

# Personal Magnetism.

*The First Part in  
Series "B"*



**Other Parts in this Series :—**

*No. 2. Mind Reading.*

*No. 3. Hypnotism.*

*No. 4. Magnetic Healing.*

*No. 5. Zoism.*

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A COURSE  
IN  
PERSONAL MAGNETISM  
  
SELF-CONTROL  
  
AND THE  
DEVELOPMENT OF CHARACTER

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## INTRODUCTION.

Personal Magnetism is that quality in man which attracts the interest, confidence, friendship and love of mankind.

The intention of the writer of this Course has been to convey in simplest form the secret of personal power to the understanding of the reader. He has tried to show how the reader may succeed in enjoying the fruits of his study here and at once; not when hopes have withered and powers of enjoyment have faded, and when knowledge is shorn of its usefulness, but now when such knowledge can be put to personal advantage.

The students of this Course say that the writer has succeeded. They say that the strict avoidance of theoretical discussions in this Instruction has helped them to grasp and apply the principle of Success, and that this Course satisfies where more pretentious, more ambiguous, more discursive theses have failed to please or instruct.

The writer, therefore, rests on the testimony of his students, making no apology for the intentionally personal and simple tone of the Instruction.

### PREFACE BY THE AUTHOR.

I suppose the wish that is most common to men and women is the wish to attract others, because for the man this means power, influence, wealth, success; and for the woman it means social prestige, popularity, satisfaction, love. It is a good wish; let that be made clear at the start. It is not debasing to aspire to influence. It is not a mean ambition to desire wealth; because wealth itself is but a means of increasing one's usefulness. Go back a score of years or more in your memory and you will recall that the great and influential men and women of the world were pointed out to you as examples worthy to be followed. They were shining lights in the eyes of those older than you. Your parents and teachers spoke of them with respect, and wished that you could follow in their footsteps and reach the heights they had attained. Were they in error in so exalting human character? I do not think so.

The great minds of the world must ever be our beacons in our life-journey, and an analysis of the characters of the great ones living and dead yields us the secret of that philosophy of living which made their lives sublime, and full of power. Let me put before you the secret of their attainment.

In the first three lessons of this course I have endeavored to enlighten you on some of the general characteristics of the study of personal magnetism and thus lead up to and prepare you for the specific instruction which follows.

## LESSON I.

### RECOGNITION OF A FORCE—THE STORAGE BATTERY—THE PRESENCE OF MENTAL CURRENTS.

RECOGNITION OF A FORCE. I want to talk to you in heart to heart fashion, and if my homely similes offend the ultra-scientific, I would ask them to suspend judgment until they have digested this Instruction and noted the effect of applying the teachings in their daily lives. I speak to the greatest number in language easy of assimilation; to the average man and the average woman who want Facts only; to the great general public who are looking for a clue to the betterment of their condition.

\* \* \*

THE STORAGE BATTERY.—You perhaps have never thought that you are yourself a sort of electrical storage battery, constantly receiving and discharging force; sending out currents of attraction and repulsion continually, sometimes consciously, as when you desire to impress your friends, sometimes unconsciously, as when you make an agreeable or a disagreeable impression upon someone of whom you have taken no notice beyond a look. You are thus acting upon others and being acted upon by others with your will or against your will constantly and continually. That is your first Fact.

\* \* \*

THE PRESENCE OF MENTAL CURRENTS.—Now there is a *Force* at work evidently.

Is it the Force of Thought?

No. Because it manifests itself without Thought on your part. It may be, and is, added to Thought.

Is it Electricity?

Electricity is only a name for an unknown Force.

What is it?

It is called Magnetism, because we do not know what else to call it. It may well be called a *mental current*, very like an electric current in many ways. It is a Force which we *can learn* to employ, learn to govern, as we have learned to govern Electricity without understanding its composition. It is a mystery in its source; let us simply accept it as we do the mystery of Life itself, and pass on to the *use* of the Force.



## LESSON II.

CHARACTERISTICS OF THE MAGNETIC INDIVIDUAL—A SENSE OF REST—A PECULIAR GAZE—ALWAYS POLITE—THE WEAK GROW WEAKER AND THE STRONG, STRONGER—THE MAGNETIC MAN PRESERVES KNOWLEDGE NOT EAGER—WORKS ACCORDING TO FIXED LAWS—YOU LIKE HIM—HE USES YOUR FORCE.

CHARACTERISTICS OF THE MAGNETIC INDIVIDUAL.—The first step should be in the nature of a critical observation of the operation of the force through people about us; a noting of essential differences in their characters and the logical effects of certain attributes.

We all know the type of the magnetic man or woman. Women are as magnetic as men, and if I use here men only as examples, it is merely to avoid confusion in grammar; it is sufficient for the student to remember that everything which applies to man in this Course applies equally to woman. In the attainment of Magnetism and influence the sexes are equal.

\* \* \*

A SENSE OF REST.—When you are in the company of the consciously Magnetic man, the first effect upon you is one of rest; he is not nervous; he is not fidgety. Following the sense of rest comes to you a recognition of a reserve strength in him somewhere; you cannot place it; you cannot localize it. It is not exactly in his look; nor in his manner; nor in his speech; nor in his actions; but it is there and it seems to be a part of him. That is the point exactly; it is *a part of him*, and a few minutes previously, odd as it may seem to you, it *was* in a small degree, *a part of you!* A little of that strength of attraction which he displays, and of which you are conscious, went from you to him without your knowledge. But never mind that just now.

\* \* \*

A PECULIAR GAZE.—Let us examine the man a little more closely that we may get at the secret of the fascination he exercises upon you. First, watch his look. His eyes hold you, but he

is not staring at you. He is not looking into one or the other of your eyes; he is looking *right between them* at the root of your nose. His glance seems to go through you with an intent, boring gaze, but there is nothing offensive in it. You feel that he is not, and could not be, impertinent. Notice also that he does not look at you so when you are speaking; he waits as it were to receive your message, and then sends his to you. When he speaks he looks at you in that intent, masterful way, yet kindly. But he is not self-assertive; he is not argumentative.

\* \* \*

ALWAYS POLITE.—He listens to you with politeness; he is polite always, but you get the impression of an inflexible will beneath that calm exterior; you sense power in him. He is a man to be obeyed; in a word, the impression he leaves upon you is that of one *who knows exactly what he wants and is in no hurry, because he is confident that he will get it*. Ah! now we have it in words. This accounts for his calmness, his security. Knowledge is power, and he *knows* that he rests his case upon the laws of Cause and Effect.

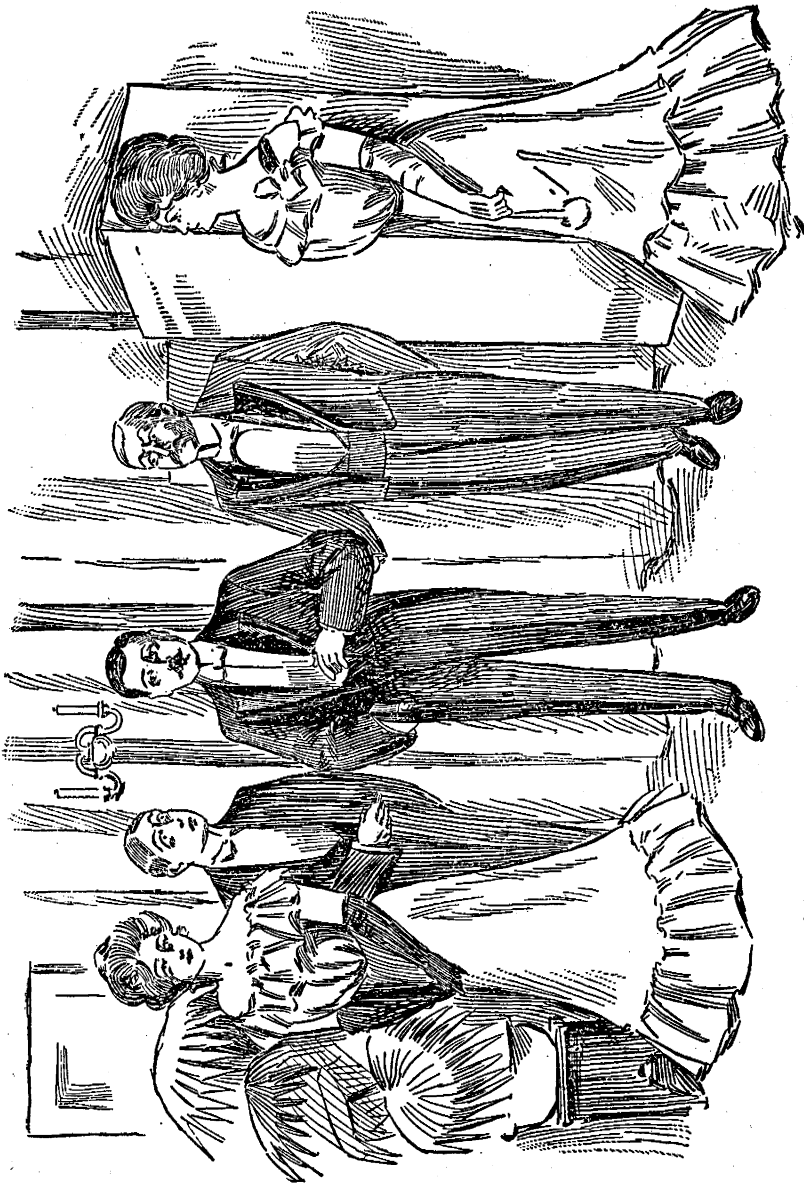
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THE WEAK GROW WEAKER AND THE STRONG, STRONGER.—It is Law that the Positive must and shall act upon the Negative; that the Negative shall feel and admit the power of conscious strength; i. e., shall surrender something of magnetism to the strong. "And from him that hath not, shall be taken away even that which he hath!" Do these words carry a new meaning to you now in the light of your present knowledge? Wonderful words. True in Law as well as true in sentiment.

