

40  
Cure



THE  
**Secret of Power**

And...  
**The Wisdom of Life**

LIES IN THE POSSESSION OF

**Personal**  
**...Magnetism.**

*The Magic Key to Influence  
and Success.*

*Fame and Fortune are yours if you but master  
this Science of Sciences.*

*You are a Human Magnet—Develop  
your Latent Powers.*

*NOW is your opportunity.*



HERE is an indefinable fascination about the very subject "Personal Magnetism" that is attractive and alluring to all. It compels attention. In every grade of life the subtle influence of this force is felt.

**We are all conscious of the sunshine of joy and gladness which certain individuals exert upon those with whom they come in contact.** The most unimpressible are susceptible to it. Again, we cannot enter into the presence of others without experiencing a coldness that damps our ardor and abates our energies. Whence come these things? They are due to Per-



sonal Magnetism, to the subtle force which emanates from individuals either attracting or repelling others. It is the most powerful of the hidden forces of Nature. Like electricity it is unseen and mysterious yet real, and of the most practical use to those who understand its laws.

The great names of the past owe no small measure of their greatness to this extraordinary force. Cromwell, Napoleon, Wellington, Lincoln, Grant and all the great women from Helen and Sappho downwards have acquired their power and fame through the exercise of Personal Magnetism. It may be that they were unconscious users of it, none the less it is this that enabled them to attain success.

The facts of every-day life convince us that the higher rungs of the ladder are not reached by mere learning and ability, but by the possession of influence due to Personal Magnetism. This is the lifting power which will raise you from the ruts of custom and the dull level of mediocrity and set you in your rightful place of power and fortune.

Everyone possesses this force potentially. You possess Personal Magnetism though it may at present be dormant. A great deal of mystery has gathered around the subject and it is only of late years that it has been scientifically investigated.

The National Institute of Science has now been established almost a quarter of a century. It has fostered all researches into the science of life, and is now in possession of invaluable information on this important subject. Its methods of instruction are strictly based upon the latest scientific discoveries and insure success to all who follow them.

Among all modern discoveries the very greatest are those connected with the science of life. It is truly a new revelation, opening out a vista of glowing promise to future workers in this fruitful and hitherto unutilized field. The achievements of the future can be but dimly guessed at, yet this much we may assuredly say, that the enormous power wielded by this subtle force will lead to the actualizing of the dreams of ages. Glorious and inconceivable possibilities will embody themselves in the facts of reality when the practical use of this force shall become better known.

The laws of Personal Magnetism have now been established upon a satisfactory basis. These laws of our being are sure and unalterable and by putting yourself in accord with them you may develop your latent powers and acquire the conditions of a successful and happy life.

The majority of people are the slaves of their own power.

It is dangerous for one who does not understand engineering to meddle with the complicated machinery of the engine room, and they who seek to use forces the laws of which they do not understand soon find these forces get beyond their control. It is an immutable law of our being that unused faculties decay and become useless, whilst improperly used faculties recoil upon the user, defeating his purposes and enslaving his energies.

Personal Magnetism is not a special gift of certain individuals, but is possessed by all and in every case is capable of development. If you would develop and utilize it in the attaining of your ambitions then you must understand its laws and methods.

If you would become lord of your own destiny and exercise power over others you must first acquire the mastery of your own inner kingdom. You must rule the powers of the Self before you can rule the world of men.

No great degree of intelligence is essential to the acquisition of this self-mastery, though of course other things being equal mental capacity will always come to the fore. All who set their mind to it may easily become proficient in the use of Personal Magnetism.

It is this power which lends the successful orator his persuasive influence, so that his fiery tongue of eloquence moves the multitudes who listen to him. It is the magnetic force of his personality that attracts the overflowing audiences to hear his burning words. It also enables him to console the sad, to comfort the afflicted, to help the fallen, and to become a leader of men.

To the actor or actress who would achieve any measure of success whatever, it is an essential. The

charm of Sarah Bernhardt, Irving, Terry, Eleanor Duse, and the whole host of others who enchant us with the magic of their voice and grace, is ultimately due to this subtle force.

Teachers who desire success in the class room need more than accurate and extensive learning, they must know how to impart knowledge to others. The best teacher is the one who can most readily impress the minds and control the thoughts of the pupils, and this influence can be acquired by the exercise of the magnetic force of personality.

All who desire social success should learn the use of this power. Beauty of face or figure is not possessed by all, but everyone may become attractive if they so desire. You may become a leader of society, drawing around you a circle of most desirable acquaintances and acquire the renown of being a delightful entertainer if you will but develop your dormant powers.



"SCIENCE IS ORGANIZED KNOWLEDGE"



**It is the secret of wealth** and no business person can afford to neglect it. The art of "getting on" in the world is not an haphazard

chanceful affair such as it is generally supposed to be. It depends upon attention to the immutable principles of all human progress. Why should others step into shoes which fit you? Why should your juniors and inferiors step ahead of you and occupy the better positions? Why should your business fail whilst that of your rival prospers? None of these things need be if you will but develop the powers which you already possess.

**It is self-evident how useful this power may be** to all who have the care of the sick and diseased, enabling them to soothe and

relieve those under their care. Personal Magnetism is in itself one of the great healing forces of Nature when rightly applied. All mothers and wives should make themselves acquainted with it. The worries of home life will then disappear; it will be invaluable in dealing with children, and will promote the joy, contentment and peace of the household.

Thus this great and wonderful force may be utilized with the utmost benefit by **all sorts and conditions of people.** It is the atmosphere of power, and all influence is and ever must be exerted through this medium.

So long as you remain ignorant of its laws you cannot expect to contend successfully with those who are possessed of this knowledge. There is a right and a wrong way of dealing with people and if you do not know these primary **principles of success,** how can you hope to attain your ends?

