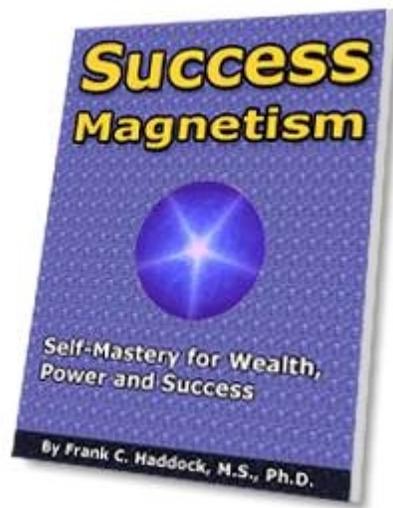


SUCCESS MAGNETISM



Self-Mastery for Wealth, Power and Success

By Frank C. Haddock, M. S., Ph. D.

WHAT THIS BOOK TEACHES

Acquiring magnetism is a constructive effort. It is a building process. You are rearing a structure. You rise, from the foundation, through successive stories to the culminating peak. The most pleasing, notable structures men build from granite and steel and wood, tower like a Woolworth Building or a Rheims Cathedral--higher and higher, until they finally reach a gold-tipped crown or spire, high in the sunlit sky.

And so, in rearing your invisible shrine of personal Success-magnetism, we now come to the topmost peak of the structure. This book gives you the crowning inspirations, tipped and topped with the final "Golden Laws of Magnetism in all Applied Life."

Master these lessons in the magnetism of success, and you will go forth upon the highways and by-ways of life, endowed with a kingly confidence in your ability to win a measure of success achieved by few.

But remember--(should discouragement seek to dog your steps)--every great structure requires the process of time. "The giant trees of California were once puny saplings. The slow lapse of time has drawn nature into their mighty hearts." Just as surely as the absorption of natural forces built the giant redwoods, just as surely can you draw upon nature for GIANT POWERS.

The Fire

In ancient myth, Prometheus
Filched fire from the altars of the gods
To warm the world,
Incurring Jove's dread wrath
And endless torment.

Lo, mind,--inflamed by the vision:
Of victim and the torturing bird,
Of black vindictiveness and suffering Will,
Rived forever, yet for aye supreme,--
Heroizes the deed and soul
And wreaks on canvas and in drama high

Its passionate admiration.

Now, too, in palace and hut confronted,
In battleship and iron steed defying space,
In flaring furnace of the smelted ore,
In haunts of coal and steam below the whirling wheels,
Life laughs and sings and thunders
An oratorio merging all the powers of harmony,
And hails the high-born Thief,
As giver of ethereal fire.

The atomic thrill waits also the clear call
To lift dull bodies till the joy of flesh
Becomes a common luxury;--
To vibrate rhythmically swift
Through all the responsive cells of thought
Till a man might solemnly hold
All things are possible on the bursting earth;--
To energize the mystic self
With consciousness of life deific
Till the whole world, jubilant, should flame
With its glory, actual, concrete, the one sure Truth
Of a rock-girt globe, or a sun-filled space.

--THE AUTHOR.

The Four Pyramids

This equation's writ
In every scene:
The end shall fit--
As extremes to mean--
Whatever's forerunner to it.
--THE AUTHOR.

PRINCIPLE -- The best use of self demands that it be understood.

Our ideal specimen of human nature is the whole man at his best.

The etheric life demands (a) the vibrations native to the body in health--(Physical Magnetism)--(b) the vibrations induced by the active mind, (c) the vibrations intensified by controlled emotional states, (d) the regulative vibrations of psychic righteousness or honor--(Psychic Magnetism). In this scheme nothing is inferior, but all elements are appointed to be subordinate to the last. These vibrations should run through the whole etheric activity a binding thread of force.

We are now to study the four pyramids of the etheric life. The purpose is four-fold. If you will put yourself into this lesson as you have, presumably, put yourself into the preceding twenty-six lessons, you will discover--

Firstly--Magnetic CONCENTRATION;

Secondly--The RELATION of the DIVISIONS of self to the WHOLE self;

Thirdly--A better UNDERSTANDING of your personality;

Fourthly--The supreme importance of PSYCHIC RIGHTEOUSNESS.

It is altogether probable that the majority of people live almost wholly in the physical pyramids of existence.

Properly speaking, the illustration on page 422 is a single pyramid rather than four pyramids. It is composed of four triangular walls, each of which is called a pyramid for convenience and represents a certain phase of your nature. The great pyramidal I AM is complete only as all sides of your selfhood are fully built up. You are LOOKING DOWN from the "I AM."

A CURIOUS ILLUSTRATION

A point has neither length, breadth, nor thickness. Move it in thought any distance in one direction, and you have the line. Move the line FROM its direction any distance, you have the surface. Move the surface OUT of its plane any distance, you have the solid. Thus you have obtained length, breadth, thickness, line, surface, solid, motion, space, time, number, structure, body, and,

in the attention, mind,--and scores of other factors (study out a long list),--by means of that which has no length, no breadth, no thickness.