THE MAGNETIC MAN PRESERVES KNOWLEDGE.—Now let us dissect his conversation. Does he impart any information to you? Very little, and nothing whatever that could be construed as at all self-assertive or vain; what he gives, is usually of no importance, though you seem to feel that it is, while you listen.

\* \* \*

NOT EAGER.—Now again, remember this adjective. He is not *eager*. He rather makes you feel that if he *chose* to do so he could say much. So he piques your curiosity a little. But he does not impress you as *purposely mystifying you*. Not at all. His eye is too frank for that, and if you know him for ten years you will find that he never lays conversational traps for you to



A MAGNETIC PERSONALITY OFTEN DRAWS ITS FORCE FROM OTHERS.

seek to extort your admiration. As a fact, his plane of thought is above admiration. In his early days, when he was learning, as you are learning now, how to acquire personal magnetism, he was perhaps pleased with the evidence of his power which the frank admiration of his acquaintances gave him, but he has outgrown that. Yet, he has outgrown it; no man ever stands still. There are always heights of endeavor beyond; we never reach the summit.

\* \* \*

WORKS ACCORDING TO FIXED LAWS.—When this man brought to himself popularity, influence, wealth or success, he accepted them; took them as his right; as the logical sequence to the operation of the Law of Cause and Effect, and went on. He did not stand still. He brought Wealth to him in just the same way as he brought popularity to him, by Government. He governed by Magnetism; he attracted men; he wanted wealth; he attracted wealth because he wanted it.

YOU LIKE HIM.—But we are going too fast. This is a stage beyond our Lesson. What impression has this magnetic man left with you? Just this, that you wish to see more of him because you feel that he is in sympathetic touch with you in some mysterious way which you cannot define. You have "taken" to him, as nurses say of their babies, and you do not get rid of his influence even after you have parted.

\* \* \*

HE USES YOUR FORCE.—Now if you go back in mind to your conversation you will find, though you did not notice it at the time, that *you* were the one who told what you knew; you were the one who sought to please; you were the one who gave. Yes, that's it exactly; you gave; he received. Had he willed it otherwise, he in his strength of conscious knowledge, and you in your weakness and unpreparedness; you would have been compelled to receive from him whatever he chose to give of impulse, of command, of opinion. Had he wished to do so, he could have swayed you as the wind sways the rush in the marsh. Why? *Because it is the Law*, and he knows the Law while you do not. But he did not wish it at that time; he merely permitted himself to make a pleasant impression upon you; he did so, because he knew his power, and taking a little magnetism from you, he left, as the bee takes hone, from the flower and goes his way.

### LESSON III.

CHARACTERISTICS OF THE NON-MAGNETIC INDIVIDUAL.—HE IS A GRUMBLER  
—HE DEPRESSES—THE REASON—ADMITS FAILURE.

CHARACTERISTICS OF THE NON-MAGNETIC INDIVIDUAL.—Do you know the non-magnetic man? This is a good place to put him on paper in contrast to the strong personality of whom we have just been speaking. He irritates you; if you are peevish yourself, he intensifies your irritation; if you are morbidly inclined, he deepens your gloom; if you are happy, he is something of a drag. Yes, he is a weight; you are called upon to lift him. He is asking for sympathy; he says he is misunderstood; he has a grievance against fate, against the weather, against some person.

HE IS A GRUMBLER.—He is discontented; he is a babbler; he tells his secrets; he wants to share his troubles with you; he is the creature of impulse; without reserve; without calmness; without judgment; without poise; without attractiveness. Oh, flatter him, and let him go. Get rid of him. You can reach him most easily through his love of self; pamper it and get rid of him—that is your thought; you put it at once into execution, and get him off your mind.

\* \* \*

HE DEPRESSES.—You are glad when he is gone. He has drawn upon you terribly because *you did not know how* to safeguard yourself against his influence. Had you known, you might have not only saved yourself a loss of magnetism, but you might have drawn something even from his weakness if you had wished it.

THE REASON.—Now what is the reason of his lack of attractiveness? It is as simple as A, B, C. He is a dependent; a negative; he has grievances; grievances! Can you fancy the magnetic man of whom we have just spoken as a man with a grievance? Can you picture it? No, the thing is absurd. Your magnetic man is a power because he has subdued his circumstances, because he has held an attitude of mind which governs circumstances, which controls environment.

ADMITS FAILURE.—Look at the other side of the picture. Here is your non-magnetic man a failure, by his own confession, though he does not know it perhaps; weak, complaining, inviting failure by his attitude of mind; a spendthrift of thought, a waster of energy; such a one is doomed to failure by the Law; the unalterable Law of Cause and Effect. "From him that hath not." Here are your two types. Study them well and carefully. The first is your model; the second your warning. As a golden rule to heed it may be dinned into your ears, "*Don't air your grievances. Seek not sympathy or flattery. Recognize the force in every desire and make that force your own.*"

## LESSON IV.

GOING INTO SPECIFIC INSTRUCTIONS.—THE NATURE OF MENTAL CURRENTS  
—EXTRACTING POWER FROM DESIRE—PLENTY OF FORCE ON EVERY  
HAND—THE METHOD OF OPERATION—SECRECY IS YOUR INSULATION—  
—RESTRAINT DOES NOT MEAN DULLNESS—EVIDENCE OF STRENGTH IN  
DESIRE—FORCE—MYSTERY—EFFECTIVE USE OF MYSTERY BY GREAT MEN  
—USE FORCE FROM THE OTHER MAN—A CAUTION—SEEK ALWAYS TO  
AVOID FLATTERY.

GOING INTO SPECIFIC INSTRUCTIONS.—How did your model become magnetic? What did he do with himself, and how was the effect produced?

Natural questions these. Let me answer them as simply as I may. But let us drop the example and apply the instruction directly to you as an individual that it may make a deeper impression upon you.

\* \* \*

THE NATURE OF MENTAL CURRENTS.—*Desire, in any form, is a mental current laden with power*—just the kind of power which the magnetic man has over his fellows. When I say “mental current” I speak literally. I am not merely using a figure of speech. All desires work on the plan of electric currents and are governed by similar, if not the same, laws of attraction and repulsion.

\* \* \*

EXTRACTING POWER FROM DESIRE.—When you realize that from any form of desire you can extract its power, magnetism, you have, as it were, discovered a gold mine in your own garden. For desire is ever at hand. It manifests its source in many ways. You waste the force and thus weaken your power of attraction when you give way to desire. You discharge magnetism which you should store up in order to attract the good things of life.