Some persons it is true utilize the force of Personal Magnetism without being conscious of it. They never, however, reach the heights to which a study of its laws would enable them to climb, and they are always liable to be over-reached by those who have this knowledge.

It matters not how well equipped for the duties of life you may be, if you lack this, all other accomplishments will avail you nothing. The gifted student will never fulfill the promise of his career unless he has this natural power to back him up. He will be a mere instrument in other men's hand, and will achieve but little as the result of his life's work.

## How to Acquire it

**I**S the one essential point. It is the greatest of all earth's treasures and that which gives value to all the other good things around us. It is as subtle as electricity, as little understood as the element of fire or the glory of the Aurora Borealis, as delicate and elusive as the fragrance of the rose and more to be desired than the **Wisdom of Solomon or the Riches of India.** Our private course of instructions in Personal Magnetism teaches the real secret of its development and use. The letters in our possession from the many hundreds in all parts of the world who have taken our course, describe with enthusiasm the real practical benefit that has been received. They testify to the renewed health, as well as strength of character which has been acquired, as also to improved conditions, such as greater wealth, and true enjoyment of life which has resulted.

These statements may astonish you but they do not express nearly all that might be said concerning the remarkable

power of Personal Magnetism. **You may learn how to win** the respect and love of others, how to utilize your will-power in influencing the people you casually meet in your daily life and how to prevent others obtaining an undue influence over you.

People are often influenced to make wills bequeathing their property to certain parties contrary to their real intentions. Had they known the laws of Personal Magnetism they might have prevented this.

You may have been unfortunate in the past and it may seem as though ill-luck has dogged your footsteps, but if you will carry out the methods laid down in our course of instruction you will speedily be in a position to command the success you desire.

**Personal Magnetism** opens to you the door of possibility and reveals to the inner consciousness the one way to advancement, prosperity, and true joy. **Your powers are capable of practically unlimited development when once you are put in the right way.**

There is in human nature a susceptibility to development which is truly remarkable. The stunted growths of the prevalent mediocrity will blossom and flourish abundantly when they are put in the condition of progress. At present there is a vast amount of misdirected and consequently wasted energy. This must be turned into the proper channel and then all things will become possible to it.

**You desire power,** it is the inherent craving of human nature. There are, however, many forms of power. One desires to possess great wealth; another desires to attain a high public office and to have a voice in the destinies of his nation; yet another would become famous in the world of art, or the world of letters. All in one way or another are climbing the pedestal of power and only those who exercise Personal Magnetism climb to the top. There is an ecstasy of joy in the possession of power over others; it is an experience which is unique.

The development of Personal Magnetism will give you a wide scope of usefulness. There are numerous ways in which you can influence your fellows for their good. If you are interested in social reform and the ameliorating of the victims of vice and crime which abound in our great cities a magnetic personality will enable you to accomplish results which are impossible to others.

**The mystery of Personal Magnetism is made clear** to you by the explanatory method of our course of instruction, you cannot fail to grasp it and to become a complete master of





the science. "A word to the wise is sufficient" and in recommending you to make a study of Personal Magnetism we are putting within your reach

the opportunity of realizing success and true happiness.

Personal Magnetism has long been considered a special gift, but it is not so. It is a natural faculty and one that can be developed just as any other talent lying dormant

can be awakened and trained to its highest state of perfection.

Our private course in Personal Magnetism

is especially designed to develop this power and any one wishing to perfect their life, to know what living really is and to become a powerful influence among those with whom they associate; could not miss this opportunity of self-development.



**Would you be a  
Success  
in the World?**

Would you be master of self and ruler in your particular sphere, would you be the controlling force in whatever movement you may desire to enter, would you make sunshine and

brightness and love and happiness wherever you go, then you should seek the knowledge which we have to impart showing just how you can accomplish your ambitions.

Do not delay but begin at once the study of that which will bring into your life a new element more potent than all others. Upon receipt of replies to the following list of questions, full particulars and terms will be sent.

Address all communications to

**National Institute  
of Science,**

35-37 RANDOLPH ST., CHICAGO, ILL., U.S.A.

London Office: 256 HIGH HOLBORN, W.C.

**Application Statement.**

For those who desire to take the Course in Scientific Self-Evolution including Personal Magnetism.

UPON receipt of replies to the following questions, we will be enabled to inform you just what may be assured from our private course of instruction. It is necessary that we have knowledge of the individual needs of the applicant, in order to advise correctly. Because a few of these questions refer to your physical condition it must not be inferred that we consider you to be in ill health. We simply wish to understand the conditions with which we have to cope in order to give the individual instructions necessary for speedy advancement. It will be necessary to ask other questions later on.

Answer by number without repeating question, thus: 1, 35, 2, Medium, etc.

1. Age?
2. Health poor, medium or perfect?
3. Bowels always regular?
4. Occupation?
5. Any lack of mental energy or physical strength?
6. Eyes bright and expressive?
7. Nervous? If so, in what way indicated?
8. Do you possess Personal Magnetism and power of influencing to any extent?
9. Any distinct ambition or particular aspiration regarding which you wish special advice, or do you desire chiefly self-improvement and general advancement?
10. Have you read books or taken any course of study touching on Personal Magnetism, Self-Culture, Human Nature, or kindred subjects? If so, mention titles and authors if possible.
11. Are you willing to sign a pledge of secrecy if for our mutual advantage?
12. Where or in what way did you first hear of our Institute?

**Our Examination and Opinion is Free**

to all who order or have purchased any of our publications. Others are required to remit 12 cents. (6d.) to cover actual cost incurred.

Our business is carried on wholly by correspondence and those in the remotest parts of the world receive the same attention and meet with as great success as those residing in Chicago or London.