The real YOU is that point. YOU move and describe a line of life. This line, repeated, becomes habit, which moved through time, makes conduct, and right conduct, projected through life, yields magnetism.

If you live only on surface I, you are mere animal. If you project, that surface through to III, you are a fine moral person. If you project surface II through to surface IV, you are magnetic. If you combine these solids, YOU are the Ideal Pyramid, "I AM POWER."

Let us add the following:

"Culture is not measured by the greatness of the field which is covered by our knowledge, but by the nicety with which we can perceive relations in that field, whether great or small."

This book desires that you become acquainted with the unused portions of your nature.

In order to this, you are now invited to make a long regime of mining out the magnetic significance of--

THE FOUR PYRAMIDS

I

Harmony--
Exercise--Recreation
--Air--Sleep--Water
--Food--Regularity--Digestion
--Cleanliness--Economy--
Scientific Body-Building and Using.
I. Pyramid of Physical Health

II

Will--Muscular
Development
--Nervous Condition
--Inner Energy--
Responsiveness--Self Control--Staying
Power--Health--Body-Tone--
Personal Qualities--Physical Characteristics.
II. Pyramid of Physical Magnetism.

III

Peace--Will
--Righteousness--
Love--Knowledge
Faith--Hope--Courage--
Body-Health--Right Heredity--
Right Environment--Right Training.
III. Pyramid of Moral Health.

IV

Will--Alertness
--Fidelity--
Hope--Courage--
Confidence--Honor--Thought--
Faith in System--Physical
Basis: Health--Body-Magnetism.
IV. Pyramid of Personal Magnetism.

You are now invited to write out all the possible TRUE combinations of these four pyramids, and particularly to observe the following

RIGHT PYRAMIDAL COMBINATIONS

We see that--

1. Physical Health makes for Physical Magnetism;

2. Physical Magnetism bases Psychic Magnetism;
3. Physical Health neighbors Moral Health;
4. Moral Health conduces to Physical Magnetism;
5. Moral Health is indispensable to Psychic Magnetism;
6. Psychic health bases Physical Magnetism.

We also observe that--

7. Physical Magnetism assists Physical Health;
8. Psychic Magnetism assists Physical Health;
9. Moral Health assists Physical Health.

It now appears that--

10. Physical Magnetism is indifferent to TRUE Moral Health;
11. Psychic Magnetism assists Moral Health;
12. Psychic Magnetism assists Physical Magnetism.

We therefore conclude that the following are

INCOMPLETE PYRAMIDAL COMBINATIONS

1. Physical Health--[Physical Magnetism + Psychic Magnetism + Moral Health]
2. Physical Health + Physical Magnetism--[Psychic Magnetism + Moral Health]
3. Physical Health + Physical Magnetism + Psychic Magnetism--[Moral Health]
4. Physical Magnetism--[Psychic Magnetism + Moral Health]

5. Physical Magnetism + Psychic Magnetism--[Moral Health] Impossible
6. Psychic Magnetism--[Physical Health + Physical Magnetism]
7. Psychic Magnetism + Physical Health--[Physical Magnetism + Moral Health] Impossible in part
8. Moral Health--[Physical Health + Physical Magnetism]
9. Moral Health + Physical Health--[Physical Magnetism + Psychic Magnetism] Impossible in part

You may thus possess physical health without physical magnetism. But if you seek physical magnetism, you must go by the way of physical health.

You may possess moral health without full psychic magnetism, but if you seek the highest form of psychic magnetism, you must go by the way of moral health.

It is now evident that the following are

IDEAL COMBINATIONS

FIRST--FROM THE STANDPOINT OF MORALS

1. First:--Moral Health. Next:

2. Moral Health + Psychic Magnetism + Physical Magnetism + Physical Health

Next:

3. Moral Health + Psychic Magnetism + Physical Magnetism

Next:

4. Moral Health + Psychic Magnetism + Physical Health

Next:

5. Moral Health + Psychic Magnetism

Next:

6. Moral Health + Physical Magnetism

Next:

7. Moral Health + Physical Health

Next:

8. Psychic Magnetism. Impossible alone

9. Physical Magnetism. Impossible alone

10. Physical Health. Mere animal life

SECOND -- FROM THE STANDPOINT OF MAGNETISM

1. First: -- Psychic Magnetism

Next:

2. Psychic Magnetism + Moral Health + Physical Magnetism +
Physical Health

Next:

3. Psychic Magnetism + Moral Health + Physical Magnetism

Next:

4. Psychic Magnetism + Moral Health + Physical Health

Next:

5. Psychic Magnetism + Moral Health

Next:

6. Psychic Magnetism + Physical Magnetism

Next:

7. Psychic Magnetism + Physical Health

Next:

8. Moral Health

Next:

9. Physical Magnetism. Impossible alone

Next:

10. Physical Health. Valueless alone

CONCLUSIONS

Summarizing possible conclusions, we have the following:

1. Physical health is indispensable to physical magnetism;
2. Psychic righteousness (health) is indispensable to psychic magnetism;
3. Psychic magnetism is indispensable to best physical magnetism;
4. Physical magnetism is not wholly indispensable to psychic magnetism.
5. PERFECT PSYCHIC MAGNETISM INVOLVES HEALTH, PHYSICAL MAGNETISM AND PSYCHIC RIGHTEOUSNESS.