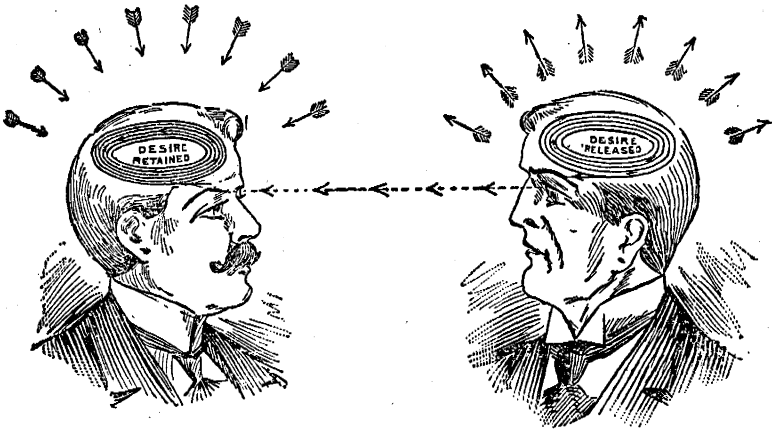
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PLENTY OF FORCE ON EVERY HAND.—When you learn to look upon desire, not as a stumbling block, but as a stepping stone, your success in life is assured. The force of desire is

manifested by many varieties of mental currents such as impatience, anger, dissipation, indulgence or vanity. The last is perhaps the most weakening of all. It takes such insidious forms that often a man does not realize that he is deliberately seeking to gratify vanity in some obscure form.

\* \* \*

THE METHOD OF OPERATION.—The plan of procedure now, then, is upon feeling a desire current, to hold it within you—to *refuse to gratify it*. By this conscious effort of your will you



FORCE ACCUMULATED ALWAYS ATTRACTS. FORCE RELEASED IS WASTED AND NEUTRALIZED.

insulate yourself against weakening discharge of force and at the same time *create a condition of attractiveness* which will remain so long as that desire is not neutralized by being gratified.

Let us first take up a very common but extremely weakening form of vanity current—the desire to surprise.

SECRECY IS YOUR INSULATION.—First, understand the value of secrecy. When you come into possession of a piece of information, no matter how trivial, which it would please you to impart to an acquaintance, *keep silent*, because this is your first attempt to practice the *evolution of magnetism from repressed desire*. This secret of yours is a *unit of mental magnetism* stored up in your brain battery, and this secret held begets a force which draws more force to it from without just as your money in a bank draws



interest. The more secrets you store up in your mind, the greater repression or insulation you are exercising; so the greater your command over your impulses; so, the greater the store of your reserve-force, unwasted, unspent; ready to be of service to you in important enterprises.

\* \* \*

RESTRAINT DOES NOT MEAN DULLNESS.—Never fancy for a moment that this habit of repressing impulse will bring about a condition of dullness in which desire will be obliterated. The effect is the reverse; the desires become of tenfold strength and force, as a dammed-up river increases its pressure upon the banks—and then, when you are ready to use the power *it amounts to something*. It has become a Force indeed.

\* \* \*

EVIDENCE OF STRENGTH IN DESIRE-FORCE.—You have never analyzed the force of a desire perhaps. Think a minute. The desire to convey a piece of news to a friend may force you to jump into a cab and rush pell mell into his presence. That *must* be a strong force in operation which can drive you to this activity. Well, the point is that you want that force *yourself*. Keep it. You need it if you are to attract to yourself the satisfaction and success you crave

\* \* \*

MYSTERY.—The next point is that the world yields authority to those whom it cannot understand. The deep river is silent. Who shall penetrate the depths of thought of the magnetic man? He is a mystery; you cannot gauge him because he will not permit it. He is unfathomable. You too must be a mystery; you must not be vulgar or advertise yourself in any way. To be in any way bizarre in conduct is fatal to true power. It is not the eccentricity of genius which attracts us. We revere the genius *in spite of* the eccentricity. Be careful, you my student, that you do not confuse the interest of idle curiosity which likes to be amused with the true respect which we feel for that which is beyond our comprehension. Therefore *leave your acquaintances in the dark* concerning your attributes and opinions so far as is possible. Pique their interest in this manner, for example: Your friend comes to you with an important piece of information. In the old days you would have expressed the liveliest surprise. You will

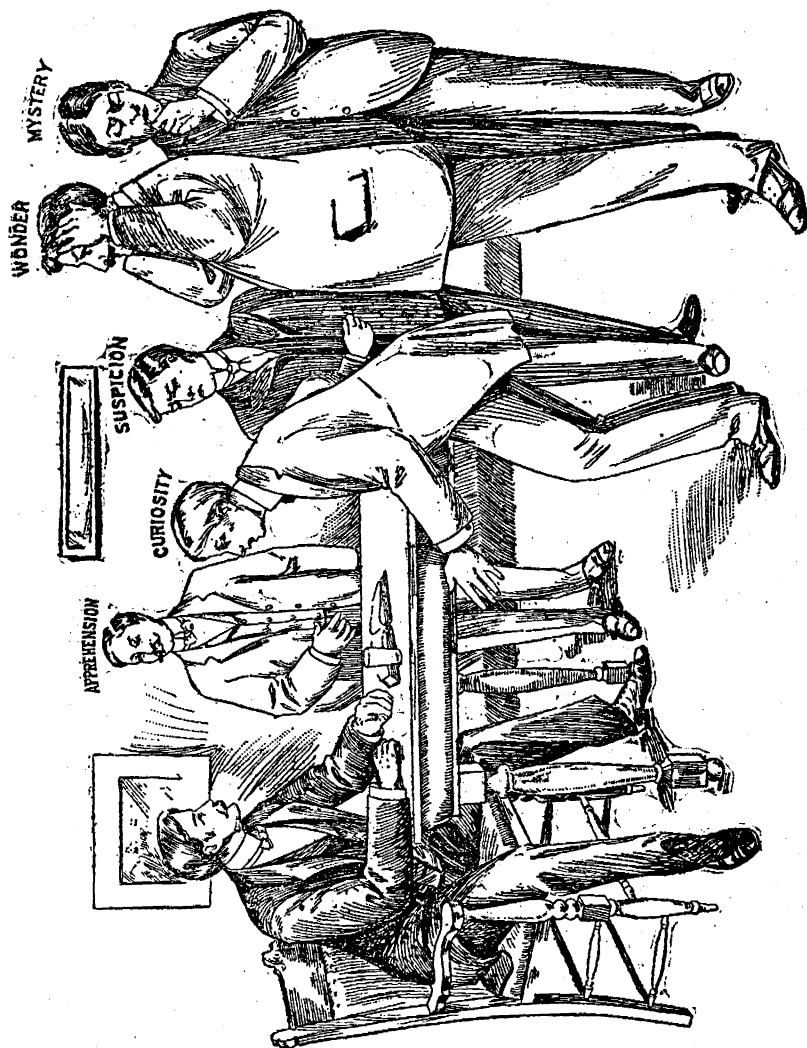
change that. You will now receive the news kindly, but calmly, almost without comment, and the effect upon your friend will be one of astonishment that what has so deeply affected him has made so little impression upon you. You must show him that you are not uninterested, but he learns from your reception of the news that you are less easily thrown off your mental balance than he. Perhaps he had not noticed it before. What is the result? He recognizes in you a poise of character which he had not given you credit for. It makes him curious. Ah, you are beginning to gain his respect. You are a mystery to him.

\* \* \*

EFFECTIVE USE OF MYSTERY BY GREAT MEN.—The great leaders of men in history, when in sore straits, and in danger of losing their supporters, have often held their doubting henchmen together, and drawn united action and loyal support from the malcontents by the charm of personal mystery. No doubt many of you remember Charles Stuart Parnell, the Irish leader in the English House of Commons, the "uncrowned King" as they called him in secret. He occurs to me as a more appropriate example of the penetrating force of personal magnetism than even Napoleon, Wellington or Gladstone. In America James G. Blaine more nearly approached him in personal sway over the hearts and intellects of his followers than any man of his generation. To his closest friends Parnell was ever a mystery. Even Gladstone, his ofttime opponent, admitted his charm, his force, his simple directness of command. Parnell spoke very little; always to the point. His voice was never harsh or loud. If ever one man governed by the influence of secrecy and silence it was this man, holding in one hand the reins which guided the most rebellious and discontented faction ever gathered in a parliament. We are not concerned with the circumstances of his fall. He rose by intelligent self-confidence; by the exercise of the repressive influence, the force of Potential Magnetism.

USE FORCE FROM THE OTHER MAN.—The third point for you to remember here is that silence does not mean for you unsociableness; by no means; it is only the right word in the right place; the *habit* of withholding; the habit of steadfast thought. Draw out the *other* man. Remember here that as long as you are a mystery to your acquaintances, you are a power. Should you gratify their curiosity, to return again to the

electrical discharge simile, you have permitted an exchange of currents, a satisfaction which means, electrically, neutralization.



