

FACTS FADS FALLACIES

Dealing with Personal Magnetism, Telepathy, Psychology, Suggestion, Hypnotism, and Spiritualism.

By
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A PUPIL'S EXPERIENCE.

A lady in Minneapolis, on entering the class for the first lesson, said: "I do not care anything about 'personal magnetism,' 'hypnotism,' 'spiritism,' nor any other 'ism'; all I want to learn is to know how to collect money on some old accounts."

While she was more or less interested in all of the other branches (rather less than more) she was intent on laying hold of the eight psychological principles (or rather seven, as those who have bills to pay do not come to you).

The very next afternoon she called at the hotel to report the result of her first venture. It is best told in her own words: "This morning I laid out all my old bills. I chose one that I knew would be—or had been—the most difficult to collect, as I had been refused time and again. The amount was \$37.00. But, in the meantime, I had learned a lesson, and learned it well. I had previously gone with determination and anger instead of 'confidence and quiet concentration.' I had not been 'passive,' was 'positive' in the wrong place and with the wrong spirit. I talked too much. It was I who had 'unloaded.' I had used, or endeavored to use 'compulsion' instead of 'impulsion.' Now, all had changed. You pointed out to me the error of my ways, but what was more, you gave me a remedy.

"This morning I applied every principle you taught. How often I had gone not expecting to get the money, but this time I was all confidence. How often I had gone expecting a fuss—and I had it.

"This morning I presented my bill in a kindly manner but spoke not a word; nor did he. He pushed back the bill to the cash drawer, took out the money, handed it to me without a word. I thanked him. That was the first the silence had been broken.

"Well, I just ran in to tell you of my success and that I am already \$27.00 ahead for my \$10.00 investment."

Another Pupil's Experience.

This was a business matter that involved \$600. The lady pupil informed me that the man was honest and upright in all his dealings and would not, intentionally, wrong her out of a dollar; but there was a misunderstanding and she had never been able to convince him. After the class instruction she realized where her mistakes had been and that the fault was wholly hers. She had gone at him with hammer and tongs and in such a manner as to arouse all his antagonism. He always met her halfway—at the office railing. Heretofore they had both unloaded at the same time, with the usual results, nothing gained on either side.

The day in question he met her as usual and divining her mission proceeded to unload. She remained perfectly calm. Instead of the usual frown she wore a smile. She said not a word. He was surprised, completely disarmed, and finally realizing that beyond her presence there she had not said or done anything to call forth such a harangue from him, his better nature asserted itself. Pushing open the little gate, he said: "I beg your pardon for keeping you standing so long; step inside, please, and be seated. I think we can understand each other this morning and settle that matter amicably."

Here was a perfect fulfillment of the law. All the way over from Minneapolis to St. Paul she held the one thought on him, over him, for him—a amicable settlement—and it was done.

Psychology in General.

A few pointers. You have a caller either at the office or at the home. It is your busy day. Time is precious. Your caller does not know when to go. You can freeze him out or otherwise make him uncomfortable or, as a last resort you can ask him to go. Any of these might be efficacious, but all things efficacious are not always expedient. There is a better way.

Do not use compulsion but impulsion. Impel him to go, i. e., lodge the thought with him (in the first person singular). This is done by thinking for him. "Well, I must be going." This is what I term holding the thought on or over him. Almost instantly he will be impressed with the thought as emanating directly from himself, and he will voice your thought as his own—"Well, I must be going."

When he thus expresses himself, let him go. Do not be dishonest by trying to be polite and saying, "Why, what's your haste? I'm sorry you have to go so soon." It would serve you right if he then sat down and staid an hour.

It will be observed that I have used the masculine gender (he) throughout. That is because I am dealing with business men on business principles. The feminine gender (she)

can, in every instance, be appropriately substituted.

Psychology for the Public Speaker.

The foregoing principles are just as effective in their results when applied collectively as when used individually.

When a speaker steps before an audience he is, so to speak, sized up; weighed, measured, etc., by those present—especially if he is a stranger to them. Each one present measures the speaker according to his own standard. Whether he falls short of each individual standard or measures up to the full measurement, he will never know it if he assumes or holds a positive mental attitude.

The speaker should be passive when stepping before the audience. All audiences are, at first, positive. They remain so until they have mentally unloaded their impressions; but fortunately for the speaker, their decisions are not final. They now await corroborative testimony—or otherwise. If their impressions, as a whole, were favorable, the speaker will have clear sailing; if not, more than ordinary force will be necessary to carry conviction. But how is the speaker to know this? How can a speaker "size up" an audience before he begins? That's the point at which I am aiming.