The ALL-IMPORTANT departments of your personality are those of PSYCHIC RIGHTEOUSNESS and PSYCHIC MAGNETISM.

But the IDEAL MAN of success is the WHOLE MAN always AT HIS BEST.

The whole man is more than psychic development; he is a PRODUCT AND A CREATOR OF PRACTICAL AFFAIRS.

MAGNETISM A GROWTH

Let us understand. You cannot reasonably hope to succeed by merely DREAMING about success.

You surely cannot achieve success if you PLUNGE BLINDLY through your career.

You cannot really succeed without possessing some degree of PERSONAL MAGNETISM.

When you began the present study, you certainly possessed a measure of magnetic capacity, either physical or psychic, otherwise you would not have purchased this book. If you have energetically observed its directions, you have developed both varieties; but, above that, you have also combined them into one living whole, the magnetic personality.

This result has required at least a year of persistent effort. If you have arrived at this point in less time, you should go back and begin where haste first retarded your progress.

MAGNETISM IS A NATURAL GROWTH

No matter how great may be your ability to read and understand books, that growth, that law, require time as well as intelligent effort. No matter how poor may be your ability in such respect, that growth is absolutely certain if you put reasonable time and genuine effort into its acquisition.

The giant trees of California were once puny saplings. The slow lapse of time has drawn nature into their mighty hearts. Magnetism can no more be acquired by the mere reading of a book, or by hurried practice of its directions, than can these giants of the West be produced in the hot-house culture of a northern summer.

MAGNETIC GROWTH IS NATURALLY SLOW. Its principles, its methods, and the results of its study, have to be deeply sunk into and absorbed and assimilated by the subjective self before the reaction of magnetism in the objective life can obtain. This book has promised no miracle. If you have read it correctly, you have learned that magnetic growth cannot be hurried. These statements are placed here because, had they appeared at the beginning of our work, the outlook would have seemed, perhaps, discouraging, but more especially because they would not have been understood. You now understand them because you have toiled, and you can afford to smile at such possible discouragement. You have paid an easy price for magnetic power, for the gains discount the pains.

MAGNETISM AND PRACTICAL LIFE

The faithful observance of the suggestions of this volume has developed many surprises during the time occupied. It is possible that the lessons have unduly cultivated your subjective life. In a work of this kind, such a danger is unavoidable. The growth of magnetism involves intense and continuous concentration of thought upon the psychic field, and it is very likely that you may find it necessary to guard against that danger. The method of so guarding is briefly indicated below.

The sole value of magnetism consists in its practical application to everyday affairs. Success-Magnetism is not an accomplishment merely; it is a practical power. When rightly developed and used, it controls the subjective self in the concrete work of the objective. The definition of the goal you have been seeking now appears:

SUCCESS-MAGNETISM IS PERSONAL MAGNETISM INTELLIGENTLY MULTIPLIED INTO ACTUAL LIFE

The first duty of man is practical sanity.

AVOID MERE OCCULTISM.

It is possible that you have now discovered in yourself certain occult talents, such as telepathy, hypnotism, mediumship,

clairaudience, clairvoyance, psychometry, psychic healing, and the like.

It would be evidence of ignorance to call in question these "faculties" of the human ego. The author's personal experience forbids. Nevertheless, it is now freely stated:

NO SO-CALLED OCCULT SCIENCE FORMS ANY INTEGRAL PART OF PERSONAL MAGNETISM

Hypnotism and magnetism are widely separated.

Psychic healing occupies another field.

Clairaudience and clairvoyance are not utilizable by magnetism.

Telepathy and psychometry are related to its etheric explanation alone.

Mediumship is totally independent of it.

In other words, personal magnetism in operation requires NONE of these talents, except, perhaps, telepathy and genuine palmistry-- the study of hands as indicative physiologically (not occultly) of present character (not past or future events).

It is a noble characteristic of personal magnetism that, while issuing in and from the subconscious self, its real instruments are the everyday body, the everyday mind, the everyday self, as its real field is the everyday, objective world, big with opportunity, adequate to the splendid development of any human being.

YOU ARE NOW URGED TO PERMIT NO OCCULT STUDY OR TALENT TO INTERRUPT OR BEFOG YOUR PRACTICAL LIFE.

All things are his who steadfastly remembers that "life is real, life is earnest." Magnetism is sanity at work. It is unalterably opposed to runaway fads, chimerical visions, unstrung nerves, mental aberration, psychic gourmandism. Magnetism is practical cooperation with level-headed people who are bent on making the best of self and the world through created opportunity.