IN TRYING SITUATIONS GREAT MEN OFTEN HOLD THEIR SUPPORTERS ABOUT  
THEM SOLELY BY THE SUTLE POWER OF MYSTERY.

You have both given and received, and the condition of attraction has ceased for the time. But by preserving always the mystery, by refraining from gratifying the curiosity you are yourself the attraction; you the magnet; they the steel.

A CAUTION.—Caution is necessary here for the over-enthusiastic and heedless student. Do not forget that you *must*, especially at the start, use great discretion, judgment and tact in all your experiments. It would be almost fatal to your success if the purpose of your changed demeanor were discovered. Do not let it be at all apparent that you desire to obtain and hold information which would satisfy either active or latent curiosity. Never openly seek to arouse curiosity. I suppose it is needless to tell any student never to talk about his studies, aims and desires in this line for that would put your listener ever on his guard. In talking thus of yourself you are violating the first rules of the study of personal magnetism—that of *conserving personal information* and gratifying vanity.

SEEK ALWAYS TO AVOID FLATTERY.—The attractive or magnetic man never talks of himself. The result is that he is more talked about, admired and approved than if he devoted all his cleverness to arranging little conversational coups intended to flatter his vanity.

The student may say: "This does not apply to me. I never seek flattery." Then you are the one in a thousand. All people seek approbation in some form, to a greater or less degree. Those who seek it most eagerly get the least, because they do not retain and conserve the force which attracts that form of mental current.

## LESSON V.

THE TREMENDOUS FORCE OF DESIRE FOR APPROBATION—GUARD AGAINST THIS LEAKAGE—YOU WILL SOON NOTICE A GREAT CHANGE.

THE TREMENDOUS FORCE OF DESIRE FOR APPROBATION—HOW TO CONSERVE AND APPLY IT. Everyone can look back on his weaker moments and recognize the desire to tell something which



THE FORCE IN DESIRE FOR APPROBATION DRIVES MEN AGAINST THEIR JUDGMENT TO SEEK THE SLIPPERY PATHS OF FLATTERY.

he felt would directly or indirectly impress people with his importance, cleverness or uniqueness. This is the desire for approbation. It is a dominant *force* in human nature and is even noticed in animal life. It is nothing to be particularly ashamed of because it is natural. Its importance to us lies in the fact that it

is a strong force which we have allowed to work against us. When the average man has a chance to tell something which will redound to his credit, is he not almost *irresistibly impelled* to tell it? Does he not impatiently seek the first opportunity to tell it? Ninety-nine people out of a hundred are like that. They don't realize that that desire for approbation is one of the strongest of Nature's subtle *forces*. They don't realize that it *drives* them often *against their will* and always against their sober thought, better judgment and good taste. Above all they do not realize that this subtle but almost irresistible force is a "*mental current*" that could be used for their own immense advantage instead of allowing it to "discharge" flashily like the electric spark from the static machine leaving them so much weaker than before.

\* \* \*

GUARD AGAINST THIS LEAKAGE.—Do you then, student, take heed of this: Check your desire for approbation at every turn. Let it not be satisfied even in the smallest thing. If it is hard to do this, that only proves that you are holding a strong force within you. A force which yearns and struggles to unite with its opposite outside in some other mentality. If that condition is held, then you have a state of attraction.

\* \* \*

YOU WILL SOON NOTICE A GREAT CHANGE.—It will not be long after you begin to put into practice these ideas already given, until you will notice a marked change in yourself. A growing self-respect, an unconscious dignity, a feeling of power. After each conscious repression of desire-force you can *actually feel* the power in your very nerves. Next you will notice a difference in the attitude of others toward you. A greater desire on their part to seek you out, to talk and to be with you. You can always hold and increase this condition by remembering the rule of "unsatisfied curiosity." Keep your friends wondering, but *do not* let them know that you do so intentionally.

## LESSON VI.

HOW TO USE ANTAGONISTIC FORCES FOR YOUR OWN BENEFIT—RECOGNIZING THE AVAILABLE FORCE—A SPLENDID EXERCISE FOR ABSORBING ENERGY—YOU RISE ABOVE TEMPTATION.

HOW TO USE ANTAGONISTIC FORCES FOR YOUR OWN BENEFIT.—In the foregoing lessons it is shown that impulse or desire is a force, the very kind of force you would like to exert in influencing others. You must clearly understand now, if you do not already, that every desire is a mental magnetic force, either positive or negative; that it seeks to unite with its opposite—to be satisfied—just as the positive pole of the magnet attracts the negative pole of the steel. To the student who doubts the strength of these forces, let me point out the case of the drunkard. What can drive a man against his will and every instinct of his moral self—save a tremendous though subtle force? In this instance the force is temptation—a strong form of desire. I will tell you how you can trick this vicious force so that, like the Japanese wrestlers, you can use the strength of your opponent against himself.

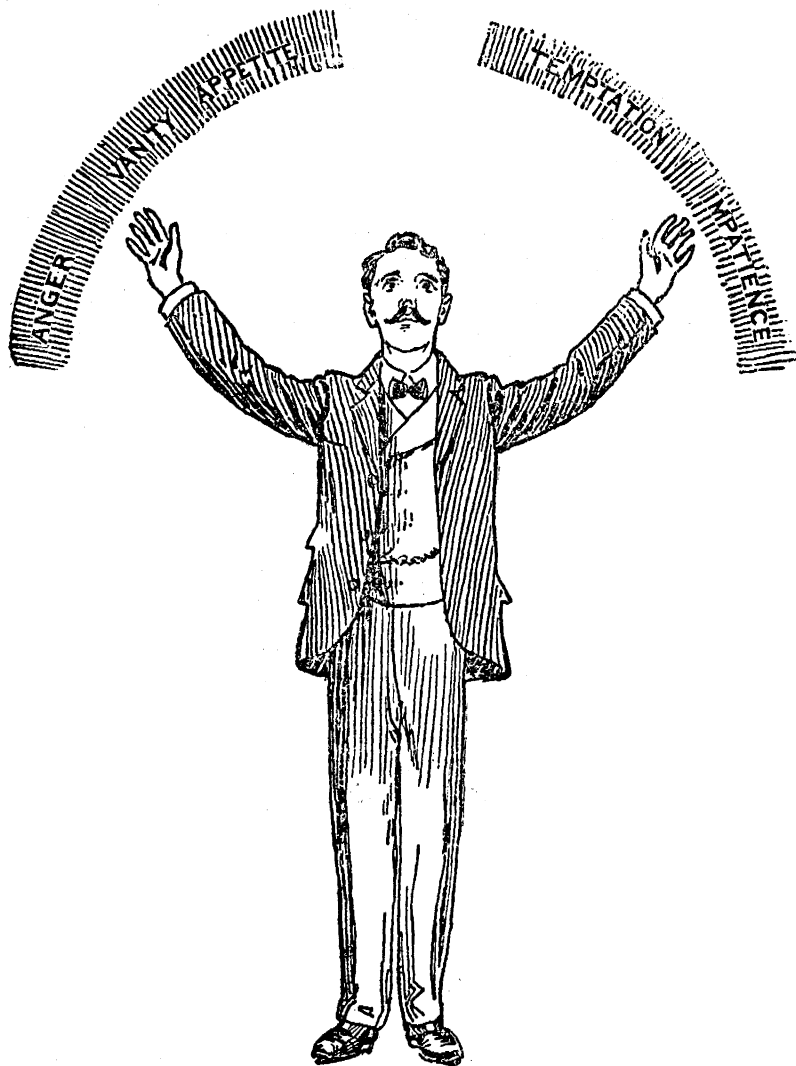
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RECOGNIZING THE AVAILABLE FORCE.—You have learned to recognize the magnetic value of secrecy and the suppression of vanity. Now I want to impress upon you that *all temptation is a blessing in disguise*. The intelligent student of Personal Magnetism will *welcome temptation* in any form because he has learned that to “bottle up” its wanton force within himself is to add to his mental magnetic storage battery or Personal Magnetism. It adds to his power of attraction. But to yield to temptation, to satisfy the desire, to “shoot the spark” as it were, neutralizes the attractive condition and weakens the battery. The safeguard, the insulation of your mental battery, is knowledge, the particular kind of knowledge you are deriving from these lessons.