If a public speaker wishes to become en rapport with his audience, he must become passive until they have unloaded. This is the work of but a few moments. They may unload flowers; they may unload thistles. If he is wise, he will not be too precipitate. He appeals first to the eye, then to the ear. Wait.

A public speaker should be able to command such passivity that if there is one critical or hypercritical person in the audience to whom he does not favorably appeal, he should sense the condition, find the individual, and, having found him, be able to read his unexpressed thought. This, the writer has done repeatedly before audiences numbering a thousand or more.

Be it understood that the speaker does not or should not remain passive. He will naturally become positive—if he is master.

Speaking of negative—passive—and positive conditions let us also remember that, in a general way, in our everyday life, in order to become negative to the finer forces we must become positive to the grosser. He is wise who makes himself receiver for only the best, and he is most powerful who, through wisdom, can control the vibrations within and without.

Psychology by Letter.

This is one of the most effective means of utilizing this wonderful power. Some of the eight principles which can be used verbally cannot be applied by letter—the only way where by you can influence a stranger at a distance. The three leading principles to be so used are "confidence"—"concentration"—"impulsion."

I have every reason to believe that, at the very time you are writing, your subjective mind conveys (telepathically) your desire to the subjective mind of the one to whom you are writing; but the recipient is not objectively conscious of the fact, and is, therefore, uninfluenced until the reading of the letter. Even then it is not in the written words of themselves, but in the suggestive spirit back of them. If the recipient complies with your request his impression so to do comes from his subjective mind as the result of your telepathic communication.

To illustrate: Some years ago I desired a certain piece of merchandise valued at \$225. I did not want to pay any cash, but would give value received for services rendered.

I was not known to any member of the firm. We were a thousand miles or more apart. I wrote. The chief characteristics of that letter were "confidence" plus "concentration" plus "impulsion." In due time I received an answer. It read: "In regard to your request permit me to say that it is but one of hundreds of a similar nature, all of which we have turned down. But there is a something in your letter which impels me to say that I am inclined to grant your request; hence ask for further particulars."

He granted the request. He did more. A year afterward he thanked me for the services rendered, stating that I had more than fulfilled my promises.

Please note in his letter, the two words "something" and "impelled." What was that "something"? Whence came that "impelling influence"? That is what I call reading between the lines and getting the soul of a thing—psychology.

There are two things, however, that you should observe in every psychological effort; first, do not expect something for nothing; second, while you should expect success in every legitimate effort, do not be discouraged should you fail again and again.

Failure, ultimate failure, exists only in the grave. Man, being alive, hath not yet failed; for always he may turn about and ascend by the same path he descended; and there may be one that is less abrupt (albeit, longer of achievement) and more adapted to his condition.

Seek comrades among the industrious; for those who are idle will sap your energies from you. There is a plus entity and a minus entity in every human body that is born into this world. Whichever one is favored by the flesh becomes dominant; then is the other inclined to abandon its habitation, temporarily or for all time. The consciousness of dominant power within you is the possession of all things attainable.

My advice is—in all walks of life: See "success" written everywhere; ultimate failure, nowhere.

VOLUMES MIGHT BE WRITTEN

Of the Success That Awaits the Farmer in Western Canada.

The story of wheat farming in Western Canada (that portion of Canada lying north of Dakota and Montana) has been frequently told, but it will stand a lot of telling, and still retain its touch of interest. During the year just closed 277,376 persons made their homes in Canada as compared with 215,912 for the year 1906, an increase of 61,464. Those from the United States numbered 56,551. A writer in "Industry" recently said: "To-day the 'Dominion of Canada is witnessing a 'mightier movement of population' than ever stimulated a Biblical writer to pen a chapter of Scripture." The same writer says: "From the Rhine 'and the Rhone river valleys; from 'the port cities of Germany and the 'farms of the Fatherland, from the 'peasant soil of Russia; and out from 'the grimy Lancashire and over-populated Yorkshire, the discontented 'and ambitious of every clime are 'seeking to take advantage of the 'opportunities afforded by the fertile 'soil and exhilarating climate of the 'Etapire of the North."