For these reasons, you cannot study magnetism too deeply nor practise it too faithfully. Its legitimate culture will harm none, will benefit all.

To him who possesses any occult power and uses it nobly, this book extends congratulations.

How May Contentment Dull My Zeal

If one small fact my mind could know
Of matter or of spirit,--
Within, without, above, below,
And never neighbor near it,--
This tiny thing a Universe would be,
Clear as Arabian caves to Sesame.

Then should I scan the littlest laws
Their mightier kin unfolding,
Detect the essence of all Cause
And see the Cosmos molding;
Then should I run, a new-born god, the race
Begun with thought, complete in planet-space.

How might one stay the perfect quest
In surfeit of succeeding?
This were a weak and venal rest--
Vast yonder-wealth unheeding.
This were to make of Knowing that high goal
Which truth declares is Culturing a Soul.

How may contentment dull my zeal,
With range on range uprising,
While growing power to know and feel
Adds to the soul's sure prizing?
Let me, one god, like Him, the Infinite All,
In each achievement hear the Higher Call.

--THE AUTHOR

Higher Magnetic Laws

Relays of races, rugged and long,

Up the peaks rising and blending!
Wine for the daring, meat for the strong,
Power with toil contending!
"Higher! Yet higher!" the man's full song--
"Never a last ascending!"

--THE AUTHOR.

Scattered here and there through the preceding pages, various laws of magnetism have appeared. We now proceed to formulate certain other laws that have been involved in our discussion, but not, for the most part, expressed as such. These laws are of an advanced order, and should be exhaustively studied in the interest of the highest magnetic intelligence and power. Necessarily this work must be purely individual and cannot be specifically directed. We begin with

I. LAWS OF MAGNETIC DEVELOPMENT

FIRST LAW: DISCOVERY OF ENDOWMENT. The limits of magnetic endowment latent in every normal person emerge only through prolonged effort in the culture of magnetism.

SECOND LAW: DIFFICULT ENVIRONMENT. Magnetism develops in direct proportion to the difficulty of environment.

THIRD LAW: MAGNETIC INTENTION. Magnetism evolves solely through multiplication of endowment into environment by the persistent magnetic intention.

FOURTH LAW: FREE ADJUSTMENT. The culture of magnetism imperatively demands that central adjustment of the self to all powers which realizes in absolute psychic freedom.

FIFTH LAW: CONCENTRATION. The magnetic multiplication of endowment into environment is only possible to intense, persistent and unified concentration to the methods of Success-Magnetism.

SIXTH LAW: PURPOSE-IDEALS. Growth of noblest magnetism depends, in the larger sense, upon general adherence to a single, preeminent,

ideal life-purpose, and, in the particular sense, upon specialization of the individual in studied magnetic conduct related to that end.

SEVENTH LAW: RECEPTIVITY. The highest magnetism realizes through magnetic laws in proportion as the inner self maintains alert receptivity to the Universal Forces.

EIGHTH LAW: DEMAND. The silent, persistent demand of the self upon the Universal Magnetism makes it a center toward which the Forces naturally gravitate.

NINTH LAW: AFFIRMATION. Continuous, intense affirmation of actual possessed magnetic power stimulates the success-elements, maintains receptivity, emphasizes demand, harmonizes and intensifies inner etheric vibrations, and induces a positive movement of the universal ether and its forces inward toward the central self.

TENTH LAW: PSYCHIC ENERGY. All personal magnetism involves psychic energy developed and directed by magnetic intention.

ELEVENTH LAW: SELF-CONTROL. Magnetic energy concentrates through psychic control of its tendencies.

TWELFTH LAW: MAGNETIC QUALITY. The inner psychic attitude--the character of magnetic intention--determines the quality and effectiveness of the effort to multiply endowment into environment, and, therefore, the kind and degree of magnetism attained.

THIRTEENTH LAW: SELF-VALUATION. Other things being equal, magnetism unfolds as gratifying, but unostentatious, self-valuation develops.

FOURTEENTH LAW: USE OF SELF. Under conformity to other magnetic laws, the highest magnetism issues only from the constant best use of self at its best to the best advantage.

FIFTEENTH LAW: MAGNETIC HEROISM. Self-pity, complaint, and all kindred states, confuse, weaken and waste every variety of magnetic power, while heroic acceptance of conditions for their betterment, and courageous assertion of self as master, conserve

and enormously develop the noblest magnetism in proportion to the sway of the magnetic intention.

SIXTEENTH LAW: ACTION AND REACTION. Highest magnetism involves not only studied cultivation, but, as well, the magnetic utilization of stimulating reactions induced by intelligent employment.

SEVENTEENTH LAW: RECOVERY. Whoever, on occasion of any psychic (magnetic) failure or defeat, dedicates the whole of aroused desperation to recovery of ground, infallibly induces a stress in the etheric life around him which ultimately draws to his aid, with the on-sweep of worlds, the Universal Forces.

