

This book by Dr. Shaklee is no longer available. It was copyrighted in 1951 and if I understand copyright law correctly, I am not breaking the law. A search showed no renewal of the copyright within 28 years and therefore is now public domain. I read the book, with all the semi-colons and commas, into a voice recognition program (VRP). I then went back and read the text from the computer screen, sentence by sentence to see how the VRP heard my words comparing them to the book. Some errors were quite funny. Finally, after several readings and re-readings, on paper and screen, I believe I have a true copy of Dr. Shaklee powerful work on *Thoughtsmanship for Well-Being*. If there were grammar or language differences once spell and grammar check was used, I stayed true to Dr. Shaklee's original work. Please remember that this was written in 1951 so some of this sounds a little like Yoda speak! If you think you have found an error, please let me know as I can compare it to the original, as there are pictures of the pages. Carol & Jim Campbell

THOUGHTSMANSHIP FOR WELL-BEING
BY FOREST CLELL SHAKLEE, SR.
VANTAGE PRESS, INC. NEW YORK
COPYRIGHT 1951

Contents

Chapter	Page
I. The Changing You	9
II. Realizing Your Relationship with Life	22
III. Life Becoming	37
IV. What Man Is	51
V. Inner Consciousness	63
VI. The Process Of Mind	72
VII. Thinking It Out	79
VIII. The Creative You	86
IX. Changing Human Nature	100
X. Don't Try; Let	116
XI. Happiness	130
XII. Prosperity	145

Introduction

For the past 20 years I have known Doctor Shaklee as a warm, personal friend. His philosophy has presented me with a new prospectus on life. He has always been something more than a physician treating the ills of mankind; he cared for the body, soul and spirit, and the results were total regeneration. The thousands who have benefited by his service will heartily endorse that statement.

Lecturing and teaching seem relatively simple to him. His calm analytical mind quickly uncovers the cause of complex, unstable conditions. Those who have sought his counsel have been amply rewarded. No one can sit in his presence for long without actually feeling the power of thought. He not only teaches the use of thoughtsmanship, he demonstrates it in his everyday life—he lives it.

Continuous research in the field of psychobiology, theology, and the little understood expression of the psyche, has brought to him enlightenment possessed by but few. Life to him is an expression of law - Natural Law - the Will of the Creator. All unwholesome expression is thus banished by the substitution of confidence and faith. He lives a directed life, free of anxiety and worry.

Our intimate relationship has enabled me to observe his tireless efforts in solving the problems of his fellowman. Long hours of labor, often extending through the night, produced a strain that no ordinary individual could withstand. Yet, through it all he remains in perfect health, expresses the enthusiasm of youth, and has the appearance of a man of middle age. When asked the secret of such an accomplishment, he replies, "What you think, you look; what you think, you do; what you think, you are." Then, with a smile, he offers these words of advice, "If you want anything in this

[7]

life, you must produce thoughts that will prepare yourself as a pattern, a channel through which such a thing may be expressed. I believe that THOUGHTSMANSHIP FOR WELL-BEING will bring happiness and prosperity to millions of its readers. It should be in every home as a guide to everyday living for the philosophy Doctor Shaklee has so clearly expressed will enrich the lives of us all.

WILLIAM HAMILTON COX
Vice-president & Manager
Pacific Research Institute

[8]

CHAPTER ONE

The Changing You

You are about to embark upon a journey into the field of life, from which you can never return to your present state of mind. New thoughts will soon guide you into new experiences - experiences anticipated and planned by you. If you are one of those rare individual who feel perfectly contented with things as they are, I would advise you to read no further, for in your study of thoughtsmanship you will find much that is provocative of compelling thought; thought that will drive you on to greater endeavor and accomplishment. You will learn to tune your thought to the harmony of life about you

and to mold the pattern through which your thoughts may be expressed harmoniously with such a life; bringing to you a sense of well being.

Life in the twentieth century is unlike the life of our ancestors in the dawn-days when happiness and prosperity depended upon a sturdy pair of legs. Our social security is almost wholly dependent upon the use we make of our process of mind. While the physical body is an important factor, the key to successful living is thought. Most everyone agrees to the importance of an education in the struggle to gain prosperity, but only a few credit success or failure to thought. Of course, when we see a dumb-waiter type of person, we realize that he is unable to produce excess thoughts; but we never stop to realize that many of our better-educated acquaintances are also failing to produce success-building thoughts. If you are to get out of life the happiness and prosperity you desire, you must put into your inner life the thoughts that will produce such a result. Wishful thinking will never accomplish

[9]

your purpose. You must learn to think creatively.

Life is so appallingly confusing that it scares the "living daylight" out of most people. They lack confidence in their own ability to think their way out of the difficulty in which they find themselves; so they just don't think. Or, if they do use their process of mind, they produce fear thoughts. Thoughts that literally paralyzed the physical and mental processes. One need only look about him to substantiate that statement. Note the changes that are taking place in the people you have known for some time. If a few years have elapsed since your last meeting, you scarcely know how to talk to them. What has brought about such a change? The thought they have produced. Oh, yes, I know, you may hold that perhaps circumstances cause them to produce such thoughts. True, circumstances do influence our thinking, if we allow them to do so; but, in the majority of instances, thoughts produce circumstances. Thought changes things.

Thoughtsmanship, applied to our everyday life, produces happiness and prosperity. Will it change your outlook on life? Of course it will. Not only your outlook, but your most intimate emotions. All progress is dependent upon change; so why not direct that change intelligently? Applied thoughtsmanship goes deeper into the cause of change than does applied psychology. It is the beginning of all change; so it is not a question of being with the hen, but beginning with the egg that produces the hen. No one can predict, simply by examining the egg, what type of hen will be produced; but you can predict the type of physical expression that will follow the production of thought. Every experience is a direct result of thought. "First the thought, then the deed."

That you are in a constant state of change, I am sure you will agree. What you may not have recognized, however, is that you are allowing that change to be directed by the rules of society. You are simply following a pattern. You look upon certain precedents as set rules, the judgment of others as being superior to your own; therefore you must be a follower. You want the reassurance that comes when your feet are following the well-beaten trail. It is much easier to follow the

[10]

thought trend of others, for in that way others agree with you. All of which may be well and good for the follower; but, if you are to become a leader, you must blaze your trail, produce and give expression to original, creative thought.

Some thirty years ago, after I started my research in the field of creative thought, a young lady came to my office in a state of nervous tension. Scarcely had she seated herself across the desk from me, when she exclaimed abruptly, "I've committed a horrible sin."

"Well," I said calmly, "the mere fact that you recognize your deed as a wrong, committed against yourself or someone else, is sufficient evidence to warrant the assumption that you will not repeat the same indiscretion."

"But you don't understand, Doctor," she pleaded, "I've just got to talk to you about it. You've got to tell me what to do."

"You mean that you would like to have me join you in your worries and sympathize with you in your martyrdom?" I replied. "I'm sorry, but I must disappoint you on that score. I appreciate the mental disturbance your act has caused you; but I will not concern myself with the right or wrong of the matter. Such peccadillos do not deserve the importance you have placed upon them. I will, however, point out a method of freeing yourself of all sense of guilt, and a plan whereby you can avoid any further complication."

As she related her experience it was quite evident that she did not consider the act such a "horrible sin" as she had at first branded it. Instinctively, she considered the matter of little significance; but so deep-rooted were the bugaboos of her childhood training, that she found it difficult to think clearly about the matter. She wanted someone else to do the thinking for her. Perhaps another person, more self-reliant, would have taken the incident in her stride and thought no more about it; but lacking such self-reliance, she had to pass the burden to the shoulders of another.

Whether or not the action of this young lady was a "horrible sin" was of little importance. What did matter was the manner in which she faced the issue. It is dangerous for anyone to "pass the buck" to someone else. Significantly so, in

[11]

the case of a younger person, who may soon develop the habit of shirking responsibility. These young people fail to take serious thought of their acts, so long as they can find someone who will tell them it is all right. That is why I refuse to do the thinking for the young lady. She was given instruction in thoughtsmanship and allowed to think for herself.

The value of such a procedure was amply proved in her case. She developed a determined, thought pleasing, personality; completed her education at the university and, later, entered the teaching profession. Today, she is principle of a high school in one of our larger cities. Through the use of thoughtsmanship, she changed her outlook on life. Had she continue the habit of shifting responsibility to the other fellow, acting upon the thoughts of others, and accepting whatever came her way through force of circumstance, her accomplishments would have been of slight consequence.

How deeply do you desire happiness and prosperity? Are you going to read this message and then lay it aside with the comment that it is beautiful philosophy, if one could only follow it? Its value to you is distinctly a matter of personal application. If you refuse to put forth the unnecessary effort to make of your life the victorious success that you can be yours, don't rail at the lot fate has dealt you when you fail to gain prosperity. You don't have to grope your way through life, just hoping that somehow successful come your way. Success will come your way only if you attract it to you through creative thought. Creative power lies within you, awaiting your direction. But, like the power within the steam boiler of the locomotive, it is of no use to you until given intelligent direction. The supply is unlimited. You may ration it out in small portions and acquire small measures of success, or you may open the throttle and drive on to your ultimate goal. Wrongly directed, it will cause your destruction,

for it is no respecter of persons. Alas, many have failed to give it proper direction and have turned their life into a searing holocaust. The responsibility is yours. We can only point the way. I can lay the facts before

[12]

you; but you must put them into practice, if you are to derive the benefit awaiting you.

Already you feel a change taking place within. You anticipate better days ahead. You believe that through the study of this message, you will make improvement. I am sure that you will do just that; but there is a great deal of difference in self-improvement and self-advancement. It is possible for you to continue to make improvement to the point where you know all the answers, yet completely fail in your struggle for happiness and prosperity. It is not the knowledge we have of life that builds our success structure, but the use we make of that knowledge. I derived a great deal of happiness from the years spent in compiling the notes for this message to you; but I had gone no further, the real joy of sharing my knowledge with you would have been lost. Happiness and prosperity come from doing, not from wishful thinking.

Over thirty-five years in the throes of birth, this message has been proved practical and sound. It now comes to you as a guide to better living. Its principles have been tested. They work. They have worked for me as well as for thousands of others. During those many years, as counselor in human relations, I have watched the development of countless numbers of individuals as they struggled for security. I have seen the derelict of humanity, buffeted by the storms of fate, suddenly regain their faith in their own ability and build successful lives. They had lost none of their success-building power. They had only lost the will to make use of that power. Once the will to do was awakened, they had little difficulty in reconstructing their lives. Such obstacles as did exist were readily overcome. One such case stands out clearly in my memory; perhaps it will aid you in determining your future endeavors.

Frenchy operated a small neighborhood grocery. Diligent application to his business had rewarded him with a degree of success. He had never gotten around to buying the building in which he did business, thereby ensuring permanency, for with the growth of the community, his rent had been raised until it took most of his meager profit. The final blow came

[13]

when a chain store opened in the next block. Hoping that his old customers, who he had counted on as his friends, would rally to his defense, thus shifting the burden of thought to them, he held on until all his capital was gone. Like many other honest, hard-working businessmen, Frenchy "went broke" and blamed his failure on the tricks of fate. Several years later, he came to my office, not for counsel, but to sell a few doughnuts his wife had fried that morning. I am not a doughnut-eater; but how could I refuse to make the purchase from one presenting such a dejected appearance? I had known Frenchy in his better days, so engaged him in conversation. After tasting one of the doughnuts, I asked, "Are you planning on going into the doughnut business?"

"Oh, no," he drawled, "I'm getting too old to hold a job, so I peddle a few doughnuts to sorta help out."

"What is your age?" I asked.

"Sixty-three," he replied sorrowfully.

"That's not old. When I was your age, I was right in my prime," I said jokingly. "You're just a young man."

A shadow of a smile crossed his face as he answered laconically, "That's not what I'm told when I ask for a job."

"What have you been doing since you quit the grocery business?" I asked.

"Just odd jobs, but that's not enough to live on. At least I don't call it living. The wife worked for a little while; but she lost her job last fall. Seems like everything goes against us."

"Did you ever think about getting back into business for yourself?" I asked.

"How can I go into business? I haven't got a dollar," he replied in a voice filled with discouragement.

"Frenchy, I'm going to tell you something that may make you angry. In fact, I hope it does stir you up a bit," I said earnestly. "In the first place, your failure was your own fault. I know you don't like to hear it; but it's true. You never planned your business future, but just let things drift along. You were always afraid of what tomorrow would bring, and it brought you exactly what you feared it would—failure."

"I guess you're right there, Doc. I always knew that business

[14]

was a gamble. I rather expected things to turn against me someday and they did."

"Is that why you won't make the venture today?"

"Well, partly, I guess, but I haven't any money to venture with."

"Do you have friends who might loan you the money?"

"Yes, some of my friends have money; but they wouldn't loan it to a failure like me."

Looking him squarely in the eye, with as much kindness as I could muster, I said, "Frenchy, you're a pretty good self-made failure. In fact you're so good, you won't give yourself a chance to make a come-back."

I then explained to him the principles of thoughtsmanship, just as I shall explain them to you in the pages that are to follow. I told him of the power of creative thought; how a thought has a tendency of being transmuted into physical expression. Referring to his own case, I pointed out the expression of failure following the fear thoughts he produced during the days of reasonable success. "You wished for success; but thought of failure," I stated. "If you will go home and think over the things I have revealed to you, making an honest self-analysis, then in a couple of days drop into see me; I will have a plan that will help you re-establish yourself in business. However, regardless of apparent difficulties, you must first determine that you are willing to put forth the necessary effort to ensure success. Don't question the ultimate outcome, nor how success is to be earned. Merely convince yourself that it can be done. I will show you the way."

Two days later, he returned. The most casual observer would have noticed the change that had come over him. The woe-be-gone expression had been replaced by a look of determination. His whole attitude spoke of self-confidence. I knew he was a changed man. Scarcely had he seated himself at my consultation desk when his enthusiasm was given expression. "You're right, Doc; it was all in the way I thought of things. My wife and I have talked this thing over, and we have both determined to make a new start. I was all set to come in and see you yesterday afternoon, when a friend dropped in and started

[15]

talking about the very thing you spoke of. He said he just had a feeling that he should drop in and see me, for he believed that with a little help, I could make good. He said he would loan me a little money

to make the start, and I wouldn't have to make any payments for a couple of years, if I needed that long. Can you beat it? The very thing we were thinking and talking about.”

The plan I worked out for him was a simple one. The small amount of capital, provided by his friend, was invested in a little doughnut shop. Why did I decide on a doughnut shop? Because he had shown confidence in his ability to sell doughnuts. It was but a short time until the doughnut shop developed into a flourishing cafe. With his knowledge of food values, he was able to operate economically; and nine years later at the age of seventy-two, he sold his interest in not just one, but a change of restaurants. He retired a moderately wealthy man.

What caused the change in him? Certainly no material thing had been added. I gave him no material assistance. No one had spoken to his friend. The whole development was due to the thoughts he produced. Creative thoughts do attract prosperity. What caused his friend to “feel that he should drop into see him?” What caused him to offer financial assistance? You may say, “He just had a good break.” Yes, he had a good “break” all right; but it just didn't happen to happen. He made it happen. He did what we know you can do, if you will follow instructions and apply thoughtsmanship to your everyday life.

Now let us see if we can find the answers to the above question. First, the change in Frenchy's attitude toward himself and his future was due to a thought we had planted in his storehouse of memory. That much we may take credit for; but he had to cultivate the thought. No one else could do his thinking for him. He didn't just say, “That's a good idea,” and then forget it. Once the possibility was made clear, he did some real creative thinking. He recognized the cause of his business failure and set about eliminating failure thoughts from his mind. He believed that the cause of future success

[16]

lay within himself, and started building a mental structure that anticipated prosperity. Faith and confidence in self brought about the change.

Second he knew that he must call upon some friend for assistance. Thoughts are broadcast as surely as our radio programs. And, while they may not be consciously interpreted, they have their effect upon the unseen audience. His friend felt the message and came to see him.

Third, Frenchy's thought structure was one of self-confidence. He knew he could make a success of his new venture. That confidence was communicated to his friend by what is commonly called thought transference. Thoughts do attract opportunity.

You will agree with the above answers, I am sure, if you will take the time for careful study of this message. While full understanding may not be yours following the first reading, you will grow in knowledge as you make use of the principles of thoughtsmanship, for thoughtsmanship builds happiness and prosperity.

What happened to Frenchy may easily happen to you, *if* you make it happen. Every worthwhile accomplishment in your lifetime has been due to the application of thoughtsmanship. Consciously or unconsciously, you have made use of the truth we are bringing. Perhaps, like the baby who must learn to creep before he can learn to walk, you lack confidence in yourself. The babe may have the strength in his legs to enable him to walk; but until he gains confidence in his own ability, he will not strike out on his own. Once he has taken a few steps however, he becomes very enthusiastic over his accomplishment. You, too, must take those first few steps, if you expect to enjoy the happiness and prosperity that rightly belongs to you.

Someone has written that “Life is divided into three terms: that which was, that which is, and that which will be. Let us learn from the past to profit by the present, and from the present to live

better for the future.” I quote that statement here because it so appropriately represents a pattern we all must use, if we are to build for the future. Of course, you have a

[17]

past from which to learn many things that will be a value to you in the present. Some of those lessons may have been a little severe, but you can still profit by them. In fact, your future success may depend greatly upon the lessons you have learned in the past. But, remember there is nothing in the past that should cause you to fear. Regardless of what those occurrences have been, you should profit by them. Those you consider as good may be used as a guide for future action; while those you consider bad should be only a warning against repetition.

Perhaps there have been times when you were tormented by the consuming emotion of fear. Fear of what? Is it the irrevocable past, the ever-fleeting present, or the impending future? Do you actually know why you are afraid? My experience, as counselor to thousands of fearful men and women, has revealed the fact that fear is usually grounded upon ignorance of the truth. We fear that which we fail to understand. If, then, we fear our own past, present or future, it would appear that understanding should begin with ourselves. “Man, know thyself.” Search for the good that is within you.

I have been called upon to analyze the lives of many persons who actually hated themselves. Such hatred is always engendered by self-fear, for all hatred is based upon fear. We hate a certain person or thing because we fear the effect that person or thing may have upon our well-being. To the student of thoughtsmanship there are no grounds for fear; thus, hatred is replaced by love. Love of self as well as others. What a welcome change will take place in your life, once you have learned to conquer fear. You can, if you think you can.

The trouble with most folks is that they emulate the humble sheep. They just follow the leader, thus taking the course of least resistance. Not knowing where they are being led, their lives are filled with indecision. The leader is usually looking out for no one but himself. To make sure that his followers serve his own selfish interest, he places artificial limits up on them. And, to make sure they stay within those limits, he instills them with fear of everything beyond that restricted

[18]

sphere. That is true of all selfish “isms” that have been inflicted upon the human race. Many times in my lecture work, I have gazed upon a sea of faces and have seen their one huge question mark; eager minds waiting to be filled with useful knowledge, then crying out for more. What they wanted and what you want is an array of truth. I believe that, in the following pages, you will find that which you seek. Once you have discovered your true worth, *health, happiness and prosperity* are assured.