Continuing the same writer says: "While a million human beings through 'the shores of the United States every 'year, the smaller number arriving in 'Canada come with a more well-defined 'purpose." The question has been asked why do these people come to Canada? The available land between the Mississippi and the Pacific has been exhausted, and the farmers within that territory find that their sons have to seek newer climes. Canada offers one hundred and sixty acres of land free to each. This land yields from 20 to 40 bushels of wheat to the acre. In Southern Alberta, the winter wheat belt of Canada, as high as 60 bushels per acre have been harvested. Less yields than the one mentioned have netted the farmer as much as \$35 per acre. There are no words that tell the tale so effectively as those of the farmer himself, the man who has ploughed the fields, sowed the grain, and with folded hands rests while nature, bounteous in that country, in less than three months, placed at his disposal hundreds of acres of ripened grain, now waiting the arrival of the reaper, and therefore we reproduce the following letter.

Any agent of the Canadian government will be pleased to give information regarding the district mentioned or any of any other that may be desired.

E. T. Holmes, Esq.,
Canadian Government Agent,
St. Paul, Minn.

Dear Sir:—
In 1905 I located on a claim about 30 miles from the town of Wadena, on the Canadian Northern Railroad, have lived on my claim most of the time since. I consider this to be one of the best districts in the country for grain growing. In 1906 wheat averaged from 30 to 51 bushels per acre on some of my neighbors' farms, within 4 miles of my claim. Oats go from 75 to 100 bushels. It is also a good country for stock. Where I am there is plenty of fuel. Homesteads nearly all taken the settlement being largely Germans, and Americans, all well-to-do. I left Wadena in February, 1907, returning April 25, so that I missed part of the winter, which the old settlers tell me was one of the worst they ever saw, but there was no suffering, as the people are pretty well fixed, and there are no blizzards in that country, at least there never has been known to be one. Wild land sells at from \$10 to \$15; closer to town it is higher.

In the summer we have all sorts of wild fruits very plentiful, and I never saw better vegetables, and game is so plentiful a man need not starve for want of something to eat. Plenty of good water too. You need not hesitate to recommend this district, but the homesteads are nearly all taken, most of the homesteaders are living right on their claims.

(Signed), FRANK MORREY,
Kelvington, Sask.

OF COURSE NOT.



Clerk—A blind man to see you, sir.
Master—Can't see me!

Beware of Ointments for Catarrh that Contain Mercury,

as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free. Sold by Druggists. Price, 75c. per bottle. Take Hall's Family Pills for constipation.

Irrefutable Tramp Evidence.

Tramp—I understand that a pocket-book, containing \$20,000 has been found on the street and you got it here. I lost it!

Police Justice—What proof have you got that you lost it?
Tramp—This big hole in my pocket.

"Brown's Bronchial Troches" cure Coughs and give grateful relief to sufferers from Bronchitis, Asthma and Catarrh. Free from opiates.

He hastens to repentance who hastily judges.—Syrus.

GOVERNOR JOHNSON

MINNESOTA MAN WHO IS A PRESIDENTIAL POSSIBILITY.

His Rise to National Prominence Has Been Entirely Due to His Own Efforts—A Country Editor in Early Days.

Chicago.—When the east selects a western man as its favorite for a presidential nomination it is safe to say that the individual chosen is out of the ordinary. John A. Johnson of Minnesota is very far out of the ordinary.

Six years ago the people of his own state asked: "Who is Johnson?" They learned speedily. Six months since the people of the United States were asking the same question: "Who is Johnson?" They are learning to-day, for this blue-eyed Swede, whose father was the village drunkard and whose mother was the village washerwoman, is, after Bryan, the most commanding figure in the Democratic party. He is a self-made man, and the finished product is held by many as quite good enough to grace the White House. That bespeaks ability out of the ordinary.

Undoubtedly Gov. Johnson owes his some measure his present national prominence to Henry Watterston. Politicians the country over had noted that a Democrat had twice been elected governor of Republican Minnesota—once in presidential year when Roosevelt might have been relied upon to pull through the most unlit of state tickets—but to the masses of the voters Johnson was little more than a name, and a most general name at that. Then, early last summer, Col. Watterston made his famous announcement of a Democrat living west of the Alleghenies and north of the Ohio who could be elected president in this year of campaigning, 1908. That piqued the country's curiosity, and now most everyone knows something at least about Johnson of Minnesota.

Johnson's early life was hard and uphill. Born on a farm near St. Peter, Minn., in 1861, his father's conduct



GOV. JOHNSON OF MINNESOTA.

compelled the son to leave school and become the head of the family when 13 years of age. He was errand boy at first, and his mother took in washing to make both ends meet, but after two years John, who had risen to the position of clerk in the village drug store, went home one evening and announced that the taking in of washing was to stop, that he would support the family. And he did.

