of human power. Those who dwell in foggy climes, or near the water, do not come in contact with enough dampness to produce the effect of water, for some method of protection would at once be adopted. In talking with some people of an island, where health seemed to prevail among them all, we found that the skin in time takes on a glow and heat that repels the moisture as fast as it gathers; showing that nature provides for those who have to live in such places. Yet strangers would not be able to endure the conditions until they had become acclimated.

Thin Shoes. We had intended to omit this enemy, because there is such opposition everywhere to the wearing of heavy shoes. But the fact may as well be stated that thin shoes bring the vital nerves of the feet so close to the ground that dangers ensue from wearing them. One of the severest critics of George Washington spoke of his shoes and boots as being heavy enough for a giant. Bonaparte made it a point to buy the heaviest shoes for the feet of his soldiers, as he found it saved them the disorders that arise from march-

ing too much in damp places. His soldiers were less stricken with bowel troubles than any armies ever known. In the Civil War of this country, more than one hundred thousand men died of bowel weakness. Sickness kills twice as many men as the shots of the enemy.

Standing on cold ground, or damp ground, or walking on wet or even damp ground, with thin shoes is one of the surest means of getting the body out of order, to say nothing of the loss of vitality that affects the generation of magnetism. This fact has been verified by a large number of experiments, and cannot be challenged.

LESSON EIGHT

“PETTY MENTAL HABITS”

The mind has its habits that weaken the magnetism of a man or woman, and we will consider the most frequent causes of a low state of vitality in this respect.

Worry. This is a mental disease. It simply grows as will physical habits, such for instance as the custom of drumming with the fingers. In one of our earlier works we referred to the automatic action of the brain which takes up any repeated physical action and reproduces it without the aid of the conscious brain. Were it not for this power, the pianist could never learn to play with the ten fingers all at one time. Conscious thought will not spread itself over so much variety of motion; hence the automatic brain will take up the task. Nearly all skilled work is done by this faculty.

We cited more than twenty years ago the fact that, if a person is told to drum at a fixed time each day for a number of days, the automatic brain will take up the work and perform it without thought, and this accounts for the annoyance that so many men inflict on their friends, that of drumming all the time when they are not thinking.

Pursuing this claim, a party of four schoolmasters about three years ago, made the experiment with some young men during the sessions of school, in which they had these young men drum with their fingers on their desks at sixteen minutes of twelve in the forenoon. They kept this going for only one minute at a time, and repeated it every day from Monday till Friday, and again the next week. They did not tell the young men what they were doing it for. After three weeks of practice, the order was given to desist, and never again to drum. The next day, while their attention was wholly diverted by some subject of interest, the young men without a single exception began the movements of the fingers, and some actually drummed with the vigor at first required, although all professed to be unconscious of it.

In the same way if you wake a person up at some unusual hour, and repeat it a few mornings, the person will voluntarily awaken on the hour and minute.

Worry is likewise an automatic habit of the brain.

It occurs over little things and seems to ignore the big ones.

The cure for it is to make a record of each instance of worrying, and the cause, and outcome. When there have been ten such records, let the individual resolve to omit the odd numbered instances in the future. This method has effected a cure in every case where it has been given an honest trial. In seventy-four cases sixty-eight resolved to win and did win. The others lacked ambition. Those who won declared that the mere exercise of the will power alone could not accomplish the results; but that the effort to omit every other case of worry, and not to resist the intervening cases, proved so great a piece of philosophy that a cure could not be long delayed.

It might be said of all habits, good or bad, that they are automatic to a greater or less extent; but it is peculiar that the automatic life of the brain always tends toward weeds. The good comes only by effort. The bad slips in. Worry comes uninvited, and is always useless. If ill is anticipated,

let some plan be adopted to meet its coming. Once we begin to worry, we will do so more and more until a lucid interval tells us that it is wearing out the pith of our life.

Surface Thinking. Magnetism is the power of purpose intensely willed and carried to execution by the faculties. It is of necessity an act of the mind, as well as of the heart and nervous forces. Its enactment is planned in the brain and the method of accomplishing the end sought is built in the thinking powers. A fool, a silly person, an unbalanced mind, can no more succeed through magnetism than can a legless man walk.

For the purpose of illustrating the process whereby thought impels magnetic forces, we will quote from a well known work on the mind. The ideas are given in popular terms for the sake of being better understood.

The brain is a throbbing engine that gives back its thoughts from the realms wherein they are created or stored. It may be said to have several layers. The outer layer is the surface, and its activities are superficial. It is that part of the mind that is employed in light reading and in all kinds of play. It has no association with the magnetic division of the brain, which is located one and more layers deeper.