Over a third of a century ago, I realize that I, like millions of other sheep-like personages, confined my thoughts to channels prescribed by leaders, so filled with fear themselves as to render themselves incompetent of leadership. Yet, I was allowing them to determine my limits. As full realization of such a predicament engulfed me, I determined to free myself of such oppressive bondage. How well I have succeeded, I will leave to your judgment after you have completed your study of this message.

That I have dared to step out of the “marked bounds” and dig for ore from which I might refine the pure essence of truth, may cause some wonderment on your part. At least it did in the mind of a friend to whom I loaned the original notes from which this manuscript was produced. After

carefully reading them he said, "You will bring the house-top down upon you, if you publish those truths." The only comment I could make to such a statement was that "The top of this house is too high anyway." I know that the finding of these truths has exploded many mythical theories. Yet, you may be surprised at the number of old, yet ever new, facts that have been substantiated. For example, long time ago someone said, "Time and space are no barrier to thought." My files are full of case histories proving that statement. Histories of folk, just like yourself, who refused to recognize the limitations placed upon them by the generally accepted rules of education.

Has anyone placed limitations upon your life? Are you timidly hesitant to strike out on a new venture of your own? You are an individual. You must think as an individual, not

[19]

as a collective flock of sheep. Never "follow the leader" simply because he states a truth. Many so-called leaders possess only half a truth yet attract a huge following. I would not speak discouragingly concerning anyone who is trying to lead others into a better understanding of self, but "one button doesn't make a pair of pants," even though that button maybe a materially important part of the garment. Retain your individuality. Strive to ascertain the whole truth; then determine judiciously the use you should make of it.

Early in my research work, I determined to search diligently for truth, regardless of where it might be found. One fact might come from the halls of science; another might fall from the lips of a soap-box orator. Truth is no respecter of person. The fact is just as true when discovered in a one room-school house, as when it is revealed in one of our finer universities. It matters not who discovered it, nor from whence it came. Its value lies in the fact that it is true. In this message, we lay the truth before you, not asking, nor expecting you to accept it simply because we have written it. We hope that you will put every statement made to the test. Prove it in your own life and you will then adopt it as part of yourself.

This is not the theory that, when put to the test, will work only part time. I have proved it in my own life and have watched it successfully change others from miserable failure to a life of accomplishment. Regardless of your present status, you can make advance through the use of thoughtsmanship. The change that will take place in your life is wholly dependent upon the confidence you place in your inner consciousness. "All power is given unto you." But, you must make use of that power. Determine, now, to *let* your inner consciousness express the energy that is resident within you. Happiness and prosperity will follow as surely as day follows the night.

You do have inner consciousness. It is superior to your educated self. Through its power, your thoughts are transmuted into physical expression. Of course, at this moment, my thoughts are being transmuted into letters, words and sentences; but such transmutation is due to conscious effort

[20]

upon my part. However, the study of thoughtsmanship will present a means of accomplishment seldom recognized and, certainly, rarely used with any degree of conscious effort.

Perhaps, before passing onto the next chapter, it would be well to enumerate a few of the different types of thoughts and consider their effect upon the physical. On the positive side, we have the constructive, inventive, creative, stimulative and many others. While on the negative side, we have the destructive, pessimistic, depressing and all forms of fear thoughts. As you will learn later, every cell in your body receives an impulse from your inner consciousness. Every thought you

produce affects the nature of that impulse. As your thought is recorded in your inner consciousness, motivating energy is sent to such muscles as are needed to carry out the demand of that thought. Thought is thus transmuted into physical expression. Have you ever seen a face turned ashen-grey from the effect of anger thoughts? A face flush crimson from embarrassment? Or, have you ever been frozen to the spot from fear? Whether there was in a real cause for fear, anger, or embarrassment doesn't matter. If the thought is produced, the physical expression is sure to follow.

Thoughts produce action, and action produces success. If you are at all desirous of success, and I am sure you are, you can produce thoughts that will direct your action in its production. Not only will they direct your action, thoughts actually attract opportunity. They will bring about the desired change in your life. So, we state a scientific fact when we tell you that "The Changing You" may be guided through conscious effort, and that the final product will be exactly what you think to make it. Are you ready to start thinking for yourself?

[21]

CHAPTER TWO

Realizing Your Relationship With Life

You may never have taken the time to make an analysis of your relationship with life. I know I didn't, until after I awakened to the fact that the creative power of life was being expressed through my Inner Consciousness. It was then that I determined to use life instead of being used by it. My awakening was simply, though unexpectedly, accomplished. At that moment, thoughtsmanship was born. Its development has been a slow but sure process. It has stood the test of these many years, never failing anyone who has properly applied it. You can accept it with assurance that it always works.

It was in 1914 while attending lecture on psychology that was proving to be rather dull, that a statement the lecturer made brought me up with a start. So far, his promise of startling revelations had failed to materialize, but suddenly I felt his words burning my consciousness. Those words have never been forgotten. "*What you think, you look; what you think, you do; what you think, you are.*"

The seed of thought, planted in my storehouse of memory at that moment, produced the tap-root nourishing thoughtsmanship. Never have I lectured on this subject without quoting that phrase. It is an appropriately simple statement of fact. Our thoughts are reflected in our faces in our general appearance. Our actions are directed by thought. And, thoughts make us what we are. With that superficial analysis of the statement, we will pass on to further consideration of the subject at hand. Later, when we had more thoroughly

[22]

laid the foundation of this work, we will return to it. For truly, "As man thinketh it in his heart, so is he."

Why are men and women so troubled, discouraged and perplexed? Can it be that the philosophy of life taught in our schools and churches has failed to prepare them to meet the problems of life? It is not my intention to question anyone's religious beliefs. Thoughtsmanship is not bound by any theological dogma. It can be applied to religion equally as well as to the more material things of life. We are interested, only, in the individual application of these truths. All of humanity is

motivated by a common desire, a desire for health, happiness and prosperity. Each in his own way is seeking a method by which to realize his ambition. Thoughtsmanship is the answer.

Once you have become fully cognizant of your relationship with life, it will be possible for you to inaugurate certain changes that will be astounding in their ultimate result. Financial circumstances, age, state of health, environment, or educational level need not deter you from making advancement. Instead of merely drifting along, allowing the future to master you, you can, through the power of creative thought, master the future. By living a life without purpose, you become a mere puppet of fate. While, through the use of your creative forces, you can progressively advance until you have reached your desired goal.

Saadi once said, "Stones and sticks are thrown only at fruit bearing trees." So, as you make advancement, you may expect a few "stones and sticks" to be thrown at you. Do not allow such an occurrence to discourage you, however, for you will know that you are bearing fruit worthy of the secret admiration of those seeking to obstruct your pathway. They are doing so in an attempt to garner some of your fruit. Such obstructive tactics, inspired by jealousy in those who were unwilling to expand the effort for self-advancement, always drives a leader on to greater accomplishment; so never allow what "they say" to distract you from your purpose. You are building your own life-structure

If you are to realize your relationship with life, you must

[23]

embrace the evolution of consciousness. That may sound like a mysterious task; but it is really quite simple. The evolution of consciousness is the result of intelligence. Intelligence is the result of your ability to learn; so you need only to learn of *what man is*, and *why he is* to evolve consciousness. Evolution within the Universal Sphere is the result of Universal Intelligence, while evolution within your mental sphere is a result of your own individual intelligence. Before anything can be evolved in your mind, you must first plan an idea—a thought or seed from which the harvest may develop. Thus, the evolution of consciousness was a conscious effort upon your part to learn-- to increase your intelligence. Through your study of this message, consciousness of your relationship with life is evolved.

Life is an expression of energy. You may give the source of that energy any name you choose. We will call it Creative Intelligence. All that ever was, is, or will be, vibrates with a life-giving energy of that Intelligence. No, I'm not introducing any theological theory. I am making a simple statement of fact, accepted by science as true. If it were not true, there never would have been an atomic bomb. Atomic energy is the life-giving energy of the Creative Intelligence, for there is but one energy in existence. You are a part of it, for it is your life. You must look upon the Creative Intelligence as Absolute. All things exist because of it. You, as an individual, have been endowed with a portion of it and have become an intelligent being. We ask you to use that intelligence in the evolution of consciousness.

Do not read any further until you have given careful study to the above paragraph, for you will have occasion to refer to it many times in your study of the following pages. You must fully recognize your relationship with that energy, for it is life, your life.

To evolve a greater consciousness of your own life force, you must recognize the Creative Energy as the Consciousness of the Creator. Yes, all energy is conscious energy, conscious of its own power and subject to intelligent direction, for it *is* the consciousness of the Creative Intelligence. Yes all

[24]

energy, regardless of the form of its expression, is the consciousness of the Creator. That energy can be directed by the intelligence of man. In fact, man does direct it in all of his activities.

Man is proud, and justifiably so, of the huge generators that send forth a constant stream of electrical power. There is no cause for me to enumerate the many comforts we enjoy because of them, for man has put electricity to so many uses that I am sure you are thoroughly familiar with its constructive, as well as its destructive power. What you may not have considered, however, is the fact that those huge generators do not create electricity. They only transform mechanical energy into electrical energy and send out an electric current over wires to be used for whatever purpose man determine. There is no difference in the electricity that lights your home and that which turns the wheels of industry. An electric current contains of a stream of electrons flowing through a wire. Those electrons, as we have stated, are the conscious energy of the Creator. They await your bidding.

Why has man gained control of that energy today, while for centuries he was unaware of its presence? Because a thought was produced in the mind of one man. That thought-seed grew into a bountiful harvest. Not only in the mind of that one man, but in the minds of thousands of others. All of the masterful inventions, in which electricity plays a part, owe their existence to that original thought. Yes life *is* what we *think* to make it.

No doubt you are now wondering as to just what is man's limitation. There is, of course, a limit beyond which man can never go. Man was given domination over all things within that limit, but being endowed with only human intelligence, he had to be restricted to the scope of that intelligence. Most of us place that limit far short of that set by the laws of the Creator. The reason for that is, of course, that we fail to make full use of our intelligence. We actually know so little. What most of us to do know is restricted to meager expression, due to fear. We are afraid to venture forth into new fields of endeavor. Those fear thoughts establish our limitations.

[25]

Man is a creator in his own right. Thoughtsmanship is a method whereby you make use of those inherent rights. Through the production of creative thoughts, you give guidance to the Creative Energy being expressed through you. By holding thoughts of poverty in mind, you direct that energy in the production of poverty. It requires just as much energy on your part to produce poverty—and certainly it is much less pleasant—as to produce prosperity. Both are a creation of man. What are you going to do about it?

There may be a few persons who actually consider money to be filthy; but most of us will keep on earning it, for we know that a little of it will buy a lot of disinfectant. I make no apology for including money-making possibilities in this message. Happiness doesn't exist for long in a state of poverty. If you are going to become a leader, you must demonstrate your ability to gain prosperity. Without it, you will be able to give little of your time to the service of others. Yes, thoughtsmanship teaches you how to make money.

Perhaps in times past you have failed to recognize the importance of thought and its effect upon your expression of life. Time may still be required for you to grasp its full significance. But, if you will only assume a receptive attitude, you will find the truths revealed in this message will guide you in building explicit reliance in self, and your ability to direct your indwelling power. In doing so, you are not drawing upon any supernatural force. You are only making use of the natural endowment

of man. You have that power, so you need only to direct it intelligently. Truly, THOUGHTSMANSHIP ACTIVATES LIFE.

Just the other day, I read a portion of this manuscript to a friend who had been a student of thoughtsmanship for many years. I was well pleased with his comment, for he said, "Many times when I have told you of some experience, you have shown me the component elements of life. Each time, as a new truth has been presented, I have wished that you would some day write a textbook on thoughtsmanship. Better yet, if you would only make it a question-and-answer book." "You forget," I replied, "That a question-and-answer book

[26]

must follow, not precede instruction. Such a book is in the making and I shall see that you get one of the first copies."

"Well," he stated, "I know that in the thousands of cases you have analyzed and the research work you have done, there have been hundreds of questions presented that cannot be included in a book of this nature. You have pointed out concrete facts to me that no other teacher of philosophy has ever touched upon. You have saved twenty years of my life that might have been spent in gaining information by the trial-and-error system, to say nothing of the disappointments you have saved me. I know from experience that thoughtsmanship works. It has put thousands of dollars in my bank account, to say nothing of the happiness I have gained because of it. Tell those people to get in there and think."

His thoughtful words, enthusiastically spoken, caused me to think. Just what are the contributing attributes to the successful application of thoughtsmanship? I have tried to cover the subject thoroughly in this message; but there must be some outstanding quality in those who have successfully used its teaching that is not possessed by those who simply gaze in amazement and never apply its truth to their lives. I have come to the conclusion that the mere fact that you are studying these instructions is a step in the right direction, but not enough. Back of it all, there must be a deep, burning desire to learn of your relationship with life. Coupled with the desire, there must be a willingness to take instruction. If you possess both desire and willingness, the rest is easy.

It is not a question of genius or inspiration. Neither is it a question of higher education, although it may help if you have not allowed such an attainment to prejudice you. Successful people are no different from other folk, except that they think differently. They have learned their trade of thinking, just like the carpenter or mechanic has learned his, by working at it. To them, inspiration should be called by its right name, "sweat." Get over the idea that thoughtsmanship will furnish some mysterious power that causes your wishful thinking to materialize into wealth. It will attract the opportunity;

[27]

but you will have to work out the details. Money is not going to appear out of thin air, although it will be attracted to you. Money is only a credit-slip showing that you have deposited a service. Or, if it is only a borrowed some, it shows that you promised to perform a service. You'll never accomplish your purpose in life by sitting at home and indulging in wishful thinking. I wish I could promise you an easier way; but I could never live up to such a promise. Your thoughts are being expressed in the physical, and their expression is what you are being paid for.

Disabuse yourself of the idea that you can just wish for success, and have it at hand. Between the you of today and the successful you of tomorrow, there lies a *thoughtful* road. It will be paved with thoughts. If that road is full of pitfalls, it will be because you have paved it with faulty thoughts. You can gain happiness and prosperity through the *use* of thoughtsmanship. I italicized the word, "use," because you must do just that: put it to use. It is not a difficult task, but it is one that requires constant application. However, once you have adopted these principles and made them a part of your life, you will find its application a perfectly natural sequence.

In my research work on this subject, I made it a point to meet every successful person I could reach. This not only afforded me an opportunity to observe them in action, but I could analyze the cause of their action-- the thoughts behind their deeds. I found that fully 95 per cent of the men and women who had earned prosperity, not inherited it, fell into the same pattern. All of them were using thoughtsmanship to activate their business. Consciously or unconsciously they had developed the habit of thinking creatively. They had confidence in their ability to think things through, had no fear of failure; therefore, kept success thoughts constantly in mind. As one man put it, "Why should I think of a thing I don't want to happen? I'm not going to tempt fate." He was stating a truth that for ages has been known, but has been seldom heeded. "As man thinketh in his heart, so is he. "

It was in 1920 when two brothers came to me with their problem. Both had recently graduated from a university in Chicago and were anxious to get started in the business of their

[28]

own. They had agreed upon the type of business, but failed to agree upon the method of promotion. Their father had loaned each of them five thousand dollars with which to make the start.

I have chosen this case because it's so typically exemplifies the role thoughtsmanship plays in business. Here we have two young men of exactly the same background and of equal financial standing, graduates of the same school, and of nearly the same age. I was acutely interested in the case. Frank, the older brother, was less impulsive than Ray. He felt that the business venture would be a profitable one, but was cautious in his approach to the promotional possibilities. He felt they should "make haste slowly." Ray, on the other hand, was a young man who knew where he was going and wanted to start going there.

There was no doubt about the soundness of the business venture. The whole problem hinged upon the method used in making advancement. I gave them the benefit of my knowledge of thoughtsmanship, and both were courteously attentive during the interviews, asking many questions and taking down copious notes.

They operated the business as a partnership for two years. Then one day they came to my office for further advice. Both were dissatisfied with the manner in which they were forced to operate. Each admitted that the business was a success, but each blamed the other for the growing unrest.

I again outlined the effect their thoughts had upon their state of happiness and the success of their business. Ray readily agreed with me and stated, "I know you are right, and I also know what I can do with the business if Frank would agree to go along.

"That's the problem with him," Frank protested. "He knows too many things that have never been tried out. We'd be in debt up to our ears if I had listened to him."

"I am not interested in your personal differences," I said, "but I am interested in that business, for I have watched it since that day you opened. I believe that for the good of the business, one of you should step back. The other paying in full

[29]

for his interest. It is evident that the business is suffering from owner-friction."

"If I sell out to him there won't be any business for very long," Frank stated gruffly. "I think he should sell to me. That would give me a chance to make a permanent thing of it."

"As I have stated before, I am not interested in your personal differences," I replied. "You will have to work out the settlement some way, for I am afraid there is no other solution to the problem."

Later, Ray called at my office and said he had sold out to Frank. "I know I am giving up a pretty good thing," he announced, "but I would never be able to put your philosophy to the test while associated with Frank. I'm thoroughly convinced of its practicability; but he won't give me a chance to prove it. He won't adopt anything new until someone else has tried the plan out. He has to see it in operation before he will consider any promotional method. By the time he has convinced himself of its value, it is too late, for someone else has taken the cream."

"What are your plans now, Ray?" I asked.

"Oh, I'm going back into business. This is a big city, you know. I won't actually be in competition with Frank. I'll just be the proving ground. I will work out new ideas, and then, after I have proved them a success, he can copy them. Talk about creative thinking! There'll never be a negative thought popping out of my head."

The last visit I made back there, I found Frank still doing business on the same corner. That he was reasonably successful was evident, for he owned his own home and his two sons were in college. His share of his father's estate had provided the funds with which to remodel the store, and everything looked up to date.

Ray had sold his retail store and was now in the wholesale business. One glance at his luxurious office, with its staff of busy attendants, revealed his state of prosperity.

As I entered his private office, he greeted me with the proclamation, "It sure worked, Doc." He then proceeded to tell

[30]

me about the success he made in the retail store, and how, while still a young man, he had visualized "just such a set up as this."

"You've certainly accomplished your purpose in life," I said.

"Well not exactly," he replied solemnly. "I have never been able to convince Frank that he should get the lead out of his shoes, and go places. He's still plodding along at the same old stand."

Noting that he was really seeking a solution to Frank's problem, I offered my first criticism of his method of using thoughtsmanship. "I'm afraid you have applied thoughtsmanship to your business life only," I commented. "Years ago you boasted that there would never be a negative thought pop out of your head; but I am sure that in your dealing with Frank, you had been producing a whole line of negative thoughts."

For a while he sat gazing steadily at his desk-calendar; then, with an expression of pain shadowing his face, he spoke. "I guess you're right. I have never forgotten how selfish Frank was when he insisted that I sell my interest in that first store to him. You know that old place means a lot to me. I would hate to see Frank close it out."

"Well, Ray", I replied. "Thoughtsmanship doesn't teach the art of forgetfulness; but it does teach the method of replacing a negative thought with a positive one. It should be applied to the whole of life, not just to business alone, for it builds health, happiness and prosperity."

Ray's fault lay in the fact that he allowed creative business thoughts to dominate his thinking. He failed to round out his life through the application of thoughtsmanship to all fields of human relations. Prosperity being his goal in life, he stopped short of all else. I trust that you will not allow this to happen to you. Ridiculous though it may seem, most successful men and women are making the same error. I have found it so in the lives of many of my students. They tend to move toward a specific goal, confining their thinking to a narrow channel. This need not be so, for creative thinking covers every expression of life. One need not neglect the slightest

[31]

portion of life in order to develop some specific part. We must learn to live life to the full.