\* \* \*

A SPLENDID EXERCISE FOR ABSORBING ENERGY.—I will now give explicit information regarding the *method of conserving energy*. Suppose you feel yourself attacked by a desire or temp-

tation of some kind. Ordinarily it would annoy you, to say the least. But now you recognize and *welcome it*, as just so much



**THE MAGNETIC MAN WELCOMES FORCES THAT OTHERS DREAD, BECAUSE HE CAN  
EXTRACT A PRECIOUS POWER THEREFROM.**

new force for your battery—so much capital. Now concentrate your mind on this desire—get the benefit of its *full force* and



then begin very slowly to inhale a long full breath to the extreme capacity of your lungs. This should occupy about eight seconds. As you draw in this breath repeat mentally to yourself, "*I now consciously appropriate the full force of this desire.*"

Then hold the full breath for the period of about eight seconds and repeat mentally, "*I now consciously absorb this force and it is henceforth my own property.*"

Lastly, exhale the breath for eight seconds slowly and evenly, repeating mentally, "*I now have perfect balance and poise with which to control the magnetic force I have been storing.*"

This may be repeated several times if desirable.

I give this breathing exercise not only as a suggestion to fix the idea of appropriation, absorption and poise, but also because it is now generally believed among mental scientists that there is a very close relation between the lungs and the emotional nature of man.

\* \* \*

YOU RISE ABOVE TEMPTATION.—I wish to impress the point right here that temptation loses its power over you the moment you realize that you can trick it; rob it of its force and use that force for your own ends. Thus, at a step, *you are placed above temptation*—a position men struggle all their lives to reach.

To make the point still more clear, let us compare temptation to a bombshell. It falls near you with lighted fuse. Knowing its nature and construction you act quickly and intelligently. You pluck out the fuse. Then the power of the bomb is yours to use as you see fit. The ignorant man would have allowed the explosion to take place and suffered the results.

## LESSON VII.

THE TIME REQUIRED FOR APPRECIABLE RESULTS—SOME EFFECTS NOTICEABLE AT ONCE—AS AN INSTANCE—WHAT YOU SHOULD DO.

THE TIME REQUIRED FOR APPRECIABLE RESULTS.—Some student may say that the foregoing lessons are too simple; that he wants something more mysterious and complex. To him I merely say: "Follow instructions and see for yourself. You can learn in no other way." He would be unreasonable indeed who would expect a radical change in his character to be brought about immediately on practicing any exercise given herein. These lessons show you the law governing this subject and thus give you the chance to grow without hindrance. Give the sunlight a chance at the plant and the plant will thrive. It does not jump at once into full bloom—it must have time to develop naturally. In the case of the student the light is let in to him through the explanation of the law, and so surely as he takes *advantage of the law*, so surely will he grow.

\* \* \*

SOME EFFECTS NOTICEABLE AT ONCE.—Usually the new student notices the effects of his development in about four or five days. A sensation which comes almost *immediately*, however, is one of increased self-respect and self-confidence. After each conscious retention of the force of a desire an actual physical sensation of power and fullness is noticed in the brain and nerves. This is not at all like conceit or vanity. It is not assertive in the least but simply restful and re-assuring. Let the beginner criticise himself frankly. Do not make the mistake of laying the blame for your lack of attraction upon the selfishness or bad taste of others. Whatever the fault has been, be sure it was all yours.

\* \* \*

AS AN INSTANCE.—Watch yourself closely as you meet your friends to-day. There is Mr. B now. For some reason you have always wanted his admiration and close friendship. You feel that he does not take an interest in you; that your company does not

satisfy him. Examine your past conduct toward him for the reason. You find that *he* has been the receiving battery while you have been the one to "shoot your spark" to him, weakening yourself each time in your effort to satisfy your conscious or uncon-



THE NON-MAGNETIC MAN WASTES HIS POWER THROUGH IGNORANCE OF THE LAWS OF ATTRACTION.

scious desire for approbation. Do you get it? No. Does he get yours? Yes. Does he endeavor to get it? No. Perhaps you can now refer more intelligently to the principles of conserving forces—explained in the foregoing lessons. B is drawing force from you instead of you drawing it from him.

WHAT YOU SHOULD DO.—Stop. You are on the wrong tack. Ponder on the philosophy of the principles already set forth. Let B alone for a few days. Practice intelligently the conservation of these forces which you have been throwing away. Have you done anything to-day that it would flatter you to relate? *Keep it to yourself.* Bottle it up resolutely. It seems easy, but your habit of letting these little sparks fly for the momentary satisfaction it gives has grown strong upon you. Time and again you will find them escaping your vigil and each time leaving you flat, foolish and non-magnetic. Conserve the desires of the flesh as well as the desires of the mind. This is not merely the old doctrine of self-denial. It is the scientific law of the force, mental currents. It is *not* difficult to follow because with an intelligent understanding of the law you can now see that you are doing far more than merely resisting a force. You are making that force your own. *You capture it*, and can use it as you see fit.

## LESSON VII.

### THE STUDY OF EFFECTS—A PHYSICAL CHANGE NOTED—A PECULIAR RESULT.

THE STUDY OF EFFECTS. Some students may here ask, "Suppose I do capture all these forces, catching the force within each mental and physical desire as it comes, and storing all this energy, what effect will this have?"

The energy you have thus stored attracts its opposite from other people as surely as positive electricity attracts negative, and even without conscious effort on your part. Your face, your manner and your actions will unconsciously change. You will find the good things you formerly sought in vain, *drifting toward you* unsought. They are bound to come. It is the law of attraction. When good things are coming your way don't be too impatient. Don't grumble if "the particular good thing" you have been wanting doesn't jump at you. It will come.

\* \* \*

A PHYSICAL CHANGE NOTED.—When a man begins to develop his magnetic personality on the lines suggested, his body actually undergoes a physical change. His eye is brighter, his skin clearer, his carriage more erect and the expression of lurking fear, of worry, of embarrassment, of depression, leaves his face. He is no longer the unfortunate *object* of the subtle forces of human nature. He is a conscious *force* himself. The world, so far as he is interested in it, appears to him in a new light. He slowly begins to realize his power and because he himself *knows* and understands this thing he is satisfied.

\* \* \*

A PECULIAR RESULT.—When the student has reached this stage he should ever be on his guard against the danger of leakages. To even speak of this precious consciousness of power would be to lose much of it. A peculiar phenomenon I may mention and one which only the shallowest thinker will consider a discouragement is the fact that as you acquire this power, and

"fortune" seems at last to have turned in your favor, the things which you have sought in vain and which now are drifting toward you *have lost some of their value in your eyes*. This does not make the true student unhappy. Quite the reverse. He glories and finds satisfaction in his *sense of power*. Remember there are other desires greater than those you now entertain.

## LESSON IX.

HELPFUL SUGGESTIONS FOR PRACTICAL APPLICATION.—THE CENTRAL GAZE—  
HOW TO GAIN EASE AND SELF-CONFIDENCE—THE MAGNETIC HAND-  
SHAKE.

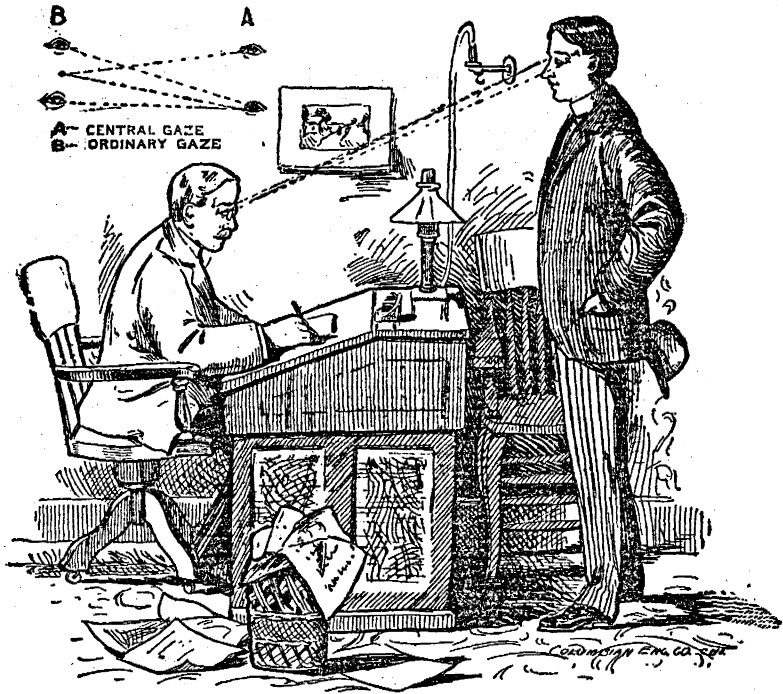
HELPFUL SUGGESTIONS FOR PRACTICAL APPLICATION.—THE CENTRAL GAZE. After the student has thoroughly fixed in his mind the theory of conservation of the force within mental currents and the resulting state of attraction, it may be well for him to remember a few novel but effective suggestions which will help him to put his new knowledge more quickly into effect.

