

A PRACTICAL
COURSE IN



PERSONAL
MAGNETISM



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A PRACTICAL
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PERSONAL
MAGNETISM



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Magnetising a glass of water.

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 this means power, influence, wealth, success, social prestige, popularity, satisfaction and 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 on 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 endeavoured 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



THE STORAGE BATTERY ∞

THE PRESENCE OF MENTAL CURRENTS

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.

THE LAWS OF MAGNETISM

The first law of magnetism is that 'like magnetic poles repel one another, and unlike magnetic poles attract one another'. The human brain has also its positive and negative aspects, and its poles are situated respectively in the cerebrum and cerebellum. Figure I shows the ordinary magnetic lines radiating from an ordinary magnet, the space filled with the lines being the magnetic field.

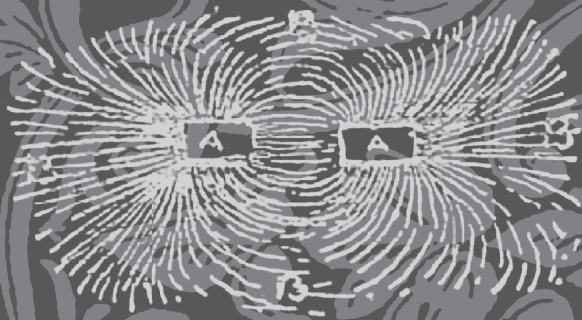


Figure I

Now coming to our immediate subject, Thought. You will readily understand how the thought field can follow the same lines as the magnetic field. Here is the brain and the thought field. Thus we get 'A', the brain, 'B', the thought lines of the thought field.

In the feeble, unorganised brain this field is weak, and affects only a limited area. But the greater the Personal Magnetism, the more powerful and organised the brain, the greater the extent of its radiation, the wider its field, the more lasting its effects.

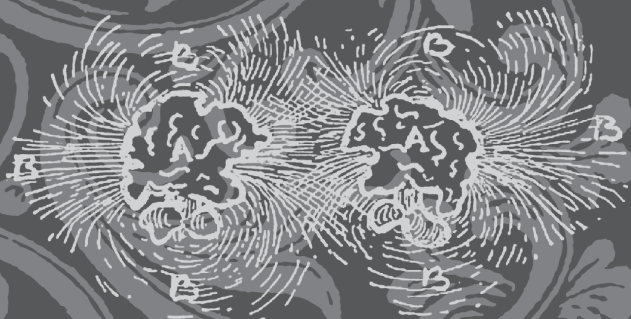


Figure II

Thus one person acts as a transmitter and the other as a receiver. The one is negative, the other positive. So like minds repel each other, and unlike minds attract, or perhaps it would be better to say that the strong mind attracts the weak, and vice versa.

But the great point is that one and all can take on this characteristic, and so increase their stock of magnetic and electric particles that they become vital!

The vital temperament radiates magnetism. The invisible currents pass off in every direction from every part of the

body, and so great is the force of this subtle power that, although invisible to the naked eye, the camera can reveal it; and the human body and human mind at once feel the impression, bodily as a thrill, or sensation of warmth, mentally as an invigorating shock from an electric battery, or as an overpowering desire to 'go out and do something'.

Such a temperament has the ability to influence every person (and animal) who comes in contact with him. The acquirement of this life force applies to every grade of society and to both sexes.

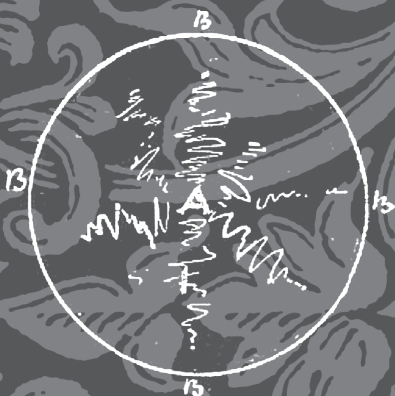


Figure III

Figure III clearly indicates the nature of thought sent in the general direction, but consisting of uneven and vacillating action, and will explain better than anything else why it is that some people have never achieved anything by the study of the many methods of improving 'thought life'.