Had Ray applied his knowledge of creative thinking to the whole of life, his relationship with his brother would have been a wholesome one. But, no, he bitterly resented the treatment he had received. That resentment distorted his thoughts and robbed him of much happiness. That he deeply regretted the instance was evidenced by his desire to help Frank gain greater success. Resentment is that direct result of negative thinking, and must be replaced by a positive thinking, if one is to gain happiness.

Frank, unlike his brother, failed to apply thoughtsmanship to any degree. He was willing to plod along accepting whatever fate offered. The result was a mediocre success. He lacked faith in his own ability to forge ahead, and always waited until someone else had blazed the trail. He acted upon the thoughts of others. He would have called it, "Playing the game safe," but the prizes of life go to those who run the race. By the time the plodder reaches the goal, he finds the more valuable prizes have been won by those who dared to strike out boldly.

Neither one of the brothers used thoughtsmanship to any great extent. Frank scarcely at all, and Ray applied it only to business. But the example is valuable, for it does reveal certain possibilities. Both brothers were given an opportunity to learn and apply it, for they attended instruction periods together. Their background was identical in their financial status was equal. The difference in degree of success attained was due entirely to the use Ray made of his knowledge of thoughtsmanship. Both failed to realize their true relationship with life; but of course, Frank was the greater offender. He tried to accomplish his purpose through conscious effort only. While Ray never mentioned the fact, others informed me that he had given Frank a great deal of assistance. I can readily accept that statement is true, when I consider the sentiment showed toward the "old place." Frank preferred to let Ray do his thinking for him, ignoring his own creative abilities. In that respect, he was no different from thousands of

[32]

others with whom I have counseled. They refuse to think for themselves; therefore they must follow the lead of another who will think.

We know that Creative Energy is expressed in all things. But what some fail to understand is that man may intelligently direct that expression. Certainly this is true in the production and use of electricity in all forms of locomotion. In fact we know it to be true of the movement of the body for we cannot move a single muscle without putting that energy to use. Supposing you wish to leave the

chair in which you are now seated, and move across the room to another chair. Just what do you do about it? You simply produce the thought, informing your inner consciousness that you desire to make the move. You, as a conscious being, have nothing more to do with the expression of energy. Your thought instructions are carried out to the letter, for you have dominion over that energy. You don't have to think about how you are going to walk across the room, for the expression of a thought is left to your inner consciousness. Because of past experience, you know that your wishes will be carried out.

If this be true in one instance, why shouldn't it be true in all? It is, for I have seen it demonstrated in countless instances. Your thoughts are being transmitted into physical expression whether you want it to be so or not. Whether or not their expression in the physical is consistent with your plans for the future is dependent upon the intelligence used in their production. Careless thoughts will produce careless actions. Thoughts of failure will produce failure. But such negative thoughts may be replaced by positive ones, with the assurance that they will be expressed. I'm sure that you are not going to fall back upon that worn-out phrase that, "Fate is against me." Fate is against no one. Their thoughts may be, but fate, never. There are no supernatural forces stacking the cards against you. You are dealing your own hand. And, the best part of the whole thing is, you may see every card you deal to yourself before it leaves the deck. You can accept, or reject it at will.

Knowing that there is a Creative Energy being expressed

[33]

in the Universe, it is logical to suppose that you would seek to learn the method used in giving it the expression. It is not our intention merely to tell you that you can do these things. We will tell you why, and show you how you may accomplish your purpose. We'd are not wish to discourage anyone by delving too deeply into the philosophy of life; but there are great truths that must be known, if one is to realize his relationship with the phenomenon of Creative expression. You are a part of it, so you must disavow the superstitious belief that man is an independent unit. The only independence man enjoys is due to his own intelligence. He has the power of thought with which to direct the energy within. The power of reason gives him a distinct advantage over all other forms of creation, but so few actually use it. In this message, we will reason things out together.

Life, Creative Energy, is subject to Natural Law. A great deal has been written about Natural Law; but little has been said about it what it actually is. Most people think of it as a means of punishment, not realizing that the law may be used by them for their own good. The Creative Intelligence does not use a law as a club with which to beat anyone over the head in order to make him good. The laws are fixed, never changing, and the only punishment meted out is of your own making. Take for instance the law of gravity. You know that if you jump off the roof of your house, you are going to break some bones. Who administered the punishment? Certainly not the law. You knew the consequences before you jumped. But, whether you did or did not know, you cannot shift the responsibility to the law. You, alone, are responsible for the act. So it is in all phases of life. You produce the thoughts that cause the action. The law of Cause and Effect always works. Produce thoughts of poverty, and poverty will overtake you; but produce thoughts of prosperity, and prosperity will be yours. Thoughts of unhappiness will cause you to be unhappy. So we might continue through the long list of effects due to thought; but it would be simply repetitions. I am sure that enough has been said to convince you that life *is* what you *think* to make it. No one else can do your thinking for

[34]

you. They may supply you with the substance from which you derive happiness; but that does not make you a success. True, some folks prefer to have it that way but most of us like to do things on our own. We like to plant the seeds of success, and then cultivate the plant until we can reap the harvest.

We know that the Life Principle is resident within the seed we plant in the ground. We never question the law of Reproduction when we are dealing with the seed of the plant, so why question it when we are dealing with the thought-seed of action? The seed is not the law. It only conforms to the law. It is a bundle of conscious energy and depends upon the law for guidance. The seed has a purpose in the scheme of things, and that purpose is to produce a plant of its own type. Everything that happens in the production of that plant is intelligently directed, directed by the Creative Intelligence through the use of the Natural Laws. Thus, we may consider the process as being a mechanical one, the consciousness of the plant acting under intelligent direction. Now, the question arises, will the consciousness of the plant react to the intelligence of man? We need only consider the work of science, in the production of hybrid plants, to find a ready answer. It may even be found in your own garden. The planting, cultivating, supplying of certain ingredients in the form of fertilizer, and the supply of moisture through irrigation is subject to the intelligent direction of man. But, if a man is going to reap a harvest, he must abide by the laws of Nature. He is limited in his creative expression by that law.

The thought-seed you produce in your process of mind and plant in your Inner consciousness is not the law, but it, too, is a bundle of energy. It has a purpose in the scheme of things, and will produce true to type. Like the seed you plant in the ground, it must be cultivated and supplied with certain ingredients in order to insure a harvest. One wishful thought could hardly be expected to produce much of value. Especially when surrounded by weeds of negative thinking. We must learn to think creatively, and then continue to support the original thought with further creative ingredients.

Your realization of your relationship with life should enable

[35]

you to eliminate all negative thought and confine your thinking to the positive. If you will do this, *health, happiness and prosperity* will be yours.

Never fear the Natural Laws. All of creation exists because of them, for they are the will of the Creative Intelligence. Yes, the Natural Laws, spoken of so many times in all writings dealing with Nature, are the *will* of the Creator. Were it not for that *will*, all things would be in chaos. Your relationship with life is established in accordance with those laws.

[36]

CHAPTER THREE

Life Becoming

In the preceding chapters, and those that are to follow, certain statements of fact are made. Years of research have proved them to be true. I am convinced of their authenticity, for I have not only proved them through scientific procedure, but have applied them to my everyday life. They work

equally as well for others as they do for me, but the personal experience gives one an assurance that is difficult to gain from the experience of others. So, you will never fully realize the effectiveness of thoughtsmanship until you have experienced the results obtained through its use. That you are going to put it to use in your own life, I feel certain. However, confidence in the workability of any plan is increased if the cause of its efficacy is thoroughly understood. This chapter will give you such an understanding.

It is to prove to you that thoughtsmanship is not based upon mere theory that we are presenting you with a word-picture of a life becoming. You want to know what man is, and why he is. If you had read, or you if you ever do read any of the Shaklee Messages, other than this one, you will know that each is built upon the foundation revealed to you in these two chapters. Once you are familiar with the scientific findings, you will better understand the instructions given. Your confidence in thoughtsmanship will increase; your faith in yourself will be secure, for in all of your undertakings, you will know why you are able to successfully fulfill your most cherished desire.

I know that this chapter and the next will not be so easily read as those that are to follow; but I firmly believe that you will get a clear picture of the Creative Intelligent giving

[37]

expression to life through Creative Energy. Study each paragraph carefully. You must know what man is, and why he is, before you can successfully apply thoughtsmanship. It is not a difficult task, and I'm sure that you will profit, greatly.

It has been my good fortune to read many books on the subjects of psychology, psychiatry, psychoanalysis and others dealing with psychic phenomena. All were a value as they set forth many facts pertaining to mental and emotional disorders. Most of them described remedial treatment, but failed to provide enlightenment as to the underlying cause of such psychic phenomena. I wanted to know why such reactions occur. You, no doubt, have the same desire, but have been unable to find at any logical explanation of why the subconscious mind responds to suggestion, etc.

I am deeply indebted to science for the aid it has given me in the preparation of this chapter. Much criticism has been heaped upon scientists for the manner in which they have handled many of our foible beliefs; but we must remember that scientists are searching for truth, and truth is where you find it. Statements made in scientific writings may explode some of your pet theories, but the fault does not lay with the scientists. Your theory was based upon a hypothesis that would not stand the bright light of truth. Or, at best, was only a half truth. Regardless of any theory you may now have regarding this subject, I ask you to withhold judgment until you have finished your study. Proceed with an open mind, and I am sure that you will gain in understanding. I know that the application of thoughtsmanship will be made easier.

To understand why man is able to use Creative Energy, it will be necessary for us to trace the expression of that energy from the beginning of all things. We will endeavor to answer your questions in a straightforward manner, confining our statements to facts revealed by science. While a number of books could be written on the subject, we will endeavor to give you the outstanding truths in a limited number of pages; but you must study them with meticulous care, if you are to gain full understanding.

In order to make sure that we fully understand man, we

[38]

must study the creation of all things. We must consider every phase from the very beginning, for we are in search of the Ultimate Cause of things. We know that a Creative Intelligence has brought a world into manifestation; but, if we are to determine the part man plays in the scheme of things, we must trace the course of materialization.

If, in the beginning, there was a directing intelligence, and all findings of scientists indicate that there was, all things must have been created in accordance with the will of that intelligence. Thought, then, has caused all things to exist. Of course, thought could not be expressed without energy. And energy possessing consciousness must have existed in order to act upon those directing thoughts. At this point we have, what we may term, a Universal Space filled with that consciousness, Creative Energy, subject to the will of the Creator. As you will remember, we stated in Chapter Two, that the Natural Laws were the *will* of the Creator. That *will* directed all creation. All that ever has, does now, or ever will exist, came into being in accordance with Natural Law. That fact must be kept in mind when considering your relationship with life.

The subject of Creation has been considered by most folk as being beyond the conception of man. They associate it with religion, so simply accept or reject the Biblical record according to their faith. I have had many students question the advisability of looking into the matter too deeply. They felt their belief in the matter, I studied every scientific record I could find pertaining to the subject. If I am to use that Creative Energy in advancing my position in life, I want to know how the Creative Intelligence used it in creating the matter with which I must work. I can see nothing sacrilegious about that. Certainly a technician in any field of endeavor should be familiar with the tools he uses. You are giving consideration to the most useful tool man is privileged to operate, *thought*. So, you should gain as much information as possible concerning it. The more you know how the use thought has been put in to in the past, the more confidence you will have in applying thoughtsmanship in your life. Our world came out of the Unknown (the imperceptible),

[39]

the beginning of all things. All material things were yet in the thought stage. Through the power of the Creative Energy, thought was transmuted into physical expression. Right there is where most folks stumble in their attempt to analyze the method of Creation. There being no material thing in existence, and is difficult for them to follow any logical line of reasoning. But, there must have been something from which to form matter. Yes, there was something, and that something was identical with the element you're using in your everyday life to give your thought expression. You could use nothing else, for there is nothing else in existence. There is only the Consciousness of the Creative Intelligence, Creative Energy. It is known as pure energy, and science has determined that the units of energy are the electrons. We will not go into a scientific discussion of how the electrons were formed into atoms, atoms into molecules, and so on into solids. I'm sure that you know that to be true. There are numerous books in your public library giving detailed information on the subject. You will find it fascinatingly informative to study them.

Science tells us that all matter, mineral, vegetable or animal, may be reduced to the electron. By doing so, we have reversed the process of Creation, and that which is left is the unit of Creative Energy. With such provable facts before us, we can come to no other conclusion than that we are living in a Universe of INTELLIGENTLY DIRECTED ENERGY. Nothing else exists, yet we have harmonious expression. So, we must conclude that all things are composed of pure energy (electrons) controlled by an intelligence. Is it unreasonable to conclude, then, that man's intelligence also controls that energy? Within human limitation, of course. Man need only to think in harmony

with the Creative Will (Natural Law) to accomplish that and you will prove this to your complete satisfaction through your application of thoughtsmanship.

The principle set forth in the above paragraph is the key to a successful life. We must live by that principle, yet few people care to take the time to familiarize themselves with it. What are you going to do about it? Simply admire the truth, are you going to put it to work under your intelligence direction?

[40]

You can, if you will do so. Your future life is of your own making, you know. Cast out the thought that you must accept whatever is handed out to you. Of course, if you think that, that is what you will get; but you don't have to think it. You can direct your thoughts into a more profitable channel.

By setting forth these facts, we are preparing you for the revelations that are to follow. Thoughtsmanship will work in your life, whether you are conscious of these facts or not; but we feel that your self-confidence will be greatly increased by this knowledge. You may be a student of psychology and know that certain suggestions made to your subconscious mind will bring about certain results; but with increased confidence, the results will be more certain. It isn't necessary to go blindly about this matter of self-advancement. Plans may be as securely laid for your happiness and prosperity as for the construction of a building. The same energy is used in each instance, and it must be intelligently directed, if the final results are to be satisfactory. Simply making suggestions to your subconscious mind is not enough. You must think, creatively.

We live and move about in a vast sea of energy, and it is all Creative Energy. It is all about us, and in us; we are that energy, for "All things were made by Energy; and without Energy was not anything made that was made."

The consideration of Creative Energy may be somewhat baffling, but that need worry you. Scientists are baffled, too. They know of, and can weigh and measure the expression of energy, but back of it all there is something that defies description. The Ultimate Cause belongs to the Unknowable. Naturally, you may ask, "Is energy actual?" There can be no question about the existence of energy, although we can see only its expression. Without it there would be no expression. Yes, energy is actual.

In our discussion of the subject, I have spoken of the unit of energy as being the electron. For all practical purposes, there is no need to further describe the electron. To do so would necessitate a much deeper discussion than is warranted

[41]

here. We are interested, only, in the use we can make of them in accomplishing our purpose in life. Scientists assure us that they are constant, so we can always rely upon them to meet our needs. To state, empirically, that no energy is ever lost is beyond proof. All experimental evidence clearly indicates that fact; but no instrument has ever been developed with which to prove such a statement. Those who wish to argue the point, however, may console themselves with the thought that it is only assumed that no energy is ever lost, but that assumption is well grounded.

In our consideration of the subject, we will accept the statement of physicists that this sum total of matter and energy, with whatever other substance there may be, remains constant. At least you have no cause for doubt as to the results you will obtain through its use. While we know that all matter is in a state of deterioration, some of it being classed as radio-active—it's the electrons breaking free from the atom-pattern—that need give us no concern. Through such a process, it ceases

to exist as matter, but continues to exist as energy, for its electrons join the sea of energy all about us. Because of this process, it is beyond the ability of man to conceive of an absolute beginning or an absolute ending.

We have determined that in the beginning there was a Creative Energy filling the Universal Space. That, in order to give expression to that energy, the Creative Intelligence *willed* that certain things take place. That *will* still controls the expression of energy. Such rules and regulations are known as the Natural Laws. They are fixed and authenticated by the Created Intelligence. The uniformities of Nature confirm such a statement. It does not, however, prove that dates are set when certain things must happen. It only proves that when certain things do happen, they must happen in accordance with law. Such a self-consistent concept gives explanation to the purposefulness of Natural Law. It gives us cause to believe that we can make things happen.

Some one has said, "Whatever is good is its own warrant for being." Of course, good is a relative term, so no standard for good can ever be established. What is considered good by

[42]

one person may be considered bad by another. I might say that a certain thing was good, therefore, was its own warrant for its existence; but to you it had no warrant whatsoever, for you consider it bad. To me, all things exist, whether good or bad, either because the Creative Intelligence willed it so, or because it was of such a material nature that it was subject to the will of man, and willed it so. Don't blame the Creative Intelligence for all the bad things in existence. Man is a creator, too, you know.

In the preparation of this message, I have drawn upon my own experience, as well as the experiences of others in this as well as generations in the past. I felt that through the study of actual experiences, I would find a true record of man and his relationship with life. Many years have been spent in the search for truth, but satisfaction derived from my labors has amply rewarded me. I am now able to present to you a practical method, whereby you may build happiness and prosperity. Not through haphazard toil, but through the production of creative thought that will guide your expression of life. That some may differ with me, in the following explanation of the creation of all things, is to be expected; but I doubt that many will question my sincerity. Every statement made has been weighed in the light of scientific knowledge. I trust that they will help you gain a better understanding of what man is, and why he is.

Upon beginning my research in the subject, my first problem was where should I turn for a record of creation? There were over eighty types of bibles to choose from, but I chose two. One, the Christian Bible, is accepted by theologians as presenting a true record of creation and the relationship between man and his Creator. True, it was written by men, but they claimed to be inspired by a God. The other bible I decided to use was that of the scientists. We know it to have been written by the Creator. The history of Creation, written therein, includes the development of the mineral, vegetable, and animal kingdoms. They are indelibly inscribed upon the rocks of time. My analysis is based upon the facts thus recorded.

[43]

As stated before, you may differ with me in the manner of presentation of the subject; but that need not prevent us from studying together and considering scientific findings. If one is to gain self-confidence, one must know self-value. Knowing the facts concerning the creation of man, should

give us a better understanding of self-values. Courage to face the future is born through understanding, so greater knowledge should give us greater courage.

Science tells us that in the beginning, if there was a beginning, and there must have been a beginning, there was an intelligent expression in a sea of energy that then existed. We are told that, so far as science is able to determine, there was nothing in existence except a sea of electrons, pure energy. It is, of course, impossible for the human mind to conceive of such a thing; but nevertheless, we were told that such a condition did exist in the beginning. The Biblical record states that, "And God said, let there be a firmament in the midst of the waters (sea of electrons), and let it divide the waters from the waters." In going back in history to the beginning of time, as man considers it, we are establishing in our mind, that the Creative Intelligence is the beginning of all things. As we follow the expression of the Creative Energy, we see imperceptible converting into the perceptible in response to the will of the Creator. Up to this time, all things, as we know them, existed only in thought. Creative Thought directed the Creative Energy into expression, and we have the formation of the Planetary System, including our earth.

Leading scientists hold that the Creative Energy is the consciousness of the Creator. We know that all things are made of Creative Energy (electrons), therefore, all things are but the consciousness of the Creator. Thoughts, produced by the Creative Intelligence, were transmuted into physical expression. Likewise, the thoughts produced by man are transmuted into physical expression, but man produces no energy of his own. He must depend upon the Creative Energy. Man in himself has no power; but he can, through the production of thought, use that energy that created all things. Should we doubt the ability of man to build a successful life, when he has such

[44]

a power awaiting his bidding? It can only be a matter of properly directing that energy. "Whatsoever ye ask, believing, ye shall receive."

