

**THOUGHT-FORCE IN BUSINESS
AND EVERYDAY LIFE:
BEING A SERIES OF LESSONS IN
PERSONAL MAGNETISM**

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Thought-force in Business and Everyday Life: Being a Series of Lessons in Personal Magnetism
by William Walker Atkinson

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WILLIAM WALKER ATKINSON

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THOUGHT-FORCE

IN

BUSINESS AND EVERYDAY LIFE

BEING A SERIES OF LESSONS IN

PERSONAL MAGNETISM

PSYCHIC INFLUENCE, THOUGHT-FORCE
CONCENTRATION, WILL POWER AND

PRACTICAL MENTAL SCIENCE

WRITTEN BY

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PREFACE.

In justice to myself, I think it well to state that this work has been somewhat hastily prepared from the notes used by me in certain of my lectures, the lessons given herein practically being the syllabi of the said lectures. In the lectures, and in this work, my one and only purpose has been to acquaint the student with the means of developing, and effectively using, the mighty forces latent within him—Personal Magnetism and Psychic Influence. To this end I have sacrificed all pretensions to literary style, all attempts to secure felicity of diction.

I felt that I had a message to deliver, and I endeavored to deliver it promptly, clearly and plainly, without any attempt at "fine writing." If a homely word seemed to express my thought—I used it. If a slang term or semi-slang phrase seemed to fit in—in it went.

I trust that my critics will spare themselves the trouble of pointing out my many defects of style and composition—I fully realize these things. I have subordinated everything else, in my endeavor to make this work plain and practical. This is an explanation, not an apology.

With the above understanding between us, I submit this little work to your kind consideration. Whilst fully cognizant of its defects, I still feel that it will be helpful to some of the many who are endeavoring to overcome unfavorable environments; that it may serve as a guide-post, pointing out the path to better things. I feel that it will do its share of the work of removing Fearthought from the minds of men; of replacing "I CAN'T" with "I CAN and I WILL." I feel that it *must* do these things, for it contains within it the germs of a mighty Truth.

W. W. A.

CHICAGO, ILL., December 4, 1900.

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TO THE MEMORY OF
PRENTICE MULFORD,

A DIAMOND WHOSE RADIANCE HAS BEEN TEMPORARILY
OBSURED BY THE MERETRICIOUS GLITTER OF
PASTE IMITATIONS, THIS LITTLE BOOK IS
REVERENTLY DEDICATED, BY ONE WHO
REGRETS HIS INABILITY TO LAY
A MORE WORTHY OFFER-
ING UPON THE
NEGLECTED
SHRINE.

"LEST WE FORGET."

"The nearer to the practical men keep—
The less they deal in vague and abstract things—
The less they deal in huge, mysterious words—
The mightier is their power.

* * * * *

The simple peasant who observes a truth,
And from the fact deduces principle,
Adds solid treasure to the public wealth.
The theorist who dreams a rainbow dream,
And calls hypothesis philosophy,
At best is but a paper financier
Who palms his specious promises for gold.
Facts are the basis of philosophy;
Philosophy the harmony of *facts*."

—Thomas L. Harris, in "*Lyrics of a Golden Age*."

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LESSON I.

SALUTATORY.

Views of other writers—Erroneous theories—Vegetarianism—Celibacy—Vital fluid—Deep Breathing—Real progress made by investigation, not by theories—Existence of personal magnetism unquestioned—A self-evident truth—Results, not theories—No pet theories advanced—Accept nothing that you cannot demonstrate.

"Theories are but mighty soap-bubbles, with which the grown-up children of science amuse themselves."

The majority of writers upon this subject have devoted nearly all their efforts, as well as their space, to proving, first, that Personal Magnetism really existed; and, secondly, that the phenomenon was best accounted for by some pet theory of their own. Some attribute the power of influencing men to the use of a vegetarian diet, notwithstanding the fact that some of the most "magnetic" individuals "make graveyards of their stomachs." Others insist that in celibacy and abstinence from sexual intercourse may be found the secret, notwithstanding the fact that the majority of "magnetic" individuals do not differ in their sexual customs from their less magnetic brothers. Others hold that the "magnetic" force abounds in the air around us, and that, therefore, deep breathing will enable us to absorb great quantities of the vital fluid, charging ourselves with the force in the manner of the storage battery. And so on, each with his little pet theory.

Now, I have no fault to find with the systems above mentioned. Although not a strict vegetarian, I sympathize with those of that belief; although not leading a life of celibacy, I see much good in the doctrine of continence, and there can be no two opinions as to the merits of chastity; whilst not accepting the theory of the absorption of "magnetic force" from the earth's atmosphere, I am a firm advocate of, and believer in, "deep breathing," and believe that if