Let us first take a case where it is desired to make a favorable impression under difficulties. Suppose you are about to have an interview with a man whose personality has always oppressed you. Let us say that he is one of the big, blustering, bold-eyed, bull-necked kind, a man of weight in his community, but entirely without the finer sensibilities, and as thick-skinned as he is cruel. For a refined, sensitive person it is misery to deal with such a man, especially if favor or concession is to be asked. Coarse natures love to make the cringing ones cringe the more. But to our point. You can deal with this type very handily. Your previous knowledge and training in the conservation of forces guards you from any attack he could otherwise make upon your sensitiveness through your weakness or vanity. You therefore appear before him in a true and modest light, feeling with justice that you could represent yourself far more favorably if you cared to. This very knowledge is a force that will show in your face in spite of yourself and will go far to impress or repress the opposing force you are about to encounter. With your consciousness of reserve force you quietly and confidently begin your conversation. Let no sign of eagerness, uneasiness or anything but pleasant, easy quietness and unobtrusive self-assurance be apparent in your manner.

\* \* \*

THE CENTRAL GAZE.—When you are talking look him directly *between his eyes*. That is, at the root of his nose. Imagine that you are looking at a minute speck at that point and that

you see the weak spot in this man's character (for all such coarse people are mean and weak, really) and then you must talk to that speck of a man *between his eyes* and *look calmly* as you do it. Don't glare or scowl. You will find him soon shifting his eyes uneasily. Make him look at you; make him keep his eyes on yours while you are talking. But when *he* talks, shift your



A HARD INTERVIEW MADE EASY BY A KNOWLEDGE OF THE LAWS OF MENTAL CURRENTS.

gaze. Look at his waistcoat, his boots, anything but his eyes. Listen respectfully, and the instant *you* begin to speak again, seek out that little speck between his eyes. Do none of these things conspicuously. Do not let him get an idea that you are testing anything on him. *Calmness* is your key-note.

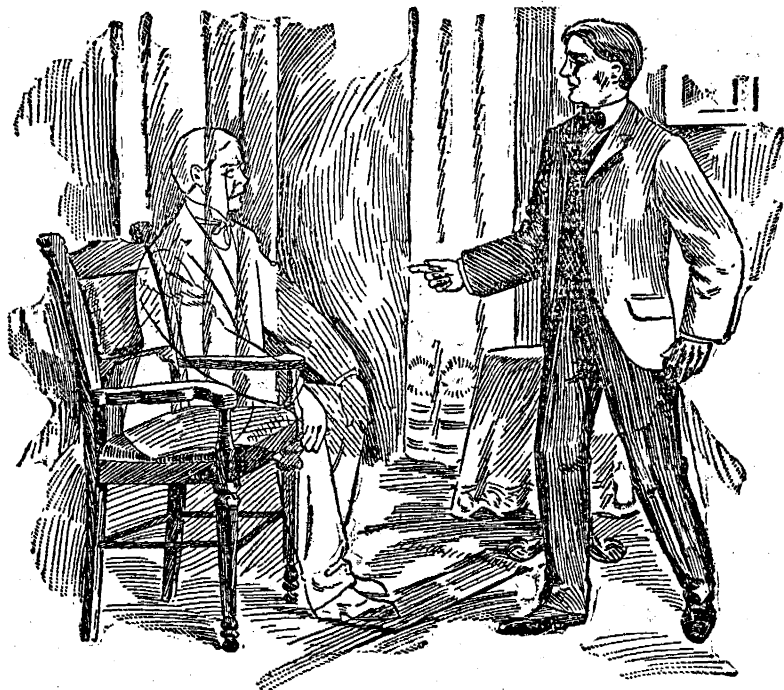
That man will remember you. Whatever the result of your interview you may rest assured that he will remember you; that you have done the best that could be done; that you have made



more of an impression on him than he likes to admit even to himself.

\* \* \*

**HOW TO GAIN EASE AND SELF-CONFIDENCE.**—An exercise which will give you great ease of manner, pleasing address and confidence in yourself is that of practicing alone upon imaginary people. You should be absolutely alone where none can see or hear you. An open field is the best place, but locked securely in your room you will be comparatively safe from observation.



AN INTERESTING AND BENEFICIAL INTERVIEW WITH A "LIVE GHOST."

Spend five minutes first in taking very slow and deep breaths—inhaling to the full capacity of your lungs and exhaling very slowly and evenly. Then get up smartly on your feet and address an imaginary person of your acquaintance. You may use your own image in a mirror or depend entirely on your imagination for a figure. You can, of course, say anything you like, no matter how extraordinary, but you must think out each sentence beforehand. Then address the image in strong, full, con-

fidant tones. Round out each syllable and dwell upon it. Let your words ring out—straight from the chest. Point your finger, pace the floor, use impressive gestures, do and say anything you would like to do and say were the person addressed actually present.

This is a splendid exercise. It will develop self-confidence in anybody and its effects will be noticed in many indirect ways, which I have not the space here to mention, but which you will recognize at once.

A half hour of this unique work whenever you feel depressed or need stimulation of your self-confidence will produce wonderful results. The student is also often helped toward definite material results by thus using the power of auto-suggestion, through the forcefully spoken word. Ask for what you want—demand it as if you owned it.

\* \* \*

THE MAGNETIC HAND-SHAKE.—The hand-shake is also an important matter in meeting people. Looking him pleasantly between the eyes grasp your friend's hand firmly, well up around the back and palm. Don't shake his fingers. After a quick, warm pressure draw your hand away, passing your fingers down his palm and off at his finger tips if possible. It is the natural grip of cordiality and must have its effect.

## LESSON X.

### THE CULTIVATION OF THE MAGNETIC GLANCE—THE MIRROR EXERCISE—THE EFFECT.

THE CULTIVATION OF THE MAGNETIC GLANCE. After the student has learned and demonstrated to himself the value of the conservation of mental currents, he really needs but little other help. Still a few aids to development may seem important to some students and I will mention some.

In the preceding lesson, the method of gazing at a point between the eyes of the person addressed is described. For the sake of convenience we will refer to that method as the "Central Gaze." Do not make the mistake of using this promiscuously on any and all occasions. It is solely for the purpose of making yourself impressive when you wish to be so. There is such a thing as being oppressively impressive, and this is to be avoided. Use your force with tact and discretion. Pleasantness is attractive. Be pleasantly impressive. When you are trying to please, as in ordinary social intercourse, let your face wear an interested expression. Do not indulge in perpetual smiles, than which there is nothing more undignified, but practice and assume such an expression as comes to your face when you are witnessing a scene in which you are quietly interested. Use the central gaze frequently, but "back it up" with a dignified pleasantness. You thus give a combined impression of good humor and power.

\* \* \*

THE MIRROR EXERCISE.—Here is an exercise that will aid in the development of an effective gaze and expression. Place a small mirror on a table before you, or stand before a large mirror with your face about 15 inches from the glass. With a pencil or some other dull pointed instrument, make a little dot or dent on the root of your nose directly between the eyes. This mark will remain about ten or fifteen minutes, and is for the purpose of assisting to concentrate your attention and gaze. In looking at your image in the mirror, focus your gaze unfalter-

ingly upon *that spot* between the eyes. Remain *perfectly motionless*, gazing fixedly at the central point. Try to keep from winking. When you feel impelled to wink, simply raise the lids



READY FOR AN EXERCISE. CULTIVATING A MAGNETIC EYE.

a little instead; the relief to the nerves is nearly the same as if you closed the lids. This exercise should not be continued longer

than fifteen minutes. Beginners may find it difficult to even sit *perfectly motionless* for five minutes, but this repose and nerve control should be learned if the student wishes to develop fully.

\* \* \*

**THE EFFECT.**—The early morning is the best time for this exercise, when the brain is fresh and the body is rested and nerves relaxed. Start in with a five minute exercise and gradually lengthen it each morning, one minute per day until you can do the full twelve or fifteen minutes. After about three days you will begin to notice the power and steadiness in your gaze. You will note the weak shifting gaze of other people. You will note that even those with a bold gaze look into the one or other of *your eyes* and that they shift uneasily when you calmly apply the central gaze of which they are of course unconscious. This central gaze strangely enough gives you the effect of looking right through or into the center of the head of the person looked at. At the same time it relieves you from the gaze or expression of his eye.