In the beginning, the Creative Intelligence willed, and through consciousness, all things were formed. The law of Evolution (Creative Will) is bringing about a constant change. New forms are taking place, and life is becoming. Actually, nothing new has been added, just change in forms, for all things are formed of but one element, the electrons.

Man was created in like manner to all other things. He was at first but a thought; then, that thought was transmuted into physical expression in exactly the same manner as all other forms of Creation. He came into existence because of, and out of, the consciousness of the Creator. The spark of life within man that directs his existence is an endowment of the Creative Intelligence. He is part of the Creative Consciousness. In this message you find it referred to as the Inner Consciousness. "Know ye not, that ye are the temple of God, and that the spirit of God dwells within you?" Maybe the truths revealed in this message are not so new after all.

It is well to remember that the electrons were conscious of the will of the Creative Intelligence, else there would have been no expression. The electrons were willed to form into a firmament. We, too, *will* that our thoughts be expressed in the physical. Could the thoughts of the Creator have had any effect upon the electrons had they been void of consciousness? They *are* the consciousness of the Creator, therefore, are conscious of their own power. Keep that thought in mind, for you will have occasion to refer to it many times in your study of the following chapters. In fact, the mysteries of life seemed less impressive when you become cognizant of the consciousness of the electron.

Keep in mind, always, that the electrons (pure energy) are the only building blocks used in the creation of matter. Every expression of life is evidence of the electrons in actions, whether it be in violent exercise, or the slightest flutter of the eyelid. Our great generators send out a stream of electrons to operate myriads of industries. Locomotives pulling long trains of

[45]

loaded boxcars, passenger trains with their precious cargo of human lives, all express the power of the electron. Atomic energy is not atomic energy at all, but is electronic energy. All the expression is because of it.

If the electron is the consciousness of the Creative Intelligence, and all things are constructed of no other building blocks, the consciousness of the Creator is in all things, and can be directed by man. In fact, man is directing it in all of his activities.

Every rule formulated by any authority on mental development, psychologist, psychiatrist, instructor in religion, salesmanship, business, etc., must be based upon the electronic consciousness. The promulgators of such theories may not be aware of that fact; but that does not make it any the less true.

You will now readily comprehend why certain formulae work, even though the author did not know, or at least gave no logical explanation. Such writing should take on new meaning to you now, for they are a record of how someone has used the consciousness of the Creating Intelligence, so we may profit by their experience.

Consciousness must not be confused with intelligence. It is the result of intelligence. An intelligent being is conscious of his intelligence. We are conscious, only, because we are endowed with a portion of the Creative Intelligence. You are a part of the Creative Consciousness. Of course all things are but Creative Consciousness; but some are given a brain through which their consciousness may be directed by thought. Man is, of course, endowed with a higher degree of intelligence; therefore, is more keenly conscious of his own power.

From your old viewpoint, life was shrouded in mystery. The absence of knowledge concerning certain truths prevented you from gaining full realization of your potential power. You must not allow any of your old beliefs to inhibit the expression of your newly gained consciousness. While in times past, the world about you may have appeared to be a rather drab, inert object, worthy of only dubious contemplation, all things will "now come alive." You will feel your relationship with life. You will know that all things about you

[46]

are living, vibrating objects composed of the Consciousness of the Creator. Your enjoyment of life will be greatly increased.

Look about you at the expression of the electrons. See them expressing life in accordance to intelligent direction. Know that all are conscious of their own power. You, too, must become conscious of your power, for you have dominion over all things.

Creative Intelligence may belong to the Unknown; but it is not an unknown reality. Of course, no one, regardless of his intellectual attainment, should be so presumptuous as to attempt to tell us where the Ultimate Source is, nor what it is. We can, however, correlate the findings of science, draw upon our own experience, as well as that of others, in appraising its expression. You are an intelligent being, so use that intelligence to direct your expression of life.

The old theory, that man is just a mechanical machine, chemically operated, has long since been discarded by progressively minded persons. The chemical constituents of the body can be determined, but that does not disprove the control of those chemicals by the Inner Consciousness, for they, too, are just a bundle of electrons. Yes, man processes something that places him a little higher in the scheme of things than the common chemical of mineral elements. His endowment of intelligence allows him to direct the function of those elements. We will, however, leave the discussion of the care of the physical body to be covered in a later message.

As we have previously stated, the creation of all things began with a thought. It will be interesting as well as enlightening to note the progressive procedure. We know that the Creative Consciousness is the only energy in existence. Science tells us that the electrons (Creative Energy) are the building blocks used in the construction of all matter. Now, let us determine how matter was formed.

In the beginning there was only a sea of energy. Suddenly, there was a disturbance in the sea. Matter began to appear; the imperceptible became perceptible, then took form. From somewhere, an unknowable source, Creative Intelligence directed the process. Life was becoming. "And the Spirit of God

[47]

moved upon the waters." As yet, nothing had developed. Just an uneasiness, a warning that something was about to happen. The Creator was marshaling His forces; electrons were rushing into atom patterns, and atoms were seeking harmonious union with others of like pattern. It was thus the firmament was created. With that firmament, the mineral age was born. It came into existence because a thought was transmuted into physical expression. It was *willed* to form a certain pattern.

Suppose we stop right here and consider the amount of will power we use in forming a pattern for the physical expression of our thoughts, if we use any at all. Pretty much like a jigsaw puzzle, don't you think? Perhaps it is about time we applied thoughtsmanship. No wonder our creations have been of so little value. We have failed to follow a plan, so our life's structure is but a jumble of material. No purpose. No plan. Just a hit-or-miss conglomeration of success and failure. Are we going to allow such a thing to continue? Through the use of thoughtsmanship, we can bring order out of chaos. We must learn to think our way through life.

Your Inner Consciousness, being an endowment of the Creative Consciousness, will create new things in its own right, if you will form the pattern for such a creation. You must guide its expression by exerting your will. Through the production of thought, you inform your Inner Consciousness of the expression you desire. Those thoughts *will* be transmuted into physical expression. Yes, it is as simple as all that. You need only to plan it that way. Through the study of this message, you will be able to construct a workable plan and give such an expression to your Inner Consciousness as will insure happiness and prosperity.

You are an explorer, searching the treasure-house of Nature for gems. Why go blindly about, picking up all manner of rubble, when you have it within your power to attract only the precious stones? And illimitable supply is before you. This message will start you on your way, but only through the planned production of thought can you hope to attain your rightful degree of perfection. Your expression of the life force within you will be an exact reflection of the thoughts produced in your process of mind. You may produce thoughts

[48]

that are injurious to your own well-being and suffer from the results of their expression, or you may produce thoughts that insure your pleasure. You have dominion over the Creative Consciousness within you in may demand of it, "Whatsoever ye will," so make sure that your thoughts are of such a nature as to produce pleasure through their expression. Create thoughts of beauty, that your inner consciousness may express that beauty in your life. By keeping your thoughts free of the sordid, imperfect things, you will free your life as such expressions.

Expression of Creative Energy, from the very beginning to the present day, has been in accordance with the Creative will. The record has been plainly written in the rocks of time. Scientists have been, and still are, busily engaged interpreting those records. What will be forthcoming can only be conjectured; but what has been discovered is openly expressed for all to read and incorporate in their own plan of life.

The appearance of the firmament, the beginning of the Mineral Age, provided heterogeneous matter from which the earth, as we know it today, has evolved. But matter regardless of its nature, is constructed of but one type of building block, the electron. That electron is conscious of intelligence direction, so use your intelligence in directing the construction of a successful life. The Law of Evolution is forcing progress upon you. Man is becoming. "Ask, and it shall be given unto you—" Ask of your inner consciousness, believing, and then hold fast to your purpose, determinedly striving for accomplishment, and success will be yours. "Seek, and ye shall find—" Seek to find the pattern through which your inner consciousness may give expression to the thoughts of happiness and prosperity produced in your process of mind. Seek ways and means to improve your station in life. Strive to understand your own potential worth. "Knock, and it shall be opened unto you." Knock at the door of Nature's treasure-house. *Let* your inner consciousness direct your process of mind, and listen to her words of wisdom.

Creation is still going on. You are a part of it. Are you going to be a help, or a hindrance? Your inner consciousness, if you will allow it to do so, will use your process of mind in the pro-

[49]

duction of Creative Thought. You thus become an instrument through which creation takes place. Your life is becoming. The law of the evolution is forcing you on.

The discovery of atomic energy gave to man tremendous power; but he must next discover that he has always possessed that identical energy within himself. The atom has always been with us. It was just awaiting a man's bidding to give to him the electronic energy it possessed. Nothing new, just the discovery of a method whereby man could make use of that energy. Man will never enjoy the full benefit of that discovery until he has made such intelligent advancement as to allow him to direct it.

In the summer of 1945, the early morning quietness was rent by a tremendous explosion. There on the New Mexico desert, man demonstrated his ability to direct the electrons (electronic energy) away from their atomic pattern. Unfortunately, that first demonstration proved only that man could disrupt the natural pattern of expression. Energy, thus freed, caused great destruction; but upon that July morning, a new era was born. Man now stood at the very foundation of creation. His success in freeing the electrons from their atom pattern, placed a heavy responsibility upon him. Man's intelligence must now rise to the occasion. He must intellectually direct that energy, if man is to survive.

Viewing the destruction caused by the explosion, it would appear that the electrons acted without intelligent direction. But such was not the case. Each electronic, conscious of its own power, acted in accordance with Natural Laws. They rushed off at their normal speed to join innumerable others in the sea of electrons that surrounds the earth. Their action was perfectly natural and was no different from that of other electrons being gradually liberated through the deterioration of matter. It was more concentrated, that's all.

The victory of the scientists is unquestioned. They proved, beyond a shadow of a doubt, that matter is constructed of bits of energy call the electrons. When the electrons were freed, never completely disintegrated, vanished from sight. No longer in the form of matter, yet present in the form of energy.

[50]

CHAPTER FOUR

What Man Is

Men and women everywhere are seeking to determine what man is, and why he is. The universal question concerning life seems to be, "Well, what's it all about, anyway?" Hundreds of discouraged persons have come to me for counsel with that question uppermost in their minds. To them, life was just a continuous round of trouble. They failed to realize that life is just one thought after another; that it is what we think to make it. Life is only an expression of force, and that force is the Creative Energy. Man directs that energy; therefore, he makes of his life whatsoever he wills. Through the production of thought, he wills the form of his life's expressions. If he is careless of the nature of thoughts produced, his life will be carelessly expressed; but if he carefully plans, then produces thoughts in an orderly fashion, his life will be orderly and well managed.

Had we continued further with our study of Creation, we would have found that all things were created in order: mineral, vegetable and then animal. Every new form fitting perfectly into the scheme of things. Creative Thought being in order, its expression in the physical was in order.

We come down to the final and, to us, the most important phase of creation, man. In referring to the creation of man, I am not speaking of the creation of the animal man, for physical man came into being thousands of year before showing any evidence of possessing an intelligence. I'm speaking of the time when he was endowed with an intelligence "in the image" of the Creative Intelligence. "And God said, let us make man in our own image, after our likeness—" Certainly, the Creator did not make man's physical body after His own

[51]

likeness. To put such an interpretation on this part of the record, would be an attempt to lower the Creator to the level of physical man. No, the creation of man meant something more than the creation of a physical animal. It meant the addition of something to the animal man that already existed.

That is what was an extraordinary important part of creation is indicated by the fact that he was created "after our likeness" and "in our image." Man must have been endowed with something more than other animals, else he would not have been given dominion over all things. Think what it

meant to entrust "all things" to of the intelligence of man. Quite a responsibility for man to bear too, don't you think?

The findings of science would indicate, that through thousands, perhaps millions of years, animal man was guided by instinct, just as other animals were. He was made conscious of the need of action, responding to the urge without reasoning why, and gave heed to self-preservation automatically. That sixth sense afforded him protection against his enemies as well as the elements. All wild animals process such an instinct. Man still has it, but, through disuse, it has weakened until he seldom recognizes it. Possessing a higher degree of intelligence and reasoning power, he has come to depend more and more upon himself. If he does recognize the urge, he usually ignores it. Perhaps he is missing a great deal by so doing.

We are told in Genesis 2:7, that God "breathed into his nostrils the breath of life, and man became a living soul." By the use of that term, it is reasonable to assume that the creation of a living soul was something separate and apart from the creation of the physical. Not bound by the limitation of the physical, its apperceptive nature harmonizes with the supermundane. It is capable of communication with the Creative Intelligence; could, if and when it's so desired, receive intellectual aid therefrom. Of course, in the most cases, the egoistical soul of man refuses to seek guidance from the Supreme Intelligence. Man has thus ignored his greatest heritage, for self-aggrandizement now dominates his volition. It is to acquaint you with your neglected birthright, that this message is being written.

[52]

I believe that you can regain your ability to interpret the urge of your inner consciousness. In fact, the Shaklee philosophy of life is based upon that belief. We know that if you are to live your life to the full, you must realize the potential power that is lying within you, just awaiting your bidding. Perhaps, like many others beginning their study of thoughtsmanship, you consider gaining dominion over your inner forces a difficult task. Actually, it is no task at all, for you already have dominion over your inner consciousness. It is just a matter of recognizing that fact and giving it intelligent direction. Also, allowing it to communicate with you. Yes, your inner consciousness will present you with much knowledge, if you will allow it to do so.

In the many years spent in the research laboratory, I have had many ideas to me "right out of the thin air." Where did those thoughts come from? Some call it inspiration, while others have some other name for it; but the name we give it isn't important. What is important, though, is that we are made conscious of ideas not consciously produced by us. So long as you recognize that fact, it matters not to what source you give the credit.

Does that mean that we should sit down and wait for what is commonly called inspiration before attempting any creative work? Of course not. Thoughtsmanship will facilitate the production of ideas, regardless of their source. You may learn to depend upon your inner consciousness for creative thought. You will not be disappointed, I assure you. You have had such an experience many times, I know, although you may not have recognized it.

One day, the lady came into my office just bubbling over with excitement.

"I have seen a vision," she stated impulsively.

"That's fine," I commented. "Did it fit in with plans you have had in mind?"

"It sure did. In fact, I believe it has solved my problem."

"Well, suppose you sit down and tell me all about it," I suggested.

Tell me about it she did. It was not an unusual story, but

one that will illustrate the manner in which the inner consciousness presents us with new ideas. It was nothing new to me; but to her, it was something miraculous. She hadn't actually seen a vision, as it is commonly considered; but had been presented with an idea so clear and understandable that she felt she had been looking at an image.

"You know of the trouble Mr. Martin and I were having last spring over the addition of a millinery department to our dress shop? Well, at the time, you suggested that we hold everything in abeyance for the time being. You said that if we would hold the image of what we wanted in mind, you were sure that a solution to our problem would be forthcoming. I did exactly as you instructed, and last night I saw the new department in our store as plain as if it were already built. I told my husband about it this morning, and he said it was a perfect set-up."

"So, you feel that your dream has presented a workable plan," I replied, for I knew she was determined to carry on.

"It wasn't a dream. Why, I was wide awake. It just came to me in a flash, it won't disrupt our store one bit."

That, you say, happens in everyone's life. You're right, it does happen in everyone's life; but not so often as it should. It can be made to happen in your life as often as you have problems to solve. It is simply a matter of determining what you want and holding fast to your desire to obtain it. All of life's problems may be solved in such a manner. As thoughtsmanship will show you, all knowledge acquired by you, plus that acquired from other sources, is stored in your storehouse of memory. Your inner consciousness is the custodian of such wealth, and will express that knowledge, if given the opportunity. The secret of success lies in your willingness to afford your inner consciousness the opportunity of expression.

No, I am not presenting you with some mysterious formula, through the use of which you may be able to attain the lofty heights of wealth in influence over night. The plan we have to offer you is as practical as the plan presented by the architect of his client. No one can live in the plans for a house, nor do business in the plans for a business structure; but those

plans can be carried out and the comfort of a home provided for the family, or a place in which to do business. The plan is a workable one; but you have to do the work.

The transition cannot be accomplished overnight, but as you study the plan we have outlined for you, you will learn to depend more and more upon your inner consciousness. You must depend upon it, any way, so why not consciously do so? You want to be happy. You want to make money. We want to help you gain greater happiness and prosperity: but we know of no shortcut to such an attainment. It must be earned. True, thoughtsmanship will shorten the time necessary to make such gains; but it will not encourage wishful thinking. It will show you how to think creatively. You must create the thoughts upon which your inner consciousness acts. There is no other way to mount the stairway leading to prosperity. Are you willing to put forth the effort?

The greatest teacher of the way of life, said, "The Father and I are one." He lived in perfect harmony with His inner consciousness. They "were one." The closer you cooperate with your inner consciousness, the greater will be your accomplishments in life. You may never gain perfection, but you can always strive for such an attainment. It will profit you greatly to do so.

Please, do not interpret the above statements as in any way referring to religion. Thoughtsmanship is not a religious subject. I have no intention of attempting to influence you in such matters. I wish only to present you with the facts pertaining to the expression of your life, and to help you develop your own potentialities. Our instructions are confined to the expression of life in the here and now. We trust that the presentation of this subject will enable you to obtain what you want, when you want it. To most of us that means in the near future.

If we are to make the most out of life, we must recognize the fact that there are two separate intelligent units operating within our bodies. One, the conscious, or soul intelligence, and the other the Inner Consciousness. The soul was created for a specific purpose, as previously stated. This message is being

[55]

written to your soul intelligence, for it directs your activities.

Your inner consciousness is an endowment, a part of the Creative Intelligence. It is the spark of life, the Life Principal operating within you. It provides the energy with which to operate the physical body. Being a part of the Creative Intelligence, it created your body, and is continuously creating new cells to replace those being worn out in the process of living. You will agree with me, I am sure, when I state that your soul intelligence is not capable of directing the complicated process going on in the body. No, you must depend upon your inner consciousness to do that. What do you, the soul, know about digesting food, building blood cells, muscle tissue, nerve tissue, to say nothing of the multitudinous things that are taking place within your physical structure? You may influence the functions, but you cannot completely control them.

The intelligence of your inner consciousness far surpasses that of the soul, yet the soul is able to direct its expression. Within human limitations, the soul is the master. It was given dominion over all things, within the limitations set by the Natural Laws, the Will of the Creator. We can never break that Will, but we can cooperate with it.

Man processes a Spirit Soul (Inner Consciousness) and body. His Spirit is the Consciousness of the Creative Intelligence, and his soul is in the image of the Creator. Not equal to, but in the likeness thereof. Endowed with Creative Energy, and granted the privilege of directing that energy, what is to prevent you from creating the kind of life you want to live? You can, if you *will* to do so.