EIGHTEENTH LAW: REPRODUCTION. "Everything is transmitted, everything is transformed, everything is reproduced" (Ochorowicz); in physical and psychic health alone, therefore, are the Universal Forces transmitted through perfect etheric vibrations, transformed through effective etheric conduction, and reproduced in magnetism by adequate and harmonious psychic control of etheric capabilities.

NINETEENTH LAW: SUPERIORITY OF CULTURE. The crude values of natural magnetism, the automatic functions of unconscious magnetism, demonstrate at their best solely as they climax in full conscious magnetic culture.

II. LAWS OF MAGNETIC ACTION

FIRST LAW: Relation of Power to "Tone." The effectiveness of magnetism in action depends upon harmony of "tone" between its possessor and any other person, and in securing such "tone"-harmony, on any magnetic plane, in any particular psychic state, at any given time, psychic and physical magnetism mutually cooperate.

SECOND LAW: Magnetic Intention. The magnetic intention ("I INTEND MAGNETICALLY") intensifies otherwise unconscious magnetism, and runs through all the mass of general etheric vibrations like a theme in complicated music, imparting to them unity, character, intelligence, and definite and enormous effectiveness in practical employment.

THIRD LAW: Influence of Purpose. In the employment of magnetism, long-run purpose establishes etheric character, and specialized purpose confirms that character if it concentrates the general purpose, but confuses that character, perhaps destroys it, if it antagonizes the general purpose.

FOURTH LAW: Force of the Ideal. Idealism of motive determines the character of etheric vibrations, and idealism of magnetic activities determines the quality of magnetism achieved.

FIFTH LAW: Sway of Other-Interest. The general sway of other-interest in life, and the particular influence of other-interest on special occasions, impart to uses of magnetism enormous effectiveness, and not least in relation to self.

SIXTH LAW: Reaction of Admiration. The consciousness of admiration for others, recognized by them, reacts with tremendous power to stimulate magnetic action.

SEVENTH LAW: Measure of the Intake. In the magnetic life, intake of power is correctly measured by output of power: inversely in waste, directly in intelligent expenditure.

EIGHTH LAW: Adjustment. Magnetic effectiveness is proportioned to accuracy and fulness of adjustment,--to things, to laws, to forces, to times, to situations, to qualities, to facts, to truths, to persons,--and only studied experience can discover and establish such adjustment.

The problems of adjustment to persons are these:

With inferiors, to put self magnetically, without appearance of condescension, on their levels for the end in view,--applying then the general principles of magnetism.

With EQUALS, to apply the general principles.

With SUPERIORS, to assume their level while magnetically deferring, without adulation or humility, to such superiority, regardless of its reality or unreality, for the end in view, applying the general principles of magnetism.

NINTH LAW: THE MAGNETISM OF IDENTITY. The magnetic value of

adjustment expresses the force and completeness with which the individual can identify himself with another person, suggesting oneness through attitude, gesture, act, eye, tone, language, and telepathic sympathy.

TENTH LAW: THE USE OF REACTIONS. Magnetic skill exhibits in the manner in which beneficial reactions are received and utilized, negative or indifferent reactions are ostensibly ignored, yet constituted stimulation for further persistent magnetic action, and hostile reactions are refused, without ostentation, but with determination (if worth while) to "win out" through better adjustment and increased magnetic endeavor.

ELEVENTH LAW: MAGNETIC ATTACK. Magnetic success demands the direct attack when etheric harmony of "tone" is assured, but the indirect method otherwise; that is, such attack-methods as will secure that harmony.

TWELFTH LAW: THE CONQUEST OF ANTAGONISM Magnetism ostensibly ignores, and refrains from, exciting antagonism; but, when antagonism is evident, rejects it and proceeds on the indirect attack, or openly accepts it and adopts the direct or the indirect method as the one or the other promises speediest and most perfect harmony of "tone."

THIRTEENTH LAW: MORTAL ANTIPATHIES. Success-Magnetism conquers the influence of deep-seated natural antipathies only by avoiding their causes.

FOURTEENTH LAW: RE-ADJUSTMENT. The etheric life is unceasing reaction, and magnetism, therefore, demonstrates itself by squaring with every issue and making of every change and every defeat a new opportunity.

FIFTEENTH LAW: CONTROL OF OUTPUT. It is an important to know when to open the circuit--that is, to cut off the current of magnetic force--as it is to know when to close the circuit--to pour forth magnetic influences.

SIXTEENTH LAW: CONCESSION. Concession becomes magnetic in its timeliness. If premature or belated, it defeats magnetism.

SEVENTEENTH LAW: HARMONIC CONDITIONS. Magnetism enhances through

beauty of personal surroundings,--in cleanliness, order, adornment, art, literature, music, and the like.

EIGHTEENTH LAW: SOVEREIGNTY OF WILL. is the director of native and unconscious magnetism and the creator and director of developed magnetism. Power of will is indispensable to magnetic power.