The surface brain is a natural condition that allows the individual to enjoy much thinking without carrying the burden of thought. The deepest game of sport, or of cards, never taxes any other part of the mind than the surface. Checkers are played wholly with the cunning of the surface brain. Chess sometimes involves the deeper tissue. But the supposedly deep game of whist is wholly superficial with all its required memory and attention.

The magnetic brain is deeper, and it becomes mightier as the depth is sounded. Cunning and intricacy, memory and attention, are all excellent qualities, but the Chinese imitators who rarely ever pass beneath the surface of the brain, have a much more tentative memory than their more civilized Caucasian brothers. The negro and the fox are full of strategy, but have only a surface brain.

The mental desserts are: Light reading, novel reading, newspaper reading, magazine reading, games, play, puzzles, cards, social intercourse, travel and many kinds of activities that do not come under the class of work or study.

The purpose of any dessert is to balance and give variety to the serious, the useful and the heavier duties of life, no matter what department is included. It is true of the stomach. It is true of the mind. A rich man can afford more desserts than the poor man, but the latter is blessed with his limited purse, for desserts weaken when they are out of balance.

It is arranged by nature that the mental desserts shall affect only the surface brain, as we call it in popular language. The purpose is to call the blood and activity from the deeper portions of the mind, and such relief is often a blessing. But there are useful ways of establishing the balance between the two brains.

A person whose duties are mostly muscular, is relieved by mental efforts of any kind; for muscular activities are controlled in the cerebellum, or non-thinking brain.

A person whose duties are mostly mental is relieved by muscular toil or exercise.

In other words the sedentary person may seek variety in any use of the muscles, and the toiler may seek change in any use of the mind.

For the toiler to seek his relief in mental desserts, is to throw away the greatest opportunities he has of becoming a successful power in the world. He needs relief, but he will get it even in the hardest study. Why, then, should he use only the surface of his mind? History is full of instances where men who have worked with their muscles have also carried on the heaviest studies in the intervals, with the result that, when their faculties were ripe, they leaped into power almost at a bound. But there is not a single instance in all history where the toiler has become useful in life, when he has turned from his labor to seek relief in mental desserts. This one fact speaks volumes.

It should find deep root in the lives of those who wish to rise from their humble stations. Let it be remembered that the greatest men and women of the past have come from the humblest ranks; but they have obeyed this instinctive law of life.

Personal magnetism is not an empty acquisition. It is based on something real; not on sham and pretence. The more you acquire in the mind, the more accomplishments you cultivate in the faculties, the greater will you become when these qualities are harnessed to the power of controlling your fellow beings.

By another law of balance, the realm of mental desserts is also the only realm of worry, apprehension, fear of the future, and gloomy forebodings of all kinds.

The woman who deems life made for mental desserts is the most wretched of all creatures; despite the effort she makes to establish the contrary belief in her friends. Her smiles are forced. She is burying under a mountain all those better gifts that God has placed in her charge, and she repays the trust by reading novels, playing cards, devoting her time to play or amusement and much worrying, with an ever growing dislike for the sweeter and more serious things of life. It is surface thinking and the use of only the outer layer of the mind. Like the stomach that feeds on nothing but desserts, there comes a weakening and breakdown, a nervous unrest, or a tendency to hysterics, or other cloud upon her existence. She sees all the weaknesses of others, even in her own family, and they make her unhappy, all the while longing for some excitement and some form of stimulant in her pleasures, until at last her soul passes over to the morbid chasm.

Mental desserts have their time and place, but nobody can afford to make them the chief meal of the brain.

The millions of young men, and the countless thousands of grown men in this country who hate any form of mental action except desserts, are playing into the hands of those who pursue the laws of nature for more useful ends.

That vitality which is magnetic and which gives to each person the power to rule self and others, springs from the deeper uses of the mind than the surface. It is for this reason that few persons have any real mastery over themselves. In fact it is so hard to put down temptation that few care to essay it. The cravings for each and every kind of harm are so supreme in these weak lives, that vices are always on the increase.

Surface thinking is a petty matter. The sensations of the press, the love for gossip, the criticism of neighbors, the reading of magazines, the perusal of novels, the study of puzzles, the playing of cards and other games, the idled hours in social affairs, the worship of fine attires, the fascination for races, for gambling and for games of chance: all these call into action the surface brain and weary the deeper mind by their effervescence. Most of them are harmless as far as actual injury is concerned; but they deprive the better faculties of their part in the plan of existence.

There can be no magnetism where there is only mental desserts to base it upon.

The athletes that win the great contests are not fed on pie or cake or pastry or ice cream or soda water or candy. Such a diet would at once place them beyond all hope of even entering the tournament. In fact, the rule is the opposite, for all desserts are denied them during the long period of their preparation.