We cannot doubt for one moment that man does possess a higher degree of intelligence than that of other animals. He is able to reason and think things through to a definite conclusion. What man knows, he knows that he knows. He has the power of imagination, and the ability to do that which he imagines. He has the power of choice, and may choose to do, or not to do. You may exercise that privilege in choosing to apply, or not to apply the instructions given in this message. Your soul directs the production of thought, thought is trans-

[56]

lated into physical expression by your inner consciousness, so, *What you think, you look; What you think, you do; What you think, you are.* You may choose to give consideration to your behavior, thus making yourself acceptable to society, or you may choose to do otherwise

You are a *Living Soul*, a free moral agent. You may do as you please, so long as it does not conflict with that the natural law. You may escape the punishment meted out by the law of man; but

never will you escaped the suffering due to violation of the Natural Law. Man has never broken a Natural Law. The law always breaks man.

It may, at first, be a little difficult for you to accept the thought, that you (soul) can direct the Creative Energy in its expression; but that is exactly what you are doing every day of your life. You must gain greater consciousness of your ability to so direct it. Through the evolution of consciousness, you will understand how and why you are using that energy.

The healthy state of the soul is as much dependent upon the food given it as is the body. A starved soul will accomplish little. It must be nourished upon the truths of life in order to give the directions for the expression of a normal life. The wants of the physical body may be easily determined; but the wants of the soul present us with a perplexing problem. To maintain that the soul wants for nothing, is as much in error as to maintain that the body wants for nothing. The food we eat provides nourishment for the physical, while the knowledge we gain provides nourishment for the soul. Your soul has developed its intellectual power through exercising its power of reason. Let us reason together on this subject. The value of this message is, so far as you are concerned, dependent upon the amount of reasoning you do.

I have the received, and no doubt will continue to receive, many letters of condemnation for daring to question some pet superstition that is ruling the life of someone. Of course, I have received many letters of column commendation, also. For which I am thankful. Both are appreciated, for they stimulate the production of thought. Many, who came to condemn, found that truths overcomes prejudice and superstition. It will always do

[57]

so, if there is a desire to learn. I always learn something from those who differ with me. Then, too, contradictions add color to life. When we consider that it took millions of years for this world to evolve to its present state, it might be a little presumptuous for anyone to anticipate too rapid a gain in the evolution of consciousness. But you will make that gain.

A short time ago, I delivered a lecture on Soul Consciousness. Within a few days, I received a letter from a seeker of truth quoting that a statement made by some writer, unknown to me, that I will set forth here. "My soul appears to be no more than a geographical expression, and where to find myself in it, I have no idea." That statement expresses the state of mind of the average individual. There is no need for you to try to find your place in your soul. You *are* your soul. Once you have recognized soul-self, you will need search, only, for knowledge with which to give soul-expression. Your value to yourself, to societies, and to the process of evolution is dependent upon the use you make of that knowledge.

You have the power of reason, so use it. Of course, you may reason incorrectly. All of us do, at times. That questionable privilege is yours, for you are a free moral agent. Allowed to reason as you choose, you have at times reasoned yourself into trouble, for you have acted contrary to the Natural Laws. Your inner consciousness knows the law, but, overruled by you, it gives expression to your thoughts, be they good or bad. Your expression of life will always be in harmony with the thoughts prompting the act.

Do we have any scientific proof that the soul was a separate creation? Yes, we find that at a later period of man's development, he suddenly showed signs of an intelligence. He left traces in the rocks of time that indicated that the power of reason had developed. Such an explanation is not explicit, but it does prove that intelligence and reason were born at about the same time. The approximate time agrees with the recorded history of the creation of the soul. It must have been at

that time, for a soul without an intelligence or the power of reason to properly direct its activity, would never have been given dominion over all things.

[58]

We find in our study of Biblical history that when the soul was created, man was given certain instructions. Summing them all up, they would appear to be something like this: "Now that you are a living soul, you are on your own. You have been given an intelligence with which to direct your life, the power of reason, and of the power of choice, so choose whatsoever you will. You have dominion over all things, so, right or wrong, your decision will be final. The power of expression is within you, and that your thoughts will direct its expression."

With such responsibilities placed upon him, man is a pretty important personage, I would say. He was placed at the head of a pretty big institution when he was given dominion over all things. Of course, he was not left to shift for himself, for he could not, of his own power, meet such an obligation. The vast power of the Creative Consciousness was placed at his disposal. "Lo, I am with you, always." At his bidding, he was to receive cooperation and full support from the Creative Intelligence. But, he was made to the boss.

If man was given dominion over all things, of what do these things consist? Science tells us that the electrons are the only building blocks used in creation, so "all things" can mean but one thing, Creative Energy. No wonder we were told that, if we had faith, we could move mountains. The mountain is made of Creative Energy, we have dominion over that energy, so it is only a matter of faith in our ability to direct it. Your *health, happiness* and *prosperity* are wholly dependent upon your ability to direct that energy, too. In allowing the soul of man to direct the expression of energy, that Creative Energy gave up none of its power. It simply allows man to use that power. And, as energy is never lost, it has suffered no diminution.

Your soul is, of course, subject to the Natural Laws; but you can misinterpret and distort the meaning of those laws with as much ease as you can distort and misinterpret the meaning of this message. That will in no way alter the function of the law, however. You must harmonize your activities with those laws, if you are to make a normal progress.

[59]

Man has developed a jealous nature. His ego refuses to recognize his inner consciousness as the seed of all his power. And, that all of life's activities are made possible by the expression of that power. Self-aggrandizement is of paramount importance to him. Selfishness is his predominating motive. He fails to recognize that bread cast on the water (sea of energy) will return to him "all buttered and jammed." That is a simple statement of truth, for he who broadcasts a selfish thought will find that he has harmonized his consciousness with the selfish thoughts of others and will attract selfish deeds. "As you give, so shall you receive." A kind, loving thought will likewise attract loving deeds.

You must realize that every thought produced through your process of mind is broadcast to the world and will affect the unseen audience. It will, of course, affect your own inner consciousness and will produce action. Your unseen audience will, also, react to your thoughts and, at some later date, you may find your brain-child resting on your own doorstep. You may seek to disown it, but it will cling to you as your very own. How foolish, then, to produce thoughts that are contrary to your

own best interest. If you don't want misfortune to come upon you, why keep its image in mind and projects such thoughts? Build an image and project thoughts of things you do want to happen.

Of course, when things happen that are contrary to your wishes, you call it "hard luck." But is it luck? "Chickens come home to roost," you know. If you will search your memory, you will find the cause of the hard look to be the thoughts in your inner consciousness that will destroy, not only your own health, happiness and prosperity, but that of others. Truly, "You are master of your own destiny."

Knowing that our body houses but two working principles simplifies our consideration of man. So many terms have been tossed about that students of psychology and other fields of mental phenomena have become confused. Spirit, body, mind, soul, conscious mind, subconscious mind, superconsciousness, no need for such terms. Man is spirit, body and soul. The etc., have perplexed the average student of life. There is really

[60]

Spirit is[as] your inner consciousness, and the soul is you. Nothing mysterious about that statement. Just plain common facts. Facts that may be used by you every day of your life.

This chapter depicts you as master of your own destiny, boss of all things. You are a creator in your own right, for you are part of the Creative Intelligence. "Know ye not that ye are the temple of God, and that the spirit of God dwelleth within you?" It should not be hard to understand the meaning of that statement. It is only when we try to read into it some false meaning that we become perplexed. Remember, always, that that Creative Intelligence is working through you and with you. It is not something you must strive to gain. It is your spark of life. Should anyone feel weak and discouraged, knowing that he possesses such power? Your future is entirely dependent upon how you direct that power.

Adherence to the instructions given in this message will give you a secure foundation upon which to build a substantial success structure. The facts herein recorded are simple facts, simply stated, that all may understand. All great truths are, of necessity, simple truths. It is not necessary to shroud any truth in mystical phrases. I have used no fanciful statements. Everything herein is intended to carry you on to better understanding. You cannot hope to reap the full benefit of this work by simply reading and admiring it. You must make it a part of your everyday life.

Thousands of individuals, in all walks of life, have come to me with their problems. They have made this work possible. Without them, this message could never have been written. It is not mine; it belongs to anyone who is willing to use it. I have simply compiled the facts, correlated the thoughts of others, and recorded that which has been revealed to me. There is nothing fantastic about it, nor is there any mysterious force which to construct an imaginary "ism." It is not a religion, nor will it offend anyone's religious understanding. As the "rain falleth on the just and the unjust," so will these truths work for you, regardless of your religious beliefs. The Shaklee Foundation is in no way concerned with or influenced by any cult or "ism". It is an independent research

[61]

organization, working for the advancement of man in his relationship with life.

In the chapters that are to follow, we will provide the tools of which to accomplish the things you most desire. Of course, those who are mentally lazy will gain little; but those who are not content

to merely exist will gain much. Desire, backed by determination and ambition, will put your knowledge of these truths into operation, and the real things in life will be yours.

You are not content to merely drift with the tide, else you would not be studying with us. You desire the better things in life. You will realize them, too, for you are beginning a life of accomplishment.

[62]

CHAPTER FIVE

Inner Consciousness

Man has developed the habit of judging his fellow man by what he possesses. He has given little thought to what he is. The stress of circumstances often causes him to produce thoughts of discouragement. He fails to grasp understandingly the full significance of his own power. Power that fills every atom of his body and all things about him. So far as man is concerned, it is only latent power, until he learns to use it. Once full realization has come upon him, he need only to produce the pattern through which it may be given expression, and lo, the power is pressing in upon him.

Creative thoughts, supported by a deep desire and determination, will always find ways and means of expression. Nature always produces, in like form, that which is planted in her fertile soil. Thoughts are seeds and your inner consciousness is the productive soil. Watch, therefore, that which you plant.

Every human being, regardless of his degree of success, has used this method of attainment. There is no other way. The thought must be produced and planted in the inner consciousness, then, consciously or unconsciously supported by determined effort. While only a few are exerting any effort to direct their natural powers, it can be directed by all. You need only to so direct your thoughts as to become a suitable vehicle through which Nature can express such power. Never worry about the supply. You will receive all you are prepared to use. Such is the Law (Will of the Creator).

What is this inexplicable thing we call Inner Consciousness? It can no more be described as a substance than can be Creative

[63]

Intelligence of which it is a part. We know that so long as it is resident within the body, life is given expression. We cannot limit its power, for it is Creative Energy (Consciousness of the Creator). The only limit we need consider is the ability of the soul to give direction. The expression of your own thoughts is limited by your inner consciousness (Creative Consciousness) and nothing else, which accounts for the statement, "Not my will, but thine, be done."

It is doubtful that any human being has ever reached the limit of possible expression, but there is a limit. That limit protects the universe from man's egoism. Perhaps, the atomic bomb comes close to that limit; but the average individual will never progress that far.

Not only does your inner consciousness possess creative power, but it has access to Universal Knowledge. Many of the things you have been able to accomplish in life have not been because of your own knowledge, but because your inner consciousness knew a better way. Always, if you so desire, that way is made clear. The greatest mistake a man can make is to give up. Usually one gives

up just when the situation is about to be clarified. By becoming discouraged and giving up too soon, we miss much of the fruits of our labor. As did the prospector searching for gold. He had the inner urge to go on; but due to hardships he must endure, he gave up. A friend, who took over his claim, drove the tunnel just three feet further into the rock and struck ore. Giving up cost him the loss of a fathomless wealth that awaited just a little more effort on his part.

Once you have made the demand on your inner consciousness through the production of determined thoughts, hang on until you have accomplished your purpose. Don't expect to plant a seed one day and reap the harvest the next. It may be possible to produce the desired end the next day, but are you prepared to be used in its expression? You are the instrument through which expression is given, you know. Let's be fair; if we expect the Creative Force to be expressed through us, we must prepare ourselves to be a suitable pattern. The pattern, through which expression is given, is up to you.

[64]

If for any reason you fear that you are unworthy of providing a pattern through which Creative Consciousness may be expressed, let me point out to you that you are already a pattern. You must strive to provide a better one. This can only be accomplished through creative thought. You think the pattern of expression.

Health, happiness and prosperity are the rewards of creative thought. It is all in the way you think about it. No, it is not a question of being good, but a question of doing good, the best that is in you. In the expression of Nature, all things are as nearly perfect as the environment will permit. The fruit tree overshadowed by a giant oak hasn't an environment that is conducive to a good yield of fruit; yet Nature may produce some fruit. In the expression of your life, you are that environment. Happiness and success are awaiting expression in you. But the manifestation of such things must have a pattern, or mold. You must produce the thoughts that form the pattern. Build a pattern-image. Your thoughts, thus produced, will be transmuted into physical expression, just as you visualized them.

Knowing these things to be true, how foolish of anyone to allow fear to distort his image of the future. If you do not want a distorted expression of life, keep fear from dominating your thoughts. Produce only such thoughts as will be given a clear, positive expression of the things you desire. Don't blame your inner consciousness for the misfortune that has come upon you. Some time in the past, your thoughts formed of the pattern of such an expression.

Will your inner consciousness give you money with which to buy the things you desire? No. Nothing will be given to you. You must earn your happiness and prosperity. It will carry out your instructions and provide the drive necessary to make such a condition a reality; but you must direct that drive. You desire a certain thing in your life. How will your inner consciousness provide it? No one can state the exact method by which such a thing is accomplished; but we do know that your thoughts are broadcast, and that your unseen audience is affected by them. Opportunity's are thus created

[65]

and your inner consciousness makes you aware of them. That is, if you are willing to heed the inner urge.

As you will learn in the next chapter, your inner consciousness produces thoughts through your process of mind. Those thoughts have even greater power of attraction than those produced by the soul consciousness. Some psychologists tell us that we must think emotionally. As our emotions are an expression of the inner consciousness, thinking emotionally would be producing thoughts from our inner-self. That is very good advice, but few give heed to it. The egotistical soul tries to monopolize the process of mind, completely.

If you want to feel the effective inner-directed thought, present it with a subject of extreme happiness, then wait for the response. Sit quietly and expectantly. You won't have to wait long, for you will soon be conscious of an array of happy thoughts. Is it just memory? Well, perhaps, but whatever it is, those thoughts are coming from within. Your inner consciousness is actually producing a state of happiness. Why? Because you planted a happy thought.

Fear is produced in the same manner. The timid person fears something is going to happen to him. If you ask him why, he usually informs you that he questions his ability to free himself from fear. Fear dominates his thinking. That is why he is timid. Fear is a terrible slave-driver, for every thought is so distorted as to produce negative results. Such a thought-pattern can only produce an expression that will give further cause for fear. We get what we ask for through our production of thought. A fearful person thinks fearful thoughts, and gets a fearful expression.

There is but one solution to such a problem. Correct the thought-habit. Any habit, regardless of what it may be, is the result of a thought planted in the inner consciousness and acted upon by it. How can a habit be broken? By replacing the thought with one you wish to be expressed, and then waiting expectantly for it to materialize. "Ask, believing—"

If you have an annoying habit you wish to get rid of, decide on something to take its place. Don't think negatively about the habit. To do so is only emphasizing its importance and

[66]

making it more secure. Think positively on the thing you wish to develop. Each time the old habit shows up, ignore it and think of the new. Any habit can thus be broken. It is in accordance to the Law of Replacement. Something must take the place of that which you wish to remove.

It is said that ninety-five percent of all our activities is due to automatic direction. Just another way of stating that your inner consciousness is directing your life. There is nothing wrong in letting it carry on; but, if in times past, you have given instructions that are now detrimental to your well-being, it is time to call a halt. You can, if you wish to do so, completely alter your mode of life. Through a carefully thought-out plan, you may establish a new pattern of expression. It will not be an easy task, but your efforts will be richly rewarded. Remember, however, that your plan must be *thought* out. All of the old thoughts must be replaced by new ones. They must be determinedly held in mind until they in turn become a habit— automatically acted upon. Thus, you may build yourself into the kind of person you wish to be. You have the power with which to accomplish your purpose, so it is only a matter of determination. You must *will* to do so.

If one is to become cognizant of one's inner forces, there must be some effort put forth to test the efficacy thereof. The only possible proof of the value of this message will be in the application of these truths to your own life. Put them to the test. Not just half-heartedly for a few days, but

conscientiously endeavor to prove them. I know them to be true, for I have lived them, and have seen many others do likewise. In this message, we are giving you the foundation upon which you may build a successful life. Through the application of these truths, you will soon find out that there is no substitute for consciously directed effort. Once you have learned to commune with your inner consciousness, you will find guidance and inspiration in the performance of every task.

As you realize the potential power within you, you will say, as many others have done, "I never knew life could be so beautiful." Happiness and prosperity will be yours, for you will create such a condition through the power of thought.

[67]

Yes, the Creative Spirit is within you. You must consider yourself a channel through which the Creative Energy is expressed. Freedom of expression will depend upon how big a channel you provide. There are no restrictions on the amount of good things you may obtain, but you will be limited to the amount received by lack of preparation. Are you going to prepare the thought-pattern through which such things may be supplied?

We know that the Creative Consciousness is known to science as the electrons, the building blocks of creation. If all things are so constructed, our thoughts, too, are nothing more than the electrons. We are, then, using the consciousness of the Creative Intelligence to construct our thoughts. Such being the case, can there be any question about the power of thought? Truly, "Thoughts are things." The power of thought is beyond description, but we know that, if they are in harmony with the Creative Intelligence, they will be given expression that will be in harmony with the well-being of the Universe and man. But, if they are not in harmony with that consciousness, they will not be expressed to the detriment of the Universe, but may be expressed to the detriment of man, for man has dominion over all things relating to himself. He may destroy himself, if he wishes to do so.

You, soul, have dominion over all things. You have a right to ask for what ever you desire. Your inner consciousness will provide the fruit; but you must provide the basket with which to carry it away. The moment you grasp the full significance of that fact, life will take on a new meaning. You will no longer be dominated by fear. That "inferiority complex," with all of its complications, will be a thing of the past. A feeling of indomitable courage will come over you, for you will know of and properly evaluate your own power. You have as much power as any other human being. You need only to provide the method of expression.

All of the vital processes in your body are carried on by the inner consciousness. Science terms it involuntary function. Obviously, you, soul, could not direct such a complicated machine. It can only be done by a higher intelligence. You

[68]

can, through conscious effort, retard the activities of the vital organs, but their care and operation is in the hands of the inner consciousness. When we consider how the functions of the body have baffled the scientists, we can appreciate the wonderful job our inner consciousness is doing.

We must leave the care of the physical to a later message, but it might be well to touch upon the influence thought has on the physical. Mental healing of any nature is accomplished by producing thoughts that are acted upon by the inner consciousness in exactly the same way that all other thoughts are acted upon. The consciousness within will create the kind of a body you demand of it. *What you think, you are.*

It may be a little hard for you to realize the existence of your inner consciousness, so let's see if we can't bring it into clearer focus. Perhaps, at times, you have felt an urge deep down in the innermost part of your being. It may have been for something that seemed to be unattainable, but the urge was there just the same. That urge is an expression of your inner consciousness. It may be a feeling of dissatisfaction, a feeling that something more could be accomplished, or an urge to go on. You seem to be seeking something that is not at hand, a longing for something, yet unexplainable. It may be a feeling that the happiness you seek is just around the next curve. Are you going to sit idle and do nothing about it? Such an urge is constant, but is ignored by most folk. Without it there would be no expression of life. It is driving you on to greater accomplishment. It is affecting you physically, mentally and emotionally. You are the instrument through which it seeks expression. Is there any wonder that you feel that urge? The Law of Evolution is forcing you on.