NINETEENTH LAW: ENERGY IN MAGNETIC ACTION. The projection of magnetic influence proportions to inner, conscious intensity of psychic and nervous states. Exploding powder in the gun calls for the man behind the weapon, and the soul within the man, and powerful vibrations within the soul's arena, and magnetic intention within the vibrations, and psychic energy within the intention.

TWENTIETH LAW: SELF-CONTROL. Magnetic power becomes effective precisely as mastery of self, in restraint and in handling, approaches perfection.

TWENTY-FIRST LAW: MAGNETIC HANDLING OF SELF. The attitude of magnetism,--the magnetic intention and psychic pose,--"I STAND POSITIVELY MAGNETIC TOWARD THIS PERSON OR THIS SITUATION,"--constantly maintained, ultimately instructs in all the arts of magnetic self-handling through the law of auto-suggestion, and realizes in practical form its own ideals.

TWENTY-SECOND LAW: THE MAGNETIC MASK. The mask of magnetism achieves effectiveness when it covers personal states and purposes in a manner positively to attract, and in that manner alone.

TWENTY-THIRD LAW: MAGNETIC CONSCIOUSNESS. Intense magnetic consciousness--without thought concerning it--secures, by its uplifting and stimulating influence, the greatest exaltation of personal powers when employed.

TWENTY-FOURTH LAW: MAGNETIC FAITH. A deep and vital faith in the certainty of magnetic success renders all latent and developed magnetism dynamic, if that faith is thrown into action.

TWENTY-FIFTH LAW: THE DEMAND IN USE. In the application of magnetism to any task, intense, persistent demand upon the Universal Forces swings them directly into the effort.

TWENTY-SIXTH LAW: THE AFFIRMATION IN USE. When, in the application

of magnetism, one affirms, mentally, intensely, persistently, "I AM RECEIVING AND EXERTING POWER," he unconsciously calls to aid all the success-elements and makes himself a center toward which the Universal Forces inevitably gravitate.

TWENTY-SEVENTH LAW: THE MAGNETIC TELESCOPE. The magnetic attitudes, faith, demand and affirmation, constitute a magnetic telescope through which the distant goal of success is magnified

and all nearer obstacles, lures and irritating conditions are closed out of view.

TWENTY-EIGHTH LAW: MAGNETIC ACCUMULATIONS. Magnetism, through correct application to life, not only develops in the individual, but accumulates in his environment, and reacts beneficially without direct personal supervision.

TWENTY-NINTH LAW: THE PERSONAL ATMOSPHERE. The personal atmosphere exactly reflects the inner self, and it furnishes a perfect field for magnetic effectiveness only when the self and the body are clean and buoyantly healthy. [Footnote: See the small booklet, "The Personal Atmosphere."]

THIRTIETH LAW: SUBORDINATION OF PHYSICAL MAGNETISM. In the subordination of physical to psychic magnetism, each finds its greatest effectiveness--according to the relative development of both orders.

THIRTY-FIRST LAW: THE FIXED IDEA. Long-continued association with some fixed, great and attractive idea sets into operation certain deep, subconscious operations of the soul, which, for a time unrecognized and unmanifest in life, gradually and surely coordinate all individual powers thereto, induce a working of the whole system in harmony therewith, and finally emerge in the objective life and consciousness as a unified, actual dynamic force. The idea has swung the individual, has transformed him, has harmonized and intensified his faculties and his personal ether, has come to sovereignty in his personal atmosphere, and from there exerts a dynamic force upon other people and life's conditions.

This book has tried to saturate you with the idea of success coordinating with its necessary elements, and has thus endeavored

to swing your whole being into mighty belief that large success is also for YOU.

If you have rushed through the lessons, you have failed to give the above great law its full opportunity. If you have abided with the book, patiently, confidently, energetically, taking plenty of time to work over into your practical life its teachings and directions, you have invoked that law, and, soon or late, you will find yourself a new soul and successful, provided you do not nullify the law by dropping out of your career the practical use of the lessons herein given.

You are now invited to assemble with these laws those that have been previously stated, and to make them guiding principles for life.

And you are finally urged to return to the first lesson and to repeat the work, greatly improved, through which you have passed.

If you cannot do this (or choose not to do so), you should at least constitute this book a permanent companion. You will find, as you refer to it from time to time, that many values have escaped you, that new values are constantly appearing, and that the volume is becoming more and more a friend and a guide. The principles and methods herein set forth should not be laid aside, at least permanently, nor forgotten, but should be worked into the very fibre of your being. You will then, and by so much, certainly demonstrate Success-Magnetism.

Many of our most persistent students have declared that this book GROWS ON THEM WITH EVERY READING. In revising its pages the author is more than ever satisfied that the volume is a great inspiration and of incalculable value to those who will make it, as designed, a Companion For Life. You will never uncover its enormous wealth.

MAGNETISM APPLIED

Having pursued our work to the present point, little need be said on the application of the magnetic power. The culture of magnetism implies all along its address to life. If you have toiled for the goal you have used the results, and experience, the greatest of

teachers, has instructed you in the art of employing the etheric talent.