Much of Johnson's political success is due to that same trait which made him a "leading citizen" of St. Peter at 25; everyone likes him and relies on him. He was as a young man a Republican, but he found in Cleveland's tariff views the expression of his own opinions, and since then he has been a Democrat. When he was 26 the owners of the St. Peter Herald wanted a Democratic editor and selected Johnson. He never had written a line, for the newspapers, but they were sure he would be successful, and, as always when put to the test, Johnson fulfilled the expectations of his friends.

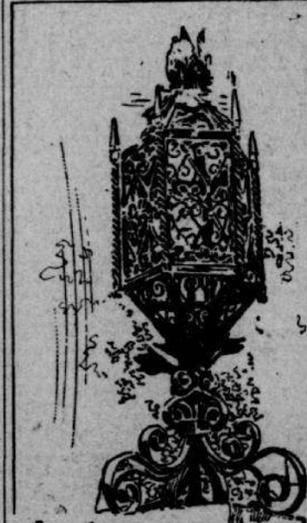
From editor of a county paper to politics is a very short step indeed, and Johnson took it, and in 1898 was elected to the state senate. He tried for re-election, but, luckily for him, was defeated—luckily because if he had been in the senate he could not have been his party's candidate for governor in 1904. That year Roosevelt headed the Republican national ticket and R. C. Dunn was the nominee for governor. This is the way the figures stood when the ballots had been counted: Roosevelt, 216,651; Parker, 85,187; Johnson, 147,992; Dunn, 140,130. Johnson had changed 84,000 votes in a presidential year. Two years later, in 1906, he was elected by a plurality of 74,000.

In personal appearance Gov. Johnson is six feet tall with clear blue eyes and a face seamed with wrinkles. As a speaker he is impressive rather than eloquent.

ART WROUGHT IN IRON.

Successful Business Started by English Woman Several Years Ago.

London.—About 13 years ago an English woman, Mrs. Ames-Lyde, was desirous of finding some useful work to fill the evening hours of the young men at Thornham Village at King's Lynn, England, and after casting about for a subject she considered the idea of wood-carving, basket-making and leather work—industries already in some of the neighboring parishes—but discarded all of them and finally chose ironwork as an excellent and manly occupation for the evening class. To her first invitation there came forward a little group of men



Lamp for H.M. the King, Sandringham.

and boys, among whom was the village blacksmith, a man not brought up to ornamental work naturally, but, nevertheless, who was blessed with intelligent possibilities, and Mrs. Ames-Lyde was also fortunate enough to obtain the services and co-operation of Mr. Eismun, the village school-master, who had a taste for drawing—and much practical sense and knowledge.

To start this evening class fitly, Mrs. Ames-Lyde sent to London for a teacher from the Home Arts, who gave some lessons to these pupils in the Italian bent work. The workers soon got beyond the restricted form of the craft and launched forth into the freer and more artistic iron work done with the forge. It so happened that the first order of any kind received at the Thornham Iron Works was a royal one, and this at the very beginning of its career! The agent at Sandringham telegraphed an order for a lamp, which must be executed within a certain time. So Mrs. Ames-Lyde immediately sat down in the blacksmith's shop, got out a design, and the lamp was made by her workers within the appointed time in the little cottage with one forge, where all the first work was turned out. Since then the iron workers have been flooded with orders not only from the royal family and of the nobility of England, but abroad.

The royal family at Sandringham takes a great personal interest in the work, and similar establishments are likely to crop up in various parts of England as a result of the amount of notice the Thornham undertaking has received. The new garden gates of the kitchen garden at Sandringham were made at Thornham, and the king has also several lamps from there, both for indoor and outdoor use. Queen Victoria was presented by the princess of Wales, then duchess of York, with lamps now at Balmoral. At York Cottage are lamps belonging to the princess of Wales. Casements and lamps were made for Princess Charles of Denmark's house near Sandringham and Sir Dighton Probyn at Park House, Sandringham, is the owner of another lamp.

Some of the best productions of the shop are the old world grills to place in garden walls, to give glimpses of charming views like a framed picture.

Dose of His Own Medicine.

The biggest man in the navy is a surgeon-in-chief, six feet five inches. He is now with the fleet, and is a great entertainer. Here is one of his anecdotes:

One of the younger cranks in the service discovered much virtue in sea water, and no matter what disease came on his first action was to throw down the patient's throat a large dose of the nauseating liquid. The crew soon learned to hate him thoroughly. In process of time he fell overboard in a choppy sea, and a great bustle ensued. In the midst of it the captain came up and anxiously inquired the cause. "Oh, nothing, sir," replied a tar; "only the doctor has fell into his medicine chest!"—New York Press.