We have often been asked to outline for the ambitious young man and woman, and the adult as well,—for no person is too old to study, and student life makes all young again—some studies that are most useful and that arouse the powers of the deeper brain; and we append our usual list at this place:

As thought lives in words, and as the great people of the world have been masters of words, we advise every ambitious person to learn the synonyms of English, the shades of meaning in English words, and their representative words in some other language, notably Latin. This is an interesting line of study, and soon becomes quite fascinating.

The greater the number of words that a person is able to use intelligently and with shades of meaning, the greater power his mind has; for words come from the vital center of the brain from which radiate nearly all other faculties. In looking back over the works of the greatest people who have ever lived, we find that real greatness is accompanied by an increasing proportion of words used by them. Devote as much time as you can to the mastery of words; it pays golden rewards.

We also advise the mastery of grammar, the mastery of rhetoric, the mastery of algebra, the mastery of spelling and the mastery of the leading authority in each disputed word as to its pronunciation.

Lastly we recommend that some work of scientific importance, not technical, be read at the rate of one or more pages each day. The attempt to get scientific information out of the papers and magazines is useless, as the study is necessarily disconnected even if the authors are the best. A person already learned in the branch might get value from some side light thus thrown on it, but it is not suited to the unfolding of the mind.

This advice will not be popular, for when once the surface brain has assumed control of a life, it disdains all suggestions for improvement. Yet, somewhere, deep down in that life, there come yearnings for greater usefulness, and a prayer for a higher plane of living.

CHAPTER X

CLOSING THE SECOND STEP



READERS and students of the lessons that are now being brought to a close will wonder at the line of training which is thus unfolded. They will, in almost nine cases out of ten, have come into this work with the expectation of finding some weird and fantastic exercises whereby they are to acquire power in a subtle manner and use it in the dark of some other persons' minds in order to gain an uncanny control.

There is room for all this mystery in the coming lessons, for magnetism has many surprises, and its pranks are oftentimes as startling as are the doings of lightning. Human electricity is part of the greater fund of electrical vitality that abounds everywhere in nature, and its workings are amazing when the conditions permit. We can therefore say to the reader who expects strange processes and results, that they will be considered in their place in this study.

But the power behind the throne in the magnetic world is the mind of the universe. It is the power of rule, of order, of law abiding forces, of natural principles at work in all expressions of life, and of purpose to attain a goal worth achieving. It is not the power of hap-hazard existence, of habits that run to weeds, or of a selfish disregard for the blessings that are full to overflowing on every hand.

Every human life is like a garden, in which flowers and useful things may grow. No such garden is free from weeds and enemies. In it are seen powers at work, both in the good and bad. It seems only human to err and to encourage the weeds; for many a fair light goes out in the darkness of bad habits.

While a typical human being could not be expected to master self to the extent of eradicating all the weeds we have mentioned, the mastery of a few of them will mean much to the ambitious man or woman. It is not difficult to give attention to these growing faults; if you fail to heed them some one else will remind you of them in a manner that is unpleasant, and you will see yourself in part as we are trying to mirror yourself in whole now.

These enemies stand in the way of your success.

Personal magnetism is never invited where respect cannot come, and if you fail to command the respect of those whom you would influence, you must fail in all other efforts. You must also please rather than displease those who respect you. Your methods and manners must not irritate them.

Now look at the first of enemies, those that are included in the term restlessness; you see how annoying to you is the child that squirms and moves about constantly; and how could you hope to win respect or please when you are the source of irritation to the people about you?

The next class of enemies is what are called the common ones, such as awkwardness, embarrassment, strained positions, relaxed positions, and conditions that sap your vitality while they cost you the good opinions of those who see you. The very fact that you read what has been said about these faults in this book, will cause you to abandon the worst of them without any training whatever. Your good sense will begin the work of eliminating them, for you will recognize their presence without assistance. An ambitious person needs to be told but once the direct way to success. Actual training is not requisite. Knowledge sometimes is power.

The weeds known as the petty physical enemies are those that are clearly proved to be barriers to the cultivation of personal magnetism. If they are obstacles they should be removed. Even so common a fault as the nervous way of using a type-writer, can be corrected by adopting the smooth action of the fingers. It is an agreeable change from a bad method to a good one.

The weeds mentioned in the next class are those that affect the health. They are discussed, and remedies stated, not for the purpose of bringing our students into a condition of good health, but solely because these hygienic faults stand in the way of the cultivation of personal magnetism. If it shall turn out, as has been predicted by advance readers of this edition, that the scope of the work outlined is great enough to include all phases of life, then the blessings of the study will be far reaching. We hope that all our students will become types of a grander physical, mental and ethical existence than has yet appeared as the product of modern civilization.

In the class of weeds that are called petty mental habits, we may seem to be preaching a moral code. There is no moral suggestion in the lesson referred to. We cover two points only; one the habit of worrying at trifles, a habit that saps vitality; and the other the practice of using the mind lazily as most people use the body who are not compelled to hard activities. Surface thinkers are the only non-progressive people in the world; they never get on and never will. Personal magnetism is in its very essence intensely progressive. Surface thinking is therefore one of its most dangerous enemies.