A few suggestions are, nevertheless, now offered as indicators of the larger possible treatment,--remembering that our field is not general success alone, nor pure magnetism alone, but is the condensed subject, Success-Magnetism. You are, therefore, invited to observe the following considerations:

I. GENERAL LIFE-PRINCIPLES:

1. Magnetism entertains no unnecessary thought of evil concerning others.
2. It is altogether superior to low-minded revenge.
3. It never reveals personal embarrassment.
4. It permits no show of irritation.
5. It is incapable of losing temper.
6. It refuses to exhibit hostility.
7. It never admits, never discloses, defeat.
8. The magnetic person never shows indifference toward others.
9. Magnetism conceals the feelings of ridicule and contempt.
10. If you are magnetic, you never indulge in violence.
11. You neither look for slights and insults, nor do you feel them, unless they are persistently thrust upon you.
12. You are invited to resolve upon the increase of your circle of friends, and never to lose an opportunity of winning a well-wisher.
13. This means, of course, that you retain every friend secured, if possible in self-respect--which should not be unduly rigid.

14. The instant recognition of faces and recollection of names is intensely magnetic.
15. Magnetism ignores all caste distinctions, and is friendly toward all.
16. If you would be magnetic in personal relations, you must splendidly believe both in yourself and in other people.
17. The general magnetic attitude is a close compound of the magnetic thought and the success-thought, buoyant in hope and courage and bound together by the magnetic will.
18. In the use of this attitude, every obligation should be regarded as profoundly sacred. The magnetic person cannot be careless in this respect.
19. This book has all along insisted that magnetic success imperatively demands the life of highest honor.
20. Above all, you are again urged to banish from the inner self fear, worry, discouragement, depression, and every such enemy to peace and power. There is in your mind an UPPER LEVEL; LIVE IN THAT. When worry and the like appear, you will find them occupying the lower level and absorbing your attention. You should instantly force consciousness to the higher ground, expelling these enemies and holding up to the better mood. This is the one secret of victory over the king's foes. The author guarantees the remedy in any case that is not fit for the hospital.
21. In the conduct of life, the magnetic person sets before the mind a definite goal, either life-long or particular, and adheres thereto with bulldog pertinacity.
22. And he, therefore, wastes no values, but economizes all.
23. He saves part of his earnings; he carries his money in his pocket-book, not loosely.
24. But he has the wisdom to recreate, to rest the body, to ease the mind, to take needed breathing-spells for magnetic increase.

II. DEALING WITH OTHERS

Let us finally understand. In applied magnetism, you simply harmonize the etheric states of others with those of yourself, and convey to them through the ethereal medium the purpose of your will. The FIRST condition of success here is agreeableness, the SECOND consists in tact and perseverance, the THIRD is will-power --not brutal will-force, but magnetic power of will.

In all application of magnetism to persons, you are urged to remember that your very first goal, always and preeminently, is an agreeable feeling within their minds. You should never try to induce a person to act your way until you have thoroughly established in him a good feeling toward yourself. This is the prime initial step. When such a condition has been secured, you are then ready for the magnetic assault--and then only.

When you are dealing with other people, endeavoring magnetically to win them to your wish, you should summon the general magnetic feeling within yourself, will them to do as you desire, and at the same time think of them as already consenting and acting. Your inner condition should be perfectly calm, buoyant, hopeful, whatever the external means employed, your mind should be concentrated upon the thing desired, and its accomplishment should be thought of as now secured. The response of the person may be delayed, but this should not discourage you, for some minds do not take suggestions (those of your unspoken will are referred to) quickly, and they do not act instantly upon their own thought. It is invariably best to induce people to believe that they are acting on their personal impulse or judgment; they should be made to feel perfectly free, not at all coerced, and that they are doing their own will rather than yours--simply because they wish so to do.

We may summarize all these suggestions in the words of a distinguished scientific writer:

"Life is not a bully who swaggers out into the open universe, upsetting the laws of energy in all directions, but rather a consummate strategist, who, sitting in his secret chamber over his wires, directs the movements of a great army." This is a good description of magnetism.

III. THE SUCCESS-MAGNETISM ASSUMPTION

We are now ready for the great assumption-principle of magnetism in applied life:

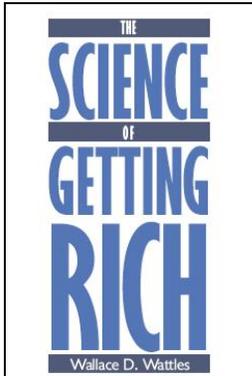
THINK OF EVERY GOAL AS ALREADY REACHED, OF EVERY UNDERTAKING AS ALREADY ACHIEVED.

TREAT YOURSELF AS A LIVE AND A SURELY SUCCESSFUL PROPOSITION.