The mirror exercise just described, rapidly develops a powerful and magnetic eye. The eye is the window of the soul and among psychic sensitives thoughts are often read from eye to eye. You cannot be too careful to develop a masterful eye. Should it happen that the student habitually wears glasses, the effect of the exercise is still the same, but more care should be used not to strain the eyes. The fact that you wear glasses does not materially weaken your ability to cultivate your gaze, and indeed, sometimes adds impressiveness.

## LESSON XI.

THREE PRIVATE METHODS OF DIRECT RADIATION OF THE MAGNETIC INFLUENCE—(1) MENTAL PHOTOGRAPHY—(2) SOLAR-PLEXUS METHOD—(3) THE MUSCULAR METHOD.

THREE PRIVATE METHODS OF DIRECT RADIATION OF THE MAGNETIC INFLUENCE.—In each of these three methods the first step necessary is the "retirement into silence." This means that the student is to retire to a quiet room, free from disturbance, place himself in a comfortable position, sitting or reclining, and give himself up wholly for about ten minutes to absolute passivity, both in body and mind. Every muscle should be relaxed and every disturbing thought banished. When the student feels that he has accomplished this, he is ready to take up any of the three methods of throwing his force out into active service on his behalf. I will describe the three methods:

\* \* \*

(1) MENTAL PHOTOGRAPHY.—After getting into the calm and passive state sit at a table and write a terse suggestion very plainly on a white sheet of paper. For instance, write:

"I *will* that my troubles with John Jones cease," or "I *will* impress So-and-So favorably," or "I *will* that So-and-So be impelled to do this." After writing your desire plainly and briefly, sit back comfortably and gaze fixedly at it, concentrating intensely, yet with calmness, on the meaning of the lines before you, breathing slowly and deeply meanwhile.

This is Mental-Photography. The theory is that forceful mental currents are thus most perfectly formed. If you begin with reasonable and simple requests of a general nature, such as desire for a gradual improvement in Health, an improved and strengthened character, a better memory, a sweeter temper, you will probably succeed from the start, and as you develop you can make your demands more definite and go more into details as in the examples just mentioned. So long as you ask for things which do not in any way, directly or indirectly, *conflict with the*

*rights or happiness of other people* you will meet with a degree of success based upon the sincerity and intelligence with which you adopt your instructions.

\* \* \*

(2) SOLAR-PLEXUS METHOD.—The solar-plexus is the great

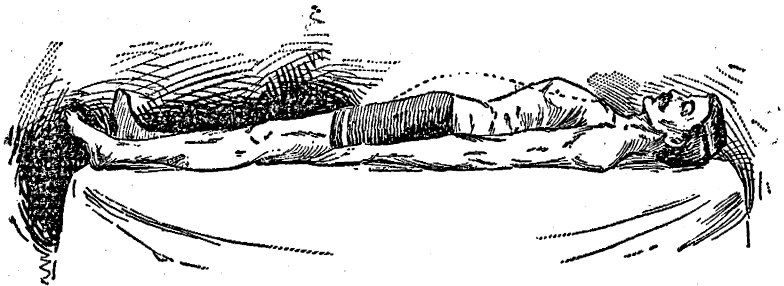


MENTAL PHOTOGRAPHY. FORMING, ABSORBING AND RADIATING A THOUGHT  
FORCE.

nerve center in the spinal cord situated behind the pit of the stomach. Some scientists claim, and with very good logic, that this is really a brain—the abdominal brain—and that it not only controls certain involuntary bodily functions, such as breathing

and heart pulsations, but also the emotional nature of the individual. A few mental scientists now look upon the solar-plexus as a veritable, magnetic center or nerve magnet capable of affecting, or being affected by, the personality of others. These scientists operate as follows:

After going into the silence and becoming properly passive they lie prone upon a couch, having first removed all clothing which binds or hampers the movements in any way. Taking in a deep breath, they expand the chest, drawing in the abdomen at the same time. Then holding the breath they collapse the chest, forcing the air into and thus distending the abdomen. Collapsing the abdomen will again fill the chest if the breath is still held.



STIMULATING THE SOLAR PLEXUS FOR THE RADIATING VIBRATION THEORY.

With each breath the chest and abdomen are each collapsed and distended, alternately five times rather rapidly. A rest of half a minute follows and the act is repeated. Another rest of half a minute and it is repeated for the third and last time.

The attentive student can readily see that this exercise acts directly upon the solar-plexus, giving it a stimulating internal massage through the movement of adjacent organs. The mental side of the idea is that the desire to be gratified must be *held calmly in mind* during the exercise, and that the stimulation of the solar-plexus or nerve battery sends out the thought in vibrations which take effect upon the more or less receptive nervous organism of the other persons who are concerned.

Much is claimed for the effectiveness of their system, but whatever its virtue in affecting others, it certainly has a remarkable effect upon the student so far as giving him poise, calmness and relief from depression are concerned.



(3) THE MUSCULAR METHOD.—The third and last method may seem to you rather bold in theory. The theory is that all force, whether expressed as Intelligence, or Mind, Gravity, Electricity, Muscular action, etc., is the same in essence, differing only in forms of expression. On this theory the student, after going into the silence, stands erect and contracts every muscle in his body to a state of intense rigidity so far as he is able to do so. Here, then, certainly is force, generated but unused. But the mind of the student is fixed intently upon the desire to be gratified. He is powerfully *willing* its fulfillment. At the same time he assures himself that the physical force-expression (the rigidity of his muscles) is changing into a mental force-expression. He is holding the thought that as the force oozes from his tiring muscles it goes out from him in the mental form of his desire and in that form acts upon the personalities or conditions concerned. This has been tried upon general business conditions with marked success. Each morning for a week a friend of mine practiced this exercise with the thought, "Business will improve" and the result was successful.

"Why didn't you keep on?" I asked.

"I don't know," was the frank reply, and the student would probably render such a response himself. A wonderful truth, tried, proved and successful is often neglected because its very simplicity induces a lack of faith.

## LESSON XII.

**FAITH ASSISTS, BUT NOT ESSENTIAL—ACQUIRED FAITH—SUCCESS THROUGH PSYCHICALLY PROVOKED IDEAS—IDEAS OFTEN THE CONNECTING LINK.**

**FAITH ASSISTS, BUT NOT ESSENTIAL.**—Even in the foregoing exercises in Personal Magnetism, Faith, though not essential, adds much to their effectiveness. I realize how hard it is for the beginner to have faith in things he knows nothing about and therefore take this occasion to give a word of advice on the subject.

\* \* \*

**ACQUIRED FAITH. SUCCESS THROUGH PSYCHICALLY PROVOKED IDEAS.**—You probably admit that Faith would help you along faster, but say you have no faith. Even without Faith you can develop in Personal Magnetism, but with Faith you can do better. Therefore, let me tell you that if you really desire the advantage which Faith would give, you can get it merely by *refusing to consider doubt*. That is not so hard as it seems. The fact that you are studying shows that you are anxious to learn. Therefore, you are willing to follow instructions. It won't hurt you or weaken you in any way to refuse to consider doubt at least. Look upon that as part of your task, and remember that to refuse (even temporarily) to consider doubt is practically the same as to have faith, and can be done by anyone who is sincere in his desire to learn. Many a student has been helped over rough places by adopting this "negative" plan of acquiring faith and I have yet to find a sincere student who cannot operate it successfully. The intelligent Mental Scientist does not claim that the methods just described are alone in themselves wholly sufficient to bring about satisfactory results. Faith without work avails nothing, the Bible says, and work without faith is about as useless.

\* \* \*

**IDEAS OFTEN THE CONNECTING LINK.**—These methods assist in arousing a powerful psychic vibration in favor of the earnest student. If he then hold his mind open, and watch for *ideas*,

he is on the road to success. The good usually comes to him first in the form of fortunate ideas. These being the direct result of the psychic activity evolved by purposeful act of the student. The idea is thus the connecting link between the psychical and the material and it only remains for the student to develop the opportunities created for him by his thought, or more exactly, *the opportunities drawn to him by his desire.*

## LESSON XIII.

### THE CONSCIOUS DEVELOPMENT OF WILL-POWER—THE BASIS OF WILL-POWER DEVELOPMENT—THE MOST EFFECTIVE METHOD OF APPLICATION.