Got the "Irishman's Rise."

The new clerk had just returned from the post office with a look of great complacency, says the Penny Pictorial.

Manager—Well, you succeeded in getting those two letters in all right?
New Clerk—Yes, sir; just managed it. But you had made a funny mistake. You put the two-pence half-penny stamp on the London letter and the penny stamp on the foreign one.

Manager—Dear me! How stupid! What did you do?

New Clerk—Oh, I made it all right, sir. I only noticed it just before I put them in the box; but there was still a minute to spare, so I slipped into the post office and altered the addresses.

One of the Essentials

of the happy homes of to-day is a vast fund of information as to the best methods of promoting health and happiness and right living and knowledge of the world's best products.

Products of actual excellence and reasonable claims truthfully presented and which have attained to world-wide acceptance through the approval of the Well-Informed of the World; not of individuals only, but of the many who have the happy faculty of selecting and obtaining the best the world affords.

One of the products of that class, of known component parts, an Ethical remedy, approved by physicians and commended by the Well-Informed of the World as a valuable and wholesome family laxative is the well-known Syrup of Figs and Elixir of Senna. To get its beneficial effects always buy the genuine, manufactured by the California Fig Syrup Co., only, and for sale by all leading druggists.

His Idea.
Casey—What is this game called golf that I do be readin' about?
Sullivan—Well, Mike, it's me own beleaf that it is hockey wid a collige eddication.

It's Strenuous.
There is no true superiority except that created by true merit. The reason Hunt's Lightning Oil outclasses all other liniments—it has the merit—it does something. See what it will do for cuts, burns, bruises, sprains, sore and stiff muscles and joints. Your surprise will only be exceeded by your gratification.

The Alternative.
He was growling because his wife wore waists buttoned down the back. "But you know, dear," she said sweetly, "you wouldn't like it at all if I wore one unbuttoned down the back."—Harper's Bazar.

The Lost Ring.
Woman lived in Rackin sack, had a ringworm on her back, said she wouldn't care a snatch, but was where she couldn't scratch. Therefore she could not endure, had to have aid quick and sure. One box of Hunt's Cure, price 50c, did the work. It always does. Its guaranteed.

Case for an Expert.
"Have you fixed up my will just the way I told you?" asked the sick man, who was the possessor of many needy relatives and some well-to-do grasping ones.
"I have," asserted the lawyer.

"Just as strong and tight as you can make it, eh?" asked the client.
The lawyer nodded.

"All right," said the sick man. "Now I want to ask you one thing—not professionally—who do you think stands the best chance of getting the property when I'm gone?"—Youth's Companion.

Her Mistake.
"My dear," said Mr. Brown to his wife, "where did all those books on astronomy on the library table come from? They are not ours."

"A pleasant little surprise for you," responded Mrs. Brown. "You know you said this morning that we ought to study astronomy, so I went to a bookstore and bought everything I could find on the subject."

It was some minutes before he spoke.
"My dear," he then said, slowly, his voice husky with emotion, "I never said we must study astronomy; I said we must study economy."

One to Three at Whist.
The late Senator Hoar was extremely fond of whist, which he played with remarkable skill.

A friend says that the only time he ever knew the usually placid and genial man from Massachusetts to be absolutely impatient was when on one occasion at whist the senator had an unusually stupid partner. Notwithstanding this handicap, the pair were winning right along even against good players.

In the middle of one game, some one paused behind the senator's chair and asked, "Well, senator, how are you getting on?"

"Very well, indeed," was the reply, "in view of the fact that I have three adversaries."—Sunday Magazine.

COFFEE DRINKING

A Doctor Says It Weakens the Heart.

"In my opinion," says a well known German physician, "no one can truthfully say that coffee agrees with him, as it has long since been proven that caffeine, contained in coffee, is an injurious, poisonous substance which weakens and degenerates the heart muscles."

"For this reason the regular use of coffee, soon or late, causes a condition of undernourishment, which leads to various kinds of organic disease."

"Convinced of this fact, I have often sought for some healthful beverage to use instead of coffee. At last I found the thing desired in Postum. Having had occasion to forbid people using coffee, whose hearts were affected, I have recommended Postum as a beverage, since it is free from all injurious or exciting substances. I know this from results in my own family, and among patients."

"Hundreds of persons who now use Postum in place of coffee, are greatly benefited thereby." "There's a Reason." Name given by Postum Co., Battle Creek, Mich. Read, "The Road to Wellville," in pkgs.