So closes this book. The subject before us has been vast and profound. It is unnecessary to confess that the field has by no means been exhausted. At every step of study its immensity is discovered. Even when the general arena of success in life has been closed out of consideration, as in these pages, Success-Magnetism defies any single mind to fathom it or to bound it.

With this feeling, yet with the confident belief that you are more completely furnished for magnetic achievement because you have read, studied, absorbed and practised the teachings now closed, the author bids you all good-speed.

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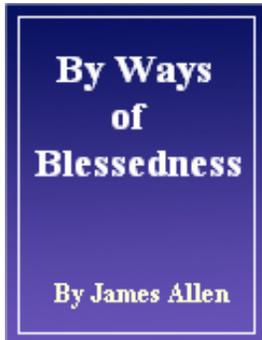
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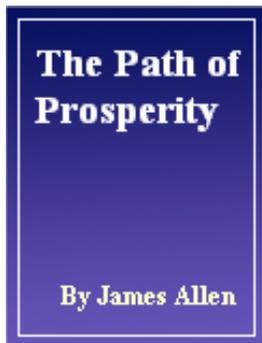
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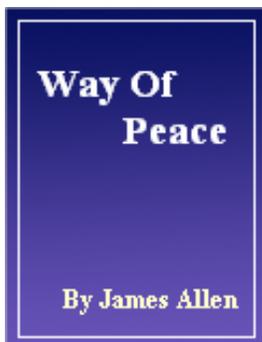
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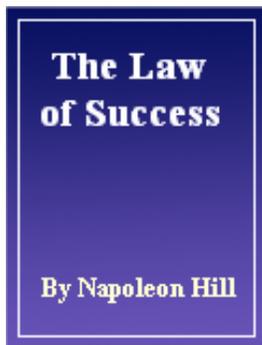
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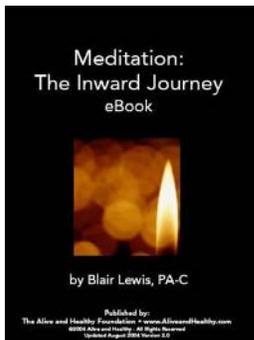
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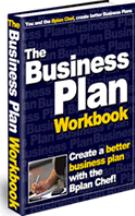
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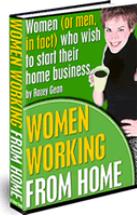
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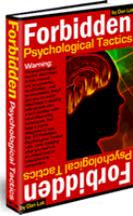
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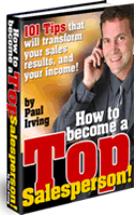
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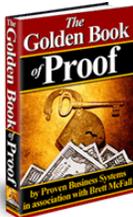
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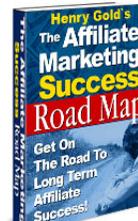
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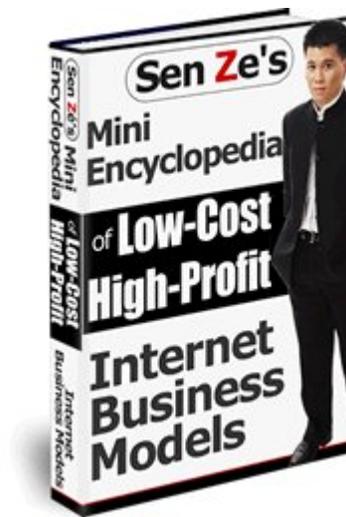
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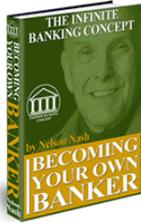
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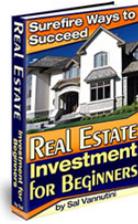
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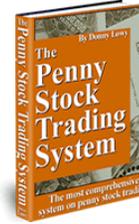
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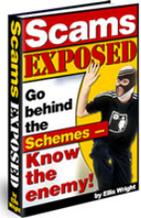
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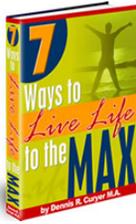
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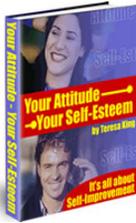
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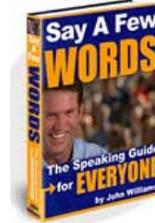
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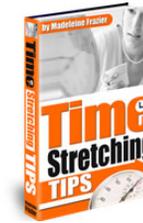
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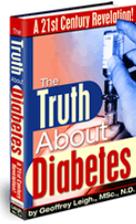
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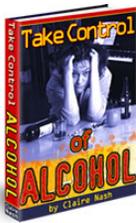
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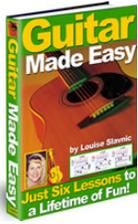
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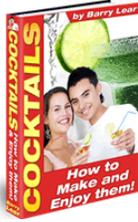
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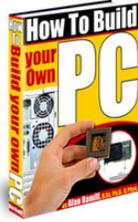
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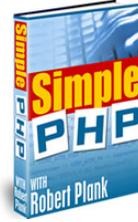
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