THE CONSCIOUS DEVELOPMENT OF WILL-POWER.—In practicing the conservation of wanton mental-forces, as described in the earlier lessons, the Will-power of the individual is unconsciously developed. But a conscious development is nevertheless desirable, as it tends to further increase the self-confidence of the student and is bound to show itself in his face and manner even though he may not realize it.

THE BASIS OF WILL-POWER DEVELOPMENT.—It is sufficient to say that the purposeful accomplishment of any difficult thing, no matter how unimportant, strengthens the will. Begin with some trivial thing like trying to draw simultaneously a circle with one hand and a square with the other, upon a sheet of paper. Make up your mind to do it just for the purpose of accomplishing it. When you have at last succeeded, sit back and absorb the consciousness that you have conquered something by Will-power alone. Add this consciousness to your storage-battery and proceed to something more practical—perhaps some knotty problem of your domestic life. *Make up your mind to do it.* Use all the consciousness of force you have been storing and don't give it up. Each time you win, you are much stronger than before.

\* \* \*

THE MOST EFFECTIVE METHOD OF APPLICATION.—The man of most effective will-power is not he who clenches his teeth, hardens his muscles, scowls fiercely and goes at his task in a brutish fashion. He may succeed, but he is wasting energy and cannot compete with the quiet, intelligent, calm, and confident man. The latter goes at his task deliberately. He meets failure with a smile and contentedly and patiently goes at it again, *believing* in his own power to succeed. With him this work does not mean a fight, as with the other man, it means merely a period of intelligent activity with only one possible result—Success.

## LESSON XIV.

METHODS OF ACTIVE PROJECTION—LACK OF NECESSITY FOR SAME—RELATION BETWEEN MENTAL AND MATERIAL—A PROCESS OF INDUCTION—PROJECTING FORCE THROUGH AFFIRMATION—SOME PREPARATION ABSOLUTELY NECESSARY.

METHODS OF ACTIVE PROJECTION. LACK OF NECESSITY FOR SAME.—In reviewing this course which I am now about to bring to a close some student may say :

"You have made me understand clearly enough how to be passively attractive, how to store up this power which draws to itself, but what I want to know is, *how can I actively project it?*"

Of course, I could refer him to Lesson XI, but I understand. He wants something even more immediate and personal.

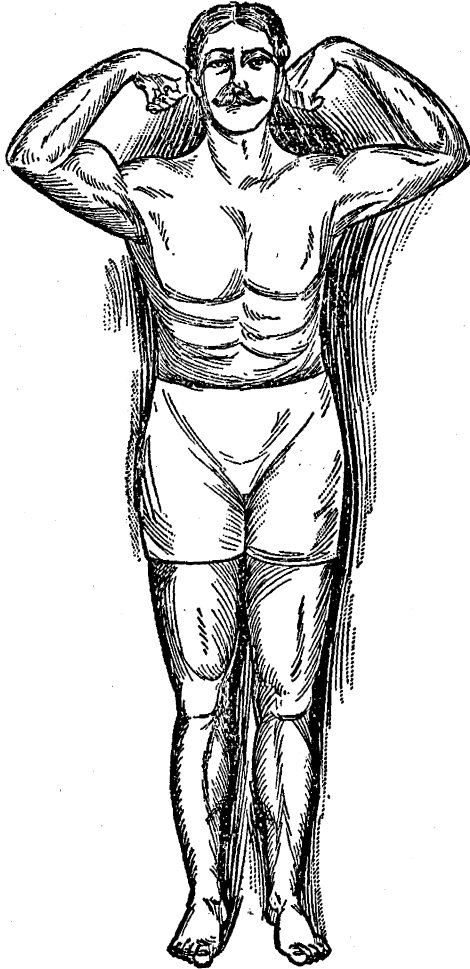
For all ordinary purposes, it is not necessary to actively project this force. The fact of its residence and conscious restraint within you is sufficient to proportionately attract and accumulate a most gracious offering of interest, confidence, love and respect from your fellow-men without an aggressive effort on your part. These offerings which in themselves are a rich reward, bring also in their wake more material favors. They open up the more conventional and material channels which you have been vainly trying to open up directly. You failed in this attempt because you did not realize that the control of material things *must* be obtained by an intelligent or harmonious approach through mental channels.

\* \* \*

RELATION BETWEEN MENTAL AND MATERIAL.—As an illustration let me use the metaphor of a lake with a beautiful island in the center of it. The island represents some material thing you desire—wealth for instance. The water of the lake represents surrounding mental conditions. Your natural desire is to rush pell-mell for the island. You find yourself floundering in the water—mental condition. A seemingly intangible, but nevertheless an effectual barrier. To get to the island you must

*learn to swim.* That is, you must learn how to master the laws of mental surroundings before you can reach material results.

While I cannot sympathize with the student's impatient desire for an active projection of his force, when he understands the



THE MUSCULAR METHOD, OR DIRECT TRANSMUTATION OF PHYSICAL INTO PSYCHIC FORCE.

slower but much surer passive method, I can cover the point he raises.

A PROCESS OF INDUCTION.—Adopting the proved electric theory that to pass a current near another conductor arouses a sympathetic current in that conductor, let us say you wish to impress or influence a new acquaintance.

Fix in your mind the fact that he is an instrument through which mental currents pass ; that you are an instrument which not only generates but receives and holds fast those currents which you desire.

You may then proceed deliberately to “draw him out” conversationally, using the Central Gaze judiciously. Devote all your tact and skill to do this *unobtrusively* while at the same time you firmly hold all your own force and as it were “draw yourself in.” By passing mental currents before him in the form of adroit questions or suggestions you arouse sympathetic currents within him, disclosing his likes and dislikes and by conversationally stimulating and satisfying these with a constant undercurrent of subtly expressed approbation, you soon have him thoroughly in vibration with you. That is, he likes you and he would rather be in your society than not. Do not make the mistake of using cheap flattery. Only the shallowest are affected by that, but generate in yourself a current of *genuine* kindly interest. You can do this by forcing other interests out of your mind.

With your understanding of the laws of induction and attraction existing between mental currents you will find that the practice of drawing people to you becomes a fascinating *science*. You will not draw them because you want them particularly, but merely to exercise your power and study the working of the law under varying circumstances.

\* \* \*

PROJECTING FORCE THROUGH AFFIRMATION.—Another method of active projection of influence is through *Affirmation*. For instance, if you are at a social gathering and desire that some certain one present seek an introduction to you of his own accord, the following procedure might be used with variations to suit circumstances. It has been found effective by hundreds of experimenters when conditions are not actually in opposition.

Single out the subject of your experiment. Pass within his range of vision as often as possible without being obtrusive. Use the central gaze calmly and pleasantly every time he looks at you.

At the same time repeat mentally as if addressing him, "You want to meet me. You want to meet me."

Make this a forcible affirmation and seek to send it out to him, as it were, through your eyes.

SOME PREPARATION ABSOLUTELY NECESSARY.—Of course, no method either of active or of passive attraction is of the slightest value if the student lets go of his own accumulated force. That is, if he neglects the constant preservation of force, as described in the earlier lessons. Further, neither is it advisable or even reasonably possible to employ any direct methods such as those just mentioned, until the student has digested and become proficient in the general principles of the science outlined in the foregoing lessons.

A price must be paid on everything, and in the case of the attainment of personal magnetism the price is the absolute suppression of vanity in any and all its countless forms.



## LESSON XV.

### CONCLUSION :

Just a few words at parting. I have enjoyed writing this Course. I think it is complete and gives you just the information it was meant to give. A word of warning. Beware of bad habits.

Bad habits are among the greatest destroyers of Personal Magnetism. Anyone who is a slave to any bad habit, either mental or physical, may credit the cause of his lack of magnetic personality largely to that fact. Bad habits are a force, and come under the general head of Temptation. They may be dealt with as described in a previous lesson, their force abstracted and stored within you and their evil effects obliterated. And now as a final word of explanation remember this:

You have learned to conserve and project this Force which we call Personal Magnetism. You must never forget that you can make yourself proof at all times by a mere effort of the will against the mental approach of others who might draw force from you. You are proof against such drafts when you are positive; self-contained. All through this Course of Lessons I have impressed upon you, without stating the fact in so many words, that you are learning to make a Force that is without individuality or intelligence in itself, a part of your individuality, a part of yourself *by the imposition of your will upon it*. Know, then, finally, that Personal Magnetism is most potent when Force and Will act together in harmony and in unity and become one product.

THE END.