Men of great wealth have said to me many times, "Yes, I have attained a degree of success; but, somehow, I just never feel satisfied. Something inside of me keeps driving me on." So it is in your life, you have that urge, but perhaps you are ignoring your potential powers. You must recognize that urge and give it expression. Through it your body and soul will gain greater efficiency. Health, happiness and prosperity will be yours.

[69]

That you may never be prepared for the full expression of your Creative Energy is readily understood; but you will never be completely satisfied with anything less.

Usually, that sense of dissatisfaction causes one to seek everywhere, except within, for the source of contentment. As you come to recognize the importance of your inner consciousness, you will gain greater contentment. You will know how to rid yourself of sorrow, worry and fear. Enduring happiness will be yours, for true happiness is dependent upon the expression of your emotions and the inner consciousness is the seat of your emotions.

Where you are doesn't matter too much, for the emotion of happiness can be expressed in one place as well as in another. It is only a matter of desire on your part, backed by the determination to so direct your emotional self as to give it the expression. At the moment, you may question that statement, but let's see if we can find proof of its veracity. Take for instance the child living in abject poverty. What causes it to express happiness? The thoughts it produces. But, you say, it doesn't know any better. It has never had an opportunity of experiencing other conditions. That is true, but it only proves the point, that our happiness depends upon what we *think* about it. The child gains happiness from the thoughts it produces of life as it knows it, not as someone else sees it. If, then, the child through its production of thoughts can build happiness in the midst of such squalor, why shouldn't we produce thoughts that bring happiness in spite of adverse circumstances? We can, for we know that, through the power of thought, we can change circumstances. Yes, you can insure your own happiness, for your emotions are under your domination. You must realize that happiness is a state of mind and does not come from the possession of material things.

We are not attempting to discount the value of material things, for they can be used to further the expression of happiness; but those who look to material things only, will be filled with discontent. Pleasure may be derived from possessions,

[70]

much pleasure in fact, but your happiness depends upon what you do with those things.

Thoughts control your emotions, and you control your thoughts. Thoughts are transmuted into physical expression by your inner consciousness. You are in the driver's seat and can turn on as much power as your state of preparation will allow you to utilize. As you make better preparation, you will be able to shift to a higher gear and increase your speed. But, you can, if you wish to do so, shift to neutral and just drift along with the tide. I am not telling you what you must do, but I am pointing out the way to a happier, more prosperous future. Don't wait until the future has come upon you. The opportunity for preparation is today.

We have presented you with certain facts concerning creation, and the units of energy from which all things were created. Also, facts concerning the creation of man as a living soul. We hope that they have given you a better understanding of what man is and why he is. We have presented a picture of your inner consciousness and its expression of your life forces. We will now proceed with the application of such knowledge. I trust that you will follow the instructions carefully, and reap the benefit therefrom.

[71]

CHAPTER SIX

The Process of Mind

Many books have been written about the mind and its many subdivisions. So many, in fact, that it becomes somewhat confusing to read about the many aspects of the mind. Actually there is no such a *thing* as mind. It is only a process, the process of thought production. How simple would be the study of psychology, psychiatry, psychoanalysis, psychotherapy and other branches of the healing art dealing with mental causes if that fact was only recognized. All of the mysteries complexes and fixations could then be credited to their rightful cause, the production of thought under the direction of the soul. Thoughts later acted upon by the inner consciousness.

In our consideration of the process of mind, I will eliminate all technical phraseology. I wish to confuse no one through the use of technicalities. "Make it plain, make it simple," has been and will continue to be our guiding thought. Let's assume that you are sitting across the desk from me, and we are chatting about the improvements to be made in your life. In our discussion of the matter so far, we have established the fact that your body houses two intelligent units. One, the inner consciousness, is an endowment, a part of the Creative Intelligence; is, actually, the Consciousness of the Creator, and gives expression of life to the body. The other is the soul to whom this message is addressed.

I see no need of dividing either soul or inner consciousness into different departments. There can be no division. Each has distinctive duties to perform and should be considered as a whole. Of course, the soul is dependent upon the inner consciousness, but it is a separate entity. It gives instructions as to

[72]

what it wants, and the inner consciousness carries out its orders.

The means of communication between the soul and of the inner consciousness is the process of mind. You produce a thought and it is deposited in your inner consciousness where it is acted upon. Every thought is a seed sown in fertile soil. The harvest will be an exact proportion to the care

you take of the plant that springs from that seed. If it is just a wishful thought, you, of course, pay little attention to it. It may, however, have considerable influence upon your future life, *for what you think, you look; what you think, you do; what you think, you are*. If you indulge in careless, wishful thinking, you will express a careless, purposeless life. You have an intelligence with which to control your thoughts and you are the ruling master over your process of mind, so you must avoid the production of careless thoughts.

Man's intelligence is patterned after the intelligence of the Creator. It must be, for the source of all knowledge is the Creative Intelligence. He is privileged his use his intelligence in harmony with the Creative Intelligence; but due to the egoism of the soul, he fails to exercise that privilege to the fullest degree.

The brain is commonly considered as the mind of man, but the brain is only a physical organ. We don't say the heart is the blood, simply because it pumps the blood throughout the body. No, the brain is not the mind. It is the organ used in the process of mind. Thought is produced in the brain and thereafter is in the custody of the inner consciousness. The storehouse of memory is too valuable to be left to the care of the soul. The soul can, however, call upon the inner consciousness for a reproduction of those thoughts. In such instances the brain cells are again used to reproduce a thought. We call this process, remembering things that have been previously thought. Of course, if you constantly tell your inner consciousness that you have a poor memory and don't expect to be able to remember anything, you will get just what you expect a poor memory.

You are the director of the process of mind and control the production of thought. That many false thoughts are pro-

[73]

duced is readily perceived; but it is not the fault of the brain. It is the soul we must blame for such errors. Thoughts produced, good or bad, are deposited in your storehouse of memory for safekeeping. They exist as a permanent record, and act as a guide to your inner consciousness in giving expression to your life. "As man thinketh in his heart, so is he.

The soul does not have exclusive use of the process of mind. The inner consciousness uses it, also. Not only in the process known as memory, but also in the creation of original thoughts. The research scientist is well aware of that fact. Then, too, the thoughts of others, being broadcast, as are yours, affect your inner consciousness. They are received and stored away just as your own thoughts are preserved. Later, they may be presented to you in the form of memory, but you know that you have never consciously produced such thoughts. Have you ever wondered why two individuals, separated by great distance, often produce identical thoughts on a certain subject? Your thoughts are being broadcast, and are being stored away in the memory of countless numbers of people. Through your thoughts, you are attracting or repelling the good will of those about you.

Many of the thoughts produced from the storehouse of memory are of such a nature as to cause much disturbance. They are memories of things we would like to forget. Most of them are thoughts reproduced in times past and were at one time willful facts of the soul. Of course, we produced those thoughts without giving due consideration to the effect they would have upon our after life; but that doesn't save us from their effects now. "Whatsoever in a man soweth, that shall he also reap." If you would escape the effects of careless thought, you must refrain from producing them.

To properly apply thoughtsmanship, we must learn to properly use the process of mind. You want and need to live a more contented life. You are in search of happiness and prosperity, but you

aren't sure of what the future holds for you. You are looking for new ideas, but aren't sure just what you should do with them, if they were presented. Thoughtsmanship will help you over the rough spots. It teaches you

[74]

to use your process of mind in planning your life's work, how to produce thoughts in an orderly, intelligent manner; get what you want out of life without enduring the hardships incurred by careless thoughts. There are certain basic rules that must be observed, if one is to produce creative thought, and avoid negative reaction.

Learning the proper use of the process of mind is not the difficult task one might expect. Once you have become familiar with the facts, as they have been presented in previous chapters, you have the foundation upon which to build a successful life. In planning your life, you may apply these truths knowing that they work, not just sometimes, but always. Dozens have used thoughtsmanship successfully, so you may proceed with confidence. Of course, you don't have to be told that you must work at the job. Old thought habits may creep in, but you can overcome them. The happiness you will gain through the application of thoughtsmanship will repay you bountifully for your efforts, to say nothing of your increased earning power.

I hope you have carefully studied the previous chapters, for the information gained will prepare you to make use of the instructions that are to follow. If you have absorbed those truths and made them a part of your life, you know that you have dominion over all things pertaining to your well being; that you may demand of your inner consciousness the energy necessary to make of your life whatsoever you *will*. You are now ready to start living according to a thoughtfully constructed plan.

You may have a vague idea of what you want out of life, or you may have a fairly clear idea, but you are not sure just how to start. Well, let's start right at the beginning. All things must begin with a thought. Don't try to accomplish anything until you know what it is you are trying to accomplish. Think of something, anything that is worth working for. The goal is not so important in making a start as is the fact that you are going to think about it. You can set a higher goal later. If concentrating your thoughts upon a certain goal is at first a difficult task, don't feel discouraged. Many others

[75]

have found it difficult to make the start, but singleness of purpose gained the victory. Right now, you must learn to think.

Don't just produce any old kind of thoughts, and try to kid yourself into believing that you are thinking creatively. Sure, you may be thinking, but of what value are those thoughts? Do you really want them transmuted into physical expression? Would you recognize them as your own thought-children? You are not thinking creatively, unless you are producing thoughts that, when given expression, will advance your position in life. Honestly, now, how much creative thinking have you done in the past years? You must learn to profitably use your process of mind.

There is an analogy between the successful thinker and the successful marksman. The marksman on the rifle range takes careful aim before firing the shot. He doesn't just fire at random. His desire is to hit the bull's-eye. If he has to do so, he knows that he must make sure of his aim. The

same thing is true of the thoughtsman. Thinking at random will get him nowhere. He must aim his thoughts at a specific target. *Blessed are the straight thinkers, for they shall hit the bull's-eye.*

Not so very long ago, I was called upon to make an analysis of a business that was about to fail. I will tell you the story, for it clearly illustrates the necessity of straight thinking. This is not an exceptional case. The owners of many places of business are guilty of the same offense.

This man operated a small restaurant. For a time he was very successful; but during the past year his business had fallen off almost to the vanishing point. While listening to his story, I found that he knew the restaurant business exceptionally well, and was a hard worker. He was sure the fault was not his own. It just had to be the location, although the location had been satisfactory for many years previous to this slump in business. I went downstairs with him to inspect his place of business. I found a neatly kept, though small, cafe. The kitchen was crowded with equipment for preparing foods of all kinds. So crowded, in fact, that it left little room for the workers. I asked him why he had so much equipment. He stated that it

[76]

was necessary if one was to prepare the different types of food necessary to meet competition.

Next, I asked for the menu. What a menu it was! If there was ever a food served in any restaurant that was not listed, it was because he hadn't heard of it. He had been thinking about food, all right; but what a conglomeration of thought it must have been. He was out to please everyone; but was, evidently, failing to please any of them.

There was but one bit of advice necessary. He must concentrate his thoughts upon one type of service. One that would fit the small place he was operating, clear his kitchen of all that excess equipment, so he could operate effectively, and keep his thoughts centered upon a service his customers would appreciate. Accepting such advice, it was but a short time until he was out of the red. He now has a prosperous business.

He believed he was giving thought to his business, and he was, but it was not creative thought. He had not thought out a plan. He was operating on a hit-or-miss bases. His thoughts were jumbled and his business reflected his thoughts. No business can be successfully operated under such circumstances. *What you think, you do.*

If you are operating a business, any kind of business, don't try to crowd the whole department store into one department. Departmentalize your thinking in the business of life, too. Think clearly on each subject, and don't allow your thoughts to become jumbled. Better to do one thing well than to do many things poorly. You can aim only at one bulls-eye at a time. Direct your process of mind as you would the bullet from a rifle, straight at the object you wish to hit.

You are progressing in the art of thoughtsmanship. Conscious (soul) intelligence may, if you so desire, put into operation laws and principles that will materialize your cherished aims. Are you going to use the knowledge gained? Or are you going to make fine resolutions, and then fail to carry them out? You want to be happy, prosperous, socially prominent, make and hold friends, and the many other things that go to make up a successful life; but are you willing to put forth

[77]

the effort necessary to accomplish your purpose? It is no more difficult to do things successfully than it is to fail to do them. The necessary effort will not be in the doing, but in the thinking. Once you have produced the directing thought, you will find the expression made easy.

The first rule you must follow is, center your attention on the thing you wish to acquire. Find some point of interest; then, you will be able to increase your interest in the whole. If that thing you wish to acquire is the friendship of a certain person, or persons, become interested in the other fellow. Stop thinking of self, and think of them. Thinking of self leads to self-pity, sarcasm, grumbling and many other objectionable habits. If you want others to become interested in you, become interested in them. Keep your process of mind busy producing friendly thoughts. Arouse your emotions, feel friendly and express your friendly feelings.

Anyone who masters thoughtsmanship should have no trouble in making friends. The thoughts produced within yourself will act as a magnet, attracting friendships as surely as the magnet attracts steel. You are literally what you think. At this time, you may believe that you can keep your thoughts a secret; but you will be astonished at the rapidity with which your thoughts are transmuted into physical expression. Expression of countenance, if nothing else, will reveal your thoughts. *What you think, you look.*

As we have often stated, your character today is the sum total of your thoughts of days past. Alter your thoughts and soon they will alter your life. Crystallization of habit, due to thought, produces the circumstances you must endure. Through your process of mind, you produce the thoughts that build your life. You are becoming.

[78]

CHAPTER SEVEN

Thinking It Out

The simplest way to avoid trouble is, *thinking it out*. Most of the trouble you have encountered in the past, you will agree, was the result of careless thoughts. Your thoughts got you into trouble. No one was to blame but yourself. I know, you would like to blame it on someone else, but let's be honest about it. Had you spent a little time, thinking it out, you could have avoided much of the discomfort. Maybe you didn't consciously plan it that way; but neither did you consciously plan it the right way. Some people are always expecting trouble, and trouble they get. Are you one of them?

"I knew it! I knew it! It always happens to me." Those were the words that greeted me as I brought my car to a stop at the scene of a near-serious accident. The car ahead of me had swerved to the side of the road to avoid oncoming traffic. The brakes had failed, and it was now grotesquely crumpled against a tree. Fortunately, no one was hurt. Tempers were out of control, however, for as I approached, I heard angry voices vociferously placing the blame everywhere, except where it belonged. One statement did reveal the truth, however. "I told you to have those brakes fixed before we started on the trip." There it was, someone had failed to think seriously. Careless thinking in the days past had been the cause of the accident.

Of course, when you start planning a trip, you must think, constructively. You not only get out the road maps and plan the route you are to take, but to plan the amount of luggage you are to take along so as to avoid excess baggage. You have those brakes adjusted and the whole car checked, to

[79]

make sure of efficient operation while on the road. In other words, you thoughtfully plan your trip. Or do you?

What applies to a pleasure trip, also applies to life, for it, too, should be a pleasure trip. Suppose someone were to say to you, "I am I going to take you on an extended trip. You are to be my guest, and I will let you be the boss. Your every thought will be a command. Just say where, how and when." Would you start out on the trip without giving thought as to where you were going? No, I think you would do some planning. You would want to get all out of the trip you possibly could. Your plans might be hastily made; but I think as a whole you would give it some pretty careful thought. Well, your inner consciousness is saying just that. It will take you on an extended trip, lasting a lifetime, in fact. Are you going to *think it out*, laying your plans carefully? Or are you going to let things just happen to happen.

You can't even make a success vacation trip without careful planning, so how do you expect to make the trip through life without giving the matter careful attention? That doesn't mean that your life should be mechanically planned, and so lived; but you should know where you are going and how you're going to get there. You'll find it far more interesting that way.

If someone should ask you, "What will you be doing next week?" You would, no doubt, be able to tell exactly what you expect to be doing; whether you have it carefully planned or not is another question. But, should you be asked what you will be doing next year, you would find it difficult to give a clear answer. Well, if you don't know where you are going next year, how do you expect to get anywhere? Surely you can think it out for one year ahead.

A research scientist once told me that he had spent five years planning an invention he had just patented. Five years working the thing out on paper before building the machinery with which to perfect his plans. His plan was a success because he applied thoughtsmanship to his work. Through this process of mind, he planted the thoughts in his inner consciousness and was then able to draw upon that stored-up

[80)

knowledge to perfect his work. Not that he waited five years to draw upon his inner forces for assistance; but he did spend his time and energy in perfecting his plan before taking action.

Unless you are in a technical field requiring it, no one expects you to spend five years just laying your plans; but each day of your life should be lived according to plan. Will that take all the fun out of life? Oh, no! It just gives you more time for fun, that's all. The fellow who never gets any fun out of life, is living life the hard way. What's the use of living, if we can't get any fun out of it? Life is a serious business, yes; but part of that seriousness applies to our pleasures as well as our work. In fact, our work should be a pleasure.

In a small town, not many miles from my office, a man I knew operated a drugstore. It was just another drugstore, but the owner made a good living. A few years ago a wide-awake young fellow bought the business. He applied thoughtsmanship, and built a business comparable to the larger stores here in the city. What caused the business to suddenly blossom forth with such grandeur? It was still in the same location, with the same potential clientele, so it must have been the thoughts directing its operation. The former owner told me that he, "never liked the business any too well and was glad to get rid of it." The new owner said, "I have always wanted to come into a strange place like this and see what I could do on my own."

The one was not interested enough in the place to give thought to its promotion, while the other had an inner urge to give expression to his desire. Yes, it is all in the way you think about it. You must

think it out. Not just thinking about the condition your life is in, fretting and stewing over lost opportunities, but carefully analyzing the cause of the present situation. Start hewing out the rotten places, letting the chips fall where they will. Never spare yourself acknowledgment of your weakness. Find them; then you may set about making repair.

A salesman I consulted with today told me of his past accomplishments. He has an enviable sales record in years past. He spoke boastfully of the years when he led the field in his

[81]

line. He became so boastful, in fact, that I felt it necessary to admonish him to recall the old motto his company had hanging on the wall of the salesman's office, "To hell with yesterday! What's doing today?" He had, no doubt, read that motto hundreds of times; but, of course, it didn't apply to him.

During further discussion of his case, he offered an excuse that is common to one of his age—he is nearing the half-century mark—but applies only to those who believe it true. "Well, I can't be expected to hit the ball as I did and my younger days. Age will tell, you know." If he had said, *I don't expect* to hit the ball as I did in my younger days, he would have been stating the truth, for he didn't expect to. He was getting out of life exactly what he expected; but there is no need for a man of fifty to expect such a thing. Age will tell, yes; but only in the physical. That is, until one has reached a much greater age than fifty. Fifty years in which to acquire knowledge should prepare one for his most productive period. That has proved true in the lives of thousands of successful men and women. *Of course, you can't, if you think you can't.*

Our thought directs our lives, so let's learn to give it a punch. A passive thought will cause passive action. You'll get by, of course; but there will be no aggressive activity. What you think, you look, so you will appear non-aggressive. People won't expect much of you, and they won't be disappointed either. If they want something done, they will look to someone else to do it, for what you think, you do. Your appearance and actions will reflect your thoughts, for what you think, you are. By producing passive thoughts you stuff your life full of uninteresting occurrences. Let's put a kick into life by thinking actively, producing thoughts that are interestingly expressed. Let's get things done.

We don't mean, of course, that one should always be aggressive. There are many times when a more receptive mood is profitable; but we need not always be receptive to the other fellow's aggressiveness. To be so, we would soon brand ourselves as followers.