Every lesson thus far taught in this course is of the highest importance, and not a word should be regarded as useless or superfluous. A wide awake student will not need a critic to watch and correct his faults. Let him read and then re-read the suggestions made, and his life will gradually shape itself so as to overcome the faults. A change for the better will begin at once. Thus we see that there is very little training in the line of drill, in these early steps.

We advise the constant repetition of the pages preceding; that is, let the student peruse them twice in the start, and then review them once a month for a year or more, to see if he has overcome most of the faults noted. This review cannot take more than an hour or two; an amount of time that is wasted every day.

Where the soil is rich, the removal of weeds alone will set the good things to growing. Let any individual drive out the weeds of character or of habit, and something valuable will appear in their place. Under this well established theory, we might stop these lessons here and now, for the gain of better qualities would be apparent in your life. A long distance will have been traveled when you are the master of the enemies that stand as barriers to your progress.

Of all the enemies to guard against, *Unsteadiness*, is the most serious wasting agent of magnetic force known. Persons who are said to have unsteady nerves, or those who cannot perfectly control every motion of the body, even in the most delicate undertakings, are the greatest leakers of magnetic force. It is oozing out every moment of their waking hours and nearly all the time during sleep. From sunrise to sunset, leak, leak, leak!

A principle of great importance is involved here. The proposition is this:

1. The principle of life generates magnetic force in normal quantities.

2. *Internal Energy* generates it in great quantities, and super-charges the nerves and brain.

3. Persons of normal self-control use it only as fast as it is generated.

4. Persons who leak, or *leakers*, waste it much faster than it generates, and this causes temporary exhaustion or very tired feelings; and every unusual exertion in business, or in thinking, causes great weariness. Such persons are unfitted for great undertakings in life, while this leak is going on. They attribute it to ill-health and swallow bottles of medicine, when no medicine will reach the difficulty.

5. *Internal Energy* supplies the magnetic force as fast as it can possibly be used.

6. Leakers have no *Internal Energy*, and consequently cannot supply the waste.

7. All persons are *leakers* (unless trained).

8. Leakers must, therefore, check the waste; *which has been the work of this step in our study.*

9. They then have normal self-control.

10. The next step will be to develop *Magnetic Energy*. When this is accomplished, the final process is to acquire the permanent use of it. While all these processes are going on the pupil is growing healthier, heartier, more manly and more womanly in a physical sense; the nerves and brains are reaching a state of vigor that can be attained in no other way; and existence at once assumes a loftier bearing suggestive of the old time belief that humanity has kinship with the angels.

The work thus far is not difficult, nor will it consume time or attention to the detriment of other duties. The progress to be achieved will keep pace with the regular work and thought of the day, and not intrude upon them. A man may take a smile to his office or his toil, and it will accompany him in his round of duties; not displace them. The common query is, how much time must be devoted to the practice of the lessons in personal magnetism, and the answer is in the form of another question, how much time will be required to do the same thing correctly that you are now doing wrong, as for instance to walk or stand with the weight on the vital part of the foot instead of carrying it on the heel. The substitution of one way for another does not take time; it calls for attention at the start.

We therefore conclude that no extra time is to be demanded by the lessons thus far given.

Having finished this part of our study, we are now ready to enter into the affirmative accumulation of the fund of power from which personal magnetism is developed. With the enemies out of the way or reduced, the work of forging ahead into new fields of discovery and accomplishment will be surprisingly fast. Direct training is now at hand. The gradual unfolding of the latent energies of the body and mind will be as marked and pleasing, as is the life that is founded upon power attained by inheritance or gift.

The wonderful sea or ocean of communication that sur-

rounds all human beings, is worth the cost of time and effort required to thoroughly investigate it. Its waves beat now upon your unconscious brain: let us learn to recognize them, to interpret them and to set our influence at sail upon their unbeaten tracks. In so doing we shall learn what mind and soul are, what God is, and what place each one of us occupies in the plan of earthly existence.

With power of magnetism, there comes a clear light that breaks into the windowless haunts of others' minds, that shows defects and flaws in the plans and purposes of our fellow beings, and gives the power and the right to uplift and ennoble the lives that drift in weakness through a storm-tossed gulf.

While mystery and fascination both play upon the imagination, the new world of fact will resolve every grade of influence into fixed currents of energy that obey a system of laws ordained for the benefit of humanity.

We are now ready to enter the fields described.

GIFT
NOV 4 '08



END OF THE
SECOND STEP



ENEMIES OF
PERSONAL
MAGNETISM



30 Electricity
37 Hydrogen