Let's see if we can put into words a few passive thoughts;

[82]

then, using the same subject, put into words a few active thoughts. Compare them with your usual thought-pattern and see if you need to make any changes in your own line of thought.

"Business has not been so good lately. Maybe I should start a new advertising campaign. I was thinking about doing so last fall but it takes a lot of planning to put it over. Newspaper advertising costs so much that one has to make every inch of space count. I could get an advertising man to write the ads, if it wasn't for the expense. I'll have to think about it and see what I can do."

There are no untruths in the above line of thought. The producer of such thought was not kidding himself about the cost of advertising, or the advisability of obtaining advertising counsel; but do you think such thought would stimulate actions?

"Business hasn't been so good lately. That means I must start a new advertising campaign. The cost of newspaper advertising is pretty high, so I'll call in an advertising man. He'll know how to hammer the facts home to the readers. We'll soon have things humming."

It is not unusual to find two businessmen producing similar thoughts to those stated above; but I'm sure you will have no difficulty in determining which one reversed the trend of his business. You've got to produce positive, aggressive thoughts if you want to get anything done. Lazy thoughts will produce lazy results.

Like everything else we do, thinking falls into a habit-pattern. Not only do you develop the habit of thinking along certain lines, but you develop the habit of thinking certain types of thought. The habit of producing creative thought is just as easily formed as is the habit of producing wishful thoughts. Active thinking requires no more energy than does passive thinking. Then, too, most people are imitators. They follow the pattern set by others. The words we use reveal our thoughts, and I am sure you have been guilty of repeating sentences you have read, or heard, and attributing them to your own wisdom. Of course, the amount of wisdom

[83]

expressed may be questionable, depending upon who you are imitating. You may find that you are not only using the other fellow's words, but you are copying his mannerisms.

There's nothing wrong in adopting the thoughts of others, so long as you have willfully done so. By willful, I mean, after giving them due consideration. Some authorities hold that there is nothing original left to think about. Perhaps that is nearly the case, but regardless of the subject, you can apply original thought-treatment and give it natural expression. By doing so, you are avoiding parrot-like utterances, and monkey-like action. Regardless of whose thoughts you are adopting, if you *think it out*, your expression will be your own. *Adopt*, yes, but never *copy* the thoughts of others. Copying is merely allowing the other fellow to do your thinking for you. A copy will never bring a price equal to the original.

How will you know you are producing original thoughts, and not merely copying the thoughts of others? By taking time to *think it out*. Of course, your inner consciousness will present you with many thoughts that have been produced by others, but the expression of such thoughts should be in accordance with a plan thought out by you. It may take tremendous courage and great fortitude to think out an original plan that takes you out of the herd and gives you individuality, but it makes for psychological and physical advancement.

Personal advancement should never be prompted by egotistical aims, of course, for through selfishness, the development of your real self is stopped. Individual advancement should never be made at the expense of the whole, but entails fidelity to the Law of Evolution. You are a part of the whole and must do your part in its advancement. The successful application of thoughtsmanship depends upon your acceptance of that fact.

Building a bank account may not depend upon the service rendered, but your enjoyment of it does. Even its permanency may so depend. If you build the habit of *thinking it out*, you will learn to appreciate service more deeply. You will learn to appreciate what makes living an art. But, you say, I intend to live my life my own way. Yes, you *must* live it

[84]

your own way, but you cannot live it without affecting others, and the effect that your life has on others will influence their actions toward you. One single act may prejudice the whole of society against you; but to gain their acclaim, you must carefully plan each act of your life. It takes thoughtsmanship to build happiness and prosperity.

People judge you by what you have done, not by what you expect to do in the future. Supposing that last month you appeared at a formal affair in a pair of slacks. You may have escaped going to jail, but did not escape the criticism of the other guests. Do you suppose that your name will appear on the guest-list of the next affair? You see, you can't live your life to suit yourself? You must so live as to please others, for others are making your life livable.

Maybe it is unfair to be so influenced by society, but such is the condition of civilization and we must abide by it. I'm not telling anyone how to change society, I am only setting forth certain facts of life that will aid the individual in adjusting himself to society as it now exists. Of course, if everyone would practice thoughtsmanship, there would be a tremendous improvement in this thing called society. Perhaps this message will exert some influence toward such a change for the better.

[85]

CHAPTER EIGHT

The Creative You

Are you "CREATING in error?" Many people are. Where is such error created? In the mind of those who believe in that which is not true. The genesis of such untruths lies in yesterday's half-truths. Perhaps the mind of man can never conceive an absolute truth, for man is not the absolute; but he can discard many of the detrimental, half-truths of yesterday. To compile a list of things that were at one time accepted as truth, but later proven untrue, would be an endless task. The Law of Evolution is forcing new truths upon us. The supporting facts of the old are being destroyed by the new. You know this to be true, yet you are holding onto many of your pet theories because it has become a habit to do so.

If you want to hold on to some of your old superstitions, such as breaking a mirror brings seven years of bad luck, or that a rabbit's foot in your pocket brings good luck, no great harm may come of it. However, harm does lie in wait for those who believe in any great number of such groundless fallacies. We may laugh at the other fellow's idiosyncrasies; but, before our mirth becomes too hilarious, we should turn the light of truth upon some of our own theories, for *what you think, you are*.

When we read about the Sun Worshipers—those who believe the sun to be a god—we are prone to judge them in accordance to scientific findings, that the sun is matter in the process of atomic breakdown. Why not apply the same process of reasoning to our own beliefs? Knowing that we create our own state of happiness and prosperity through our process of mind, we should be constantly on the lookout for new truths. Truths that can be made a part of our life.

[86]

Truth cannot be damaged, altered or extended in any way, but it is not always accepted as truth. It is so easy to go on believing in the old. Many of our old beliefs are false, yet we pattern our

lives after them and live an erroneous existence. If you believe a thing true, it is true to you and you give it an expression, for *what you think you do*.

In your childhood, you were taught certain things that have since been proved false. You know them to be false, yet you are allowing them to influence your life. You say it is hard to rid yourself of their influence. Granted, but it must be done. If you are to create that which gives you happiness and prosperity, you must eliminate all things that interfere with their production. You have the power of choice. You can accept or reject at will. Modern knowledge beckons you, so drink deeply of her refreshing nectar.

Much violence, even wars, have been due to certain beliefs that have long since been proved false. Certain self-appointed leaders have succeeded in holding their position at the head of the organization, or nation, because of some false belief held by their followers. In most cases, beliefs planted in their minds by those same self-appointed leaders.

Are you sure that you are honestly endeavoring to eliminate all ungrounded beliefs that may have been cunningly planted in your mind by one who sought to profit therefrom? Yes, to remove them may alter your whole personality and may cause you some discomfort; but if you are to build a new structure, you must remove worthless debris. Let's look at this thing called life, in a clear, understanding manner. You want to enjoy the days that are to come. Then, why should you allow any of your old superstitions to prevent you from doing so? You are a creator, so start creating health, happiness and prosperity by clearing away all doubt and fear.

The greatest obstacle in your path is of your own making, a product of your own inventive mind. The most hidden and deepest rooted is your fear of self. If you are to gain self-confidence, you must realistically face the issue, learn more about the creative power within. That is why this chapter is been written about *the creative you*.

[87]

For over thirty-five years I have been listening to the other fellow's troubles. Perhaps that is why I have so few troubles of my own. I simply haven't time to think about them. If you don't think of a thing, so far as you are concerned, it doesn't exist. I have saved myself countless worry-filled nights that way. Some one has said, "Most people worry themselves sick trying to get out of trouble; and once they are out, they worry themselves sick for fear that they are going to get back into it again." How true that is; yet it need not be so.

To the student of thoughtsmanship, worry will soon become a thing of the past. He simply refuses to produce worry thoughts. That doesn't mean that he will not be concerned about his own welfare and that of others, but he will produce creative thoughts that will eliminate all worry. Today, life may seem appallingly confusing, but it is not. You may have worked yourself into a complicated position, but you can *think* your way out. The greater the complication, the greater the need will be for creative thought. Thought changes things.

The very thought of having to think for yourself maybe a little frightening at first, for you have been so dependent upon the other fellow's judgment, that you have little confidence in your own ability to think things through. You fear the responsibility incurred by taking a clear and definite stand on any subject. You are not alone in harboring such fear, for many others are afraid of responsibility,

also. That is why thoughtsmanship gives you such an advantage. You lose that fear of responsibility. You know your creative thoughts will be transmuted into physical expression, that within your inner consciousness lies all the power necessary to create the conditions you desire. Are you going to let someone else run your life for you? Stop "passing the buck" to someone else. You will find there is little reward in doing so.

Is this message getting personal? Yes, I intended it to be so. It is high time we stopped thinking about the other fellow's shortcomings, and started thinking about correcting our own. Our lives will be just what we *think* to make them. Our

[88]

thoughts are our own responsibility. We produce them in our own thought-factory. We are the Production Manager, so [we] must plan the daily production.

Thousands of people have come to me, so baffled and confused by the responsibility of running their own lives that they were willing to relinquish their own individuality and act upon the thoughts I produced for them. I, of course, refused to allow them to do so. I produce thoughts upon which they could take action; but only after they had produced thoughts of their own. I planted the seed, but it was up to them to cultivate the plant. Each individual must think for himself.

Why do you suppose the German people acted so appallingly during the war? It is almost inconceivable that a highly civilized nation would show such callousness to human suffering. Not only was such brutality shown toward peoples with whom they were at war, but they were equally cruel to their own people. No other place in history do we find such atrocities recorded. Do the perpetrators of such atrocious acts consider themselves guilty of a crime? No, for long before the war started, personal responsibility was relinquished. Individuality could no longer exist, for each became a mere puppet of the state. Each criminal brought to trial offered the same excuse, "obeying orders." They dared not accept the responsibility of their crime. No human soul could withstand such a sense of guilt.

The self-appointed leaders planted the erroneous belief in the minds of the people that the state was supreme. Individual rights were forfeited; they need no longer think for themselves, for their leader would do that for them. It may seem inexplicable to us that so highly civilized a nation could so quickly lower itself to such depths of degradation, but such is the result of the forfeiture of individual thought production. Why did they so completely surrender themselves to their leader? To escape the effort of thinking for themselves. Their leader took advantage of a state of confusion and offered state protection. The hideous results are a matter of

[89]

record. What a price they had to pay for such horribly dubitable assurance. Let us all hope that no nation will ever again be so captivated.

The enormity of such an attack against the civilized world causes us to believe that the leader was insane; but such a flagitious crime could never have been carried out, regardless of the mental state of the leader, were it not for the willingness of the followers to allow him to do their thinking for them. Will they ever acknowledge their responsibility in the matter? No, for they found it expedient to shift their responsibility to the shoulders of another long before the crime was committed. They were simply acting upon the thoughts of others.

While such a venomous thing may never again happen, it is not always the portentous things that we need guard against. Impulsively acting upon the thoughts of others may so alter the course of our lives as to cause immeasurable regret in after years. The business of life should be a thoughtful one. Take time to think things through, and you will spend less time regretting your past deeds. Thoughtsmanship should be applied to your small decisions as well as to the larger ones. It is not always the big things that make us happy. The little things are important, too, you know.

The *you* of today is the sum total of the thoughts you produced in the past, or the thoughts you allowed others to produce for you. If you have been thinking creatively, *the creative you* has produced a pattern through which your life forces have expressed the kind of a life you desire to live. But, if you have merely been acting upon the thoughts of others, you have fallen into the general patterns shaping the lives of so many. It is well known to the researcher in human relations that the majority of human beings express their lives along a set pattern. Of course, certain individual traits crop out here and there; but as a whole people think pretty much alike. There are different schools of thought, which is just another way of saying that there are leaders who are inspiring their followers to think as they want them to think. If one decides to think for himself, he is no longer a con-

[90]

former to that school of thought, and is on his own. A student of thoughtsmanship is always on his own. He is a thinker.

One such student demonstrated that fact not so very long ago. He was employed as a clerk in one of our leading department stores. His work had always been satisfactory, for he took orders without question. One day he decided to show a little individuality. He added personal ingenuity to his work. He was a little more conscious than his fellow workers. In fact, so much so that dissension was aroused among the other clerks. Then, one day he came to my office, and excitedly exclaimed, "Well, I guess it isn't going to work out quite as nicely as we planned."

"Just what isn't working out as planned?" I asked.

"Well, I have been trying to think my way upstairs, as you told me to do, but a little while ago the super sent word that I was to be in his office at four o'clock. Looks like I'm going to catch hell."

"I'm not so sure about that," I replied. "I'm afraid you are letting your old thought - habit get the better of you. Instead of falling back into the old rut, I think it will profit you more to apply thoughtsmanship to the situation. Start thinking of the increase sales in your department since you started using your head. Think of how much more valuable you are to the firm today than in times past. Think of your present worth, for what you think, you look. I'm sure that if you do, you will make a much better impression on the superintendent than if you go up there looking like a whipped pup. Show him that he has a man who thinks for himself and has the good of the store at heart."

A few days later he came to my office and announced, "I lost my job in the old department."

The twinkle in his eyes told me that there was good news to come. I merely smiled and said, "Out with it."

"Take a good look at the new head of the department," he said joyously, "I've been promoted. The boss said he liked the way I handled the trade and was sure I could build up the sales in the department a great deal. Boy! Am I glad I started to think things through."

[91]

Of course, I was interested in the case, and took advantage of the fact that I knew the superintendent personally. I called upon him and we discussed the case at some length. He told me that the former head of the department had been a stickler on rules. He was constantly worrying about small incidents wherein some of the clerks would deviate from the established custom. "Of late, he started complaining about Jack Mason taking it upon himself to suggest certain changes in the rules," he said, "so I started to check up on Mr. Mason. I found his sales record good, and a showing of initiative that fitted into our idea of a good department manager, so I gave him the job. I'm sure he'll make good, too."

There we have a picture of what thoughtsmanship did for a plodding clerk. While I was interested in Jack Mason's welfare, I also had a deep interest in the former head of the department. I ask Jack to explain thoughtsmanship to him and see if there wasn't some service we could both render in the case. There was, for in few days he called upon me. The fact that he became a good student of thoughtsmanship was evidenced by the change he made in his life. The loss of his position as department manager came as a heavy blow, but proved to be a blessing in disguise. It stimulated him into action. Fully realizing his mistake, he determinedly set about correcting his thought habits. He is today a buyer in the men's clothing store and commanding a salary much higher than that of his old position. Thoughtsmanship worked for him, and it will work for you.

The fact that this young man became a good student of thoughtsmanship and is today a buyer in another department is interesting itself, but the real value in the case, so far as this message is concerned, lies in the information we glean from the man's background.

His father had distinguished himself in the First World War. Not as a high-ranking officer, but as a sergeant who took his military training seriously. The act that had won him his medal required no great amount of initiative upon his part, just strict adherence to the rules laid down by his superior officer. Never did he allow his son to forget the reward he

[92]

had received for strictly obeying the rules. The father's word was law in their household, and his command must be carried out to the letter. The son had no opportunity to think for himself. He must act upon the thoughts of his father. With such an experience in his boyhood days, it was quite natural that he demand of his clerks the same strict adherence to the rules. He had thought of no other method of operation, and what you think, you do.

Once he was awakened to the necessity of thinking for himself, he granted the other fellow the same privilege. His advancement in his new position was directly due to his change of thought. His thoughts produced the pattern through which his energies were expressed. It is always so. It cannot be otherwise, for thoughtsmanship is based upon scientific law.

You, like many others, may be reluctant to admit that thoughtsmanship is a science. True, thoughts are invisible and intangible, but the results obtained through their production are solidly tangible. The principle upon which all scientific knowledge is based is intangible, as are the immutable laws of Nature; but out of the invisible elements, all matter was formed. The Life Principle gave birth to all things, and it is upon that principle that thoughtsmanship is based. The consciousness of the electron enables you, by producing the thoughts through your process of mind, to direct the creative energy. *The creative you will* prove that statement to be true, if you will live the truth propounded in this message.

Let your inner consciousness express its power. Follow the formula of thoughtsmanship as carefully as the chemist follows his formula in making chemical tests. He knows that, if he follows the

formula, he will get positive results, not sometimes, but always. Ask him why, and he will reply, "It is due to chemical law." Our greatest scientist can't tell us why these things happen as they do; but he will assure you that they always happen. Most of us accept that fact without question, yet the law of chemistry is no more tangible than the law of thought.

Jealousy, anger, worry, dread, all based on the emotion of

[93]

fear, will poison the bloodstream as surely as will a dose of poison taken from a bottle. Your physician will tell you of the physiological action taking place within the body; but he will not be able to tell you why fear thoughts cause such a reaction. We only know that it is due to the effect thought has upon the consciousness of the electron.

Scientists recognize thought as radio waves broadcast to the world at large, and affecting others. They tell us that some people have extra sensory power enabling them to interpret those thought waves. It is commonly called mind-reading. But whether or not we fully interpret the thoughts of others, we are affected by them. So, too, are others affected by our thoughts. We think ourselves into success or failure. Such is the law.

Today, you are, through the thoughts you produce, building a personality that will advertise to the world the kind of thoughts you produce. You can change your personality, either to the good or bad, by changing your thoughts. You attract, or repel, through the power of thought, such persons as are capable of bringing you happiness and success. This is no abstract theory. It is the proved fact. If a few can put such a law into operation for their good, all can so use it. Are you going to continue your study of mechanical laws and exclude the laws of life?

You must become a researcher in human relations. You must recognize your relationship with the Creative Intelligence. You must put the immutable law into operation every time you produce a thought. *The creative you* awaits the opportunity of proving that fact. No need waiting to develop that power, for you are in constant and immediate contact with the original source of all power—Creative Intelligence. You need only to become conscious of self.

Everything accomplished by man is due to thought. Inventions, business transactions, community organizations, cities, counties, states, and nations have their origin in the mind of man. Health and illness, happiness and sadness, prosperity and poverty, are all influenced by the thoughts produced in the process of mind. Thoughts are transmuted into physical

[94]

expression. Are you going to study and make use of thoughtsmanship? It is our purpose to awaken the creative you; but you must recognize your responsibility and understand the report that awaits you.

The transcending importance of thought must be realized, if you are to render complete satisfaction for time spent on this task called life. You are, fundamentally, a creator with all of the forces of Nature supporting you. Your life *is* what you *think* to make it. The thousands of cases who have come to me for counsel have proved that statement over and over again. Fear, producing anger, jealousy, worry and dread, caused their bodies to become racked with disease, their business to fail, their homes to be broken, and their whole life to be filled with unhappiness and poverty. All because of thoughts they produced. A preventable cause, yes, but one that can only be counteracted in the same process of mind.

There is but one process of mind for you to use. It can produce but one thought any time. That is why it is impossible to think of two things at one and the same time. If you are producing fear thoughts, there is no room for courageous, happy thoughts. Fortunately, when you are producing happy, courageous thoughts, there is no room for fear. The secret of happiness, is in the production of happy thoughts. We are what we think.

Can we for one moment question the effect of thought? It cannot be weighed or measured, but neither can energy. We can only judge the effect. An anger thought is broadcast, but can anyone measure its effect upon its producer, or upon others, until that effect has been given physical expression? Likewise, the production of happy thoughts can never be fully evaluated until they are expressed in the physical. That an effect will follow the production of such a thought, we know; but its intensity can only be determined after the effect has been made apparent. How many thoughts have you wished to recall, after you have seen their effect? But a thought once broadcast belongs to the world and can never be recalled. The time to prevent the effect is before we produce the cause. Watch, therefore, the thought you produce.

[95]

What you think, you look; what you think, you do; what you think, you are. Why do you do anything? Because of the thoughts you are producing at the moment, or because of thoughts produced in times past. That last article you purchased, for instance, was it because you at one time thought it would be useful to you? Or, of course, you may have been prompted through pride of ownership, or you may have anticipated a profit through its resale, but all this required thought. Thought is the vehicle upon which all business rides. Every accomplishment is due to thought. In fact, all of creation is the physical manifestation of thought. We are surrounded by the consciousness of the Creator. That consciousness is awaiting your thought direction into physical expression.

You are endowed with the ability to think creatively, to direct the Creative Energy. Once you become conscious of that fact, your purpose in life will become an accomplished fact. The undeviating laws of creation always work to that end. This can be proven in your own life. Just apply thoughtsmanship to your everyday life, and watch the results.

We are not dealing with mind in general, nor the other fellow's mind. We're talking about *you*, leading you into full realization of your potential power. Stop trying so hard, and *let* your inner consciousness express its energy in accordance with the thought-pattern you produce. *Let* happiness and prosperity come to you. Many times you have produced a pattern that would have insured success; but you became impatient and rushed off in search of new fields to conquer before your thoughts could be given physical expression. Just think of the wealth you have turned your back upon by doing so. Plant the thought-seed and give it the cultivation, then prepare for the harvest.

"I wouldn't take a million dollars for what I have in my head." Those were the words a young man spoke to me twenty-five years ago. He now has several million dollars to his credit. He knew what thoughtsmanship would mean to him and he had the ambition to put it into practice. His case is not an isolated one. There are hundreds of others who have

[96]

broken the bonds of financial worries through the use of thoughtsmanship. What they have done, you can do.

Before we go on with our studies of the application of thoughtsmanship, let's make a self-analysis. To ascertain your financial status will not be difficult, for you are quite familiar with its details, I am sure. Your age doesn't matter too much either, for your creative powers are constant. No diminution of Creative Energy is possible, for there is no loss of energy. "But," you say, "if I have the same creative energy that I had when I was young, was holding me back? Why can't I be a success?" You can be a success. Nothing is holding you back, except yourself. No doubt, you want to be a success, but you want someone else to make that possible. You want to make the trip from where you are to where you want to be without putting forth the effort. Harsh words, I know, but there is no use beating around the bush. We've got to face this issue, squarely. We're going to change all of that; but right now we've got to determine the starting point.

Your physical condition must of course, be taken into consideration. But don't think for one moment that we're going to allow you to hide behind that bush for long. Too many business failures have tried to hide behind a stomach ulcer, when they were explaining the cause of their failure to me. You had just as well come out in the open, for we are going to cut away every excuse-bush you try to hide behind. You can say, "I don't feel well," and get by with it. Many a prosperous business is being directed from a wheelchair, or an invalid's bed. Get out of the habit of thinking sick thoughts. Start thinking of health and see what a change it will make in your physical condition. Thoughts are transmuted into physical expression regardless of the subject matter. No, your state of health is not going to prevent you from applying thoughtsmanship.

Now that we have cut down your physical-condition-excuse-bush, you must look for another. Perhaps it is lack of education. We're not going to minimize the value of an education; but we're not going to minimize the effect of the lack of an education

[97]

has upon your success factor. Men like Abraham Lincoln, Thomas Edison, Henry Ford, and many others, did not allow the lack of an education to rob them of success. They used their process of mind to develop a pattern through which their creative energy could be expressed. An education will make it easier; but you don't have to be a graduate of some university in order to gain prosperity and fame. You need only the determination to use what you have, and "more will be added."

You may now turn to countless other excuses, such as environment, lack of finances, family worries, etc., but those, too, can be eliminated. If you think they are insurmountable obstacles, they will of course prevent you from freeing yourself from their hindrance. But, if you will accept them at their face value, you will find there are many openings through which you can gain success. A little careful thought on the subject may reveal that most of your trouble is caused from worry. Worries that have robbed you of needed energy have prevented you from accomplishing your purpose. The high cost of worry is a tremendous burden, but one you can quickly shed. Just what is it you are worried about, anyway?

Before you can know what you are worrying about, you must build a mental picture of it. Of course, your mental picture may not be true to fact; but, if you will hold that thought firmly planted in your storehouse of memory, it won't be long until it will become a fact. Worry thoughts are transmuted into physical expression, too, you know. Many of the things that have troubled you in the past were attracted to you because of worry thoughts. You must break the worry thought-habit. Never think of anything you don't want to happen. Keep your thoughts on those things you do want to happen. The thoughts you produce form the pattern through which your creative energy molds your future. Stop "trusting to luck" and start trusting your inner creative powers.

Things that have happened in the past cannot be changed, but their effect upon your present and future can be minimized. Worry certainly won't help the matter any, but it will increase its effect upon your life. You may be one of those nervous

[98]

individuals who say, "If I wasn't so sensitive and self-conscious, I wouldn't worry so much." You needn't worry about being sensitive. Sensitive people usually possess promising ability for creative imagination. Imagination is a wonderful thing when properly directed; but you must direct your imaginings along constructive lines, not into destructive worry.

Let's stop making excuses, thinking up reasons why we have failed, and start thinking about the success we are going to gain. Excuses are as numerous as the proverbial flies around the molasses jug, and of about equal value.

The chronic excuse-maker must be classed as a psychopathic case. He is socially irresponsible and untrustworthy. The excuse-ring has been placed in his nose and he is being led about by the whims of others. He could free himself of such a habit, but again he falls back upon the habit of making excuses. He just doesn't have the time to study a system that will point the way to creative use of thought. He thinks he can't find the time, so of course, he doesn't.

The creative you stands at the threshold of the success-chamber. Thoughtsmanship supplies the key with which to unlock the door. Your thoughts determine what use you will make of it, so start thinking creatively.

[99]

CHAPTER NINE

Changing Human Nature

Have you ever tried to excuse yourself, for doing something contrary to the best interests of all concerned, by using that oft repeated phrase, "It's just my nature, I guess." Far too many offenders are hiding behind that "human nature" excuse. If it is your nature to offend, why don't you change it? I know a lot of people hold that human nature never changes; but after thirty-five years of research in the field of human relations, I know that it can be changed. A little thoughtful consideration of the subject will convince you that I am right.

Human nature is constantly undergoing a change. Not always for the better, of course; but a change is taking place nevertheless. The value of thoughtsmanship would be greatly reduced if that were not so. "Nothing is so changeless as change." You can change your nature at will. Not overnight, of course; but you can be what ever you will to be.

Most folks confuse inherited talents with inherited nature. We will consider natural talents, too; but first, we must determine the proper procedure for changing human nature. Just what is meant when we speak of human nature? In most instances, I think it would be more appropriate to call it "human cussedness," for obstinate thoughts produce an obstinate nature. Our nature is formed by the thoughts filed in our storehouse of memory. Those thoughts may be inherited, or they may be produced through our own process of mind.

Within your storehouse of memory, residing in your inner consciousness, there are certain inherited thoughts that do influence your life; but they need not be given the importance of an imperious dictator. Perhaps, in days past, you have allowed

[100]

them to stand unquestioned, and your inner consciousness has given them expression. Your inner consciousness may be at the head of the Department of the Interior, but you are sitting in the President's chair. You dictate the policy to be followed. By allowing inherited thoughts to dominate your nature, you are subjecting yourself to the rule of past generations.

Why should the past rule the present? It will, if you don't do something about it. I doubt the advisability of allowing the thought produced a few generations back to direct the activities of the present day. I'm sure that that line of reasoning will meet with the approval of the younger generation, at least. My own experience would warrant such a supposition, I know. Times have changed, and human nature must change with them.

My grandparents may have been wonderful folk; but the thoughts they produced may have been influenced by their grandparents, and that's going back a little too far for me. I prefer to direct my own life. That is as it should be. But, of course, there are many incontrovertibly good thoughts to be given consideration. Some of the thoughts produced by our ancestors are as applicable today as they were when they produced them. We must, however, be the judge. Present day expediencies demand it.

Inherited talents may be due to inherited thoughts; that is, they may have been thought out and a careful plan laid for their execution, thereby making it easier for us to perform the task; but inherited talents are separate and apart from human nature. As valuable as inherited talents may be, it is not always profitable to cultivate them. Some of them are of little value in this day and age. Just what use would you make of a natural talent in carriage-making? You would, no doubt, make some alterations and apply it to the automobile industry. To do so, you would have to use thoughtsmanship to some degree. Your thoughts would direct your natural talent into a more profitable field of labor.

So, we find that even our inherited talents need thought direction. If that be true of our method of earning a living,

[101]

it is also true of the thing that makes that living worthwhile—human nature. No matter how we look at it, we dare not shirk the responsibility of directing our own lives. Past generations can't enjoy the fruits of your labor, so why should they direct your activity? Even we fathers are too insistent on directing the lives of our children. Some even insist on putting clauses in their wills to direct the use their estates may be put to, long after they are dead. They are not satisfied to live their own lives; they must attempt to control the actions of the generations that are to come.

A father I once knew ruined his son's life by attempting to direct his every move. I should say, nearly ruined it, for fortunately, after his father's death, the young man was awakened to the predicament he had been placed in. This is not a treatise on parental behavior, but the experience of this young man may aid you in determining that human nature can be changed.

The father was well past the half-century mark when the child was born. Too old to readily understand childhood problems. I say readily understand, for had he devoted a little careful thought

to the matter, he would have gained greater understanding. As it was, he applied nineteenth-century philosophy to twentieth-century problems, and it just didn't work. He was also one of those parents who must "rule the roost."

There was no lack of fatherly love for the boy. If anything, he was too much concerned over the child's welfare, and insisted upon supervising every detail of his life. Every new undertaking, regardless of its lack of importance, had to be cautiously analyzed by the father before the boy could proceed. Even the most trivial things were given momentous consideration. Relieved of every responsibility, yet instilled with the idea that it was necessary to question every move, person or thing, the boy approached manhood utterly incompetent to meet the demands life makes upon man.

Realizing the inadequacy of his preparation, the young man did exactly what most human beings do, when faced with the cold facts of life. He tried to bluff his way through. To hide his fear, he assumed an attitude of boastful defiance. He

[102]

had inherited his father's domineering thoughts, his distrustful attitude toward others, his cold unfriendliness. If ever there was a human nature incapable of change, his appeared to be that one. Such arrogant bravado aroused the enmity of all with whom he came in contact. It was no easy task that confronted me when he came to my office for counsel.

"I have failed at everything I have ever attempted to do," he said. "I have given up hope of ever amounting to anything. If you can't help me, I will just have to jump off the bridge."

Our first task was to arouse enough interest in life to cause him to want to live, so we painted a word-picture of the life he could have. Then, we pointed out the worthless debris that had accumulated in his life-vehicle. We had to make him see the necessity of giving up all—not just part—of his old thought habits, replacing them with new. It took time, and it was hard work, but he is today well along the road to complete readjustment. You see, it can be done, if you will to do so.

Only time will tell just how far he will go in readjustment; but the change already made is beyond his expectation when he started studying thoughtsmanship. To associate and converse with him now, one can scarcely believe he once possessed such an unsocial nature. He has certainly demonstrated that human nature can be changed through the power of thought.

Inherited traits are like acquired habits. They can only be overcome by replacement. Something must take their place. Of course, it takes deep concentration on that new something, and determination to develop it. It can't be done through wishful thinking. You must keep your thoughts on the thing you wish to accomplish.

Human nature is not something we must accept as a fixed value. Actually it is only an accumulation of many habits, habits acquired or inherited. Those habit-thoughts have been allowed to remain in the storehouse of memory and act as a pattern for the expression of your life forces. The production of the new thoughts simply changes the pattern. Nothing mysterious about it, just the application of a little common sense.

Habits are never broken by simply trying to forget them.

[103]

In fact, they have already been forgotten, that is why they are habits. An act is not performed through habit so long as you must consciously think about it. No, trying to remember to forget will get you nowhere, for that will only cultivate the habit, and give it more importance. You must plant a

new thought and give it cultivation by adding new thoughts until it becomes a stronger habit than the old. Keep the new form in mind until some day you will find you are doing it from force of habit. Then you can turn it over to your inner consciousness to carry on. In that way, you don't try to forget the old, you just remember the new. Simple, isn't it?

It is so simple that most folk look upon it as too good to be true, yet it always works. That is, it always works for those who are willing to let it do so. The only thing that will prevent it from working for you will be yourself. Are you going to produce the thoughts that will produce the habit that will change your nature?

Many persons have said to me, "It is just my nature to get angry about the most trivial things. I am quick-tempered and I criticize my best friend without thinking about what I am doing." Of course, as long as they expect such a thing, it is sure to be "just their nature" to so act, for their inner consciousness gives expression to that which they expect. If they think "it is just my nature" to get angry and criticize others, there is no question but that they will do so, for what they think, they do.

Any objectionable habit should be considered as a challenge, a challenge to thought control. It can be met with determination, just as any business problem is met. Just because you have developed a tendency toward to a certain undesirable thing, does not mean that you must nurse it along, and encourage its development. If it is objectionable, replace it was something that is more pleasing. Above all things, don't simply accept it as "just my nature" and put up with it the rest of your life, for those are the things that are ruining your prospects for happiness and prosperity.

Sometimes the very thing we now consider distasteful will become pleasing to us. Likewise, the things that now

[104]

please us may some day become distasteful. You see, it is all in the way we think about it. I remember an incident that aptly illustrates that point. You may find it helpful in solving some of your own problems.

A student of thoughtsmanship came to my office one day quite perturbed. She had attended a lecture I had given the evening before on the subject of Ancestral Influence. She was quite concerned about the influence of some of her ancestors were exerting upon her life.

"Oh, Dr. Shaklee," she exclaimed, "I don't see how I could have overlooked such a hideous tendency for all of these years. I must be the laughing stock of all my friends."

She continued to ramble on about "what they might think and say," and seemed more concerned over their possible criticism than she did over the "hideous tendency" she had "overlooked for all these years." She did at last, however, get around to stating facts that would enlighten me on the subject.

There is nothing unusual about her dread of what "they say." Most folk harbor such a dread. That is why so few think and act independently. Far too many compromise their better judgment because of what they fear others may say. Of course, we must consider the feelings and the rights of others. We don't step into the other fellow's automobile and drive away simply because he left the key in the lock. He has property rights, and those rights are protected by law. We, too, are so protected. But there are some other rights, the right to think independently. If we think so, it will not be long until we are acting independently, for our thoughts are transmuted into physical expression.

The lady above-mentioned was enthusiastically sincere in her determination to rid herself of what she then considered an objectionable tendency. Although she had for twenty years considered

it a perfectly natural thing to do, she now considered it "hideous." But, as you will notice, she now tries to "pass the buck" to someone else, leaving herself free of condemnation.

"After your lecture last evening," she continued, "I went

[105]

home and took stock of my own storehouse of memories. Do you know, I have been allowing my mother and grandmother to direct my life? It's true, for when I was married, over twenty years ago, my grandmother gave me a lot of her furniture; old things that have been in the family for years and years. Then, two years ago, my mother came to live with me, and she brought a lot of her old furniture to add to the collection. She just gloats over her family heirlooms. I must have inherited some of her traits, for I thought it perfectly all right; that is, until I heard your lecture last evening. Now, I've determined to get rid of all that old junk and furnish my house in modern style. I'm not going to be the laughing-stock of my friends any longer. I'm going to think for myself."

I had visions of grandmother's four-poster bed and modest commode-stand, with mother's rocking chair and old sofa being carted off to the junkyard. I even pictured the old grandfather's clock giving way to a modern cocktail-cupboard. I was in no way condemning the lady for making such a decision, but I did think she might be acting hastily. I knew, of course, that her mother would grieve for her cherished heirlooms. So, I thought it best to discuss the matter cautiously before making any commitments on the subject.

"I have never been in your home, Mrs. B—," I stated, "but from what you say, I would not be at all surprised to find that you have some priceless antiques in your collection. I believe it would pay you well to call in a dealer and get his opinion in the matter before disposing of any of your old furniture. If my supposition is correct, you may realize enough on those collection articles to furnish your home with modern pieces."

As she left the office that day, her eyes revealed the intensity of her thoughts. Regardless of how many years she had been directed by the thoughts of past generations, she was that day thinking for herself. She was putting her instructions in thoughtsmanship to good use. A week later, she returned and announced in a solemn voice:

"I've taken your advice and had the antique dealer appraise my old furniture. Do you know that I have several most

[106]

unusual pieces? He offered me a fabulous price for some of them.

"Did you accept his offer?" I asked me, knowing full well that she had not.

"No-o-o, I felt that if they were as valuable as he believed them to be, it would be better to modernize the house so as to show them off to better advantage."

There you have an incident of an inherited trait giving no dissatisfaction for a period of over twenty years, then, suddenly becoming "hideous." A short time later, after careful consideration, that same trait was courted as a valuable asset. Had she not directed her thoughts differently, she never would have become dissatisfied with the old furniture. Likewise, had she not produced new thoughts concerning the value of antiques, she would never have appreciated her possessions. Those possessions didn't change. They were just the same old bed, commode-stand, sofa, etc., but their value to her increased materially when she gave thought to the matter. What she formally thought valueless, now took on new value. All because of thought.

Was it her nature to fluctuate between the old and the new? We have no evidence to that effect. Her nature changed because of a thought planted while attending my lecture, and then changed back again because of a thought planted while she was in my office. Of course, you may say that it was just a change in mood, and you may be right; but I have seen so many others make a permanent change in just such a manner that I am convinced she, too, would have remained determined to modernize her home. One thing sure, if she had remained so determined for any length of time, her nature would have been changed. It always pays to *think*. Thought changes human nature.

Certainly, "blood will tell." But, that is no excuse for us to allow "bad blood" to dominate our lives. No matter how natural it might be for you to become a horsethief, it would give you no excuse for stealing your neighbor's horse. You can overcome any unwanted tendency. Our forefathers found

[107]

it perfectly natural to use the horse and buggy as a means of transportation, but we have found it equally as natural to use the automobile and plane. Human nature has changed, so we are no longer satisfied with the slower means of getting from one place to another. Through the use of thought, we have changed the expression of a natural trait. We have used our power of reason to establish ways and means of accomplishing our purpose.

We all inherit certain talents that are of great value, such as physical agility, artistic ability, etc., but before we can profit from such inheritances, we must expose them to the influence of our environment. If that environment is favorable to their development, we find them exerting great influence upon our lives. However, many of our natural talents are never given an opportunity to develop. Of course, it is not always due to environment, but it does have its effect. Environment includes not only a certain location, but associates, books, and other educational advantages. You can command your environment, so you command your nature.

The change in human nature is a continuous, evolutionary change that is forced upon us by a constantly changing environment. It is a fixed law of Nature that all things adjust themselves to their environment, so we need not allow it to subdue us. Most of the outstandingly successful personalities of the day gained success, not because of, but in spite of their environment. You see, most of the environmental effect is due to the thoughts you produce concerning it, so the overall results are up to you. You can accept it as the inevitable and go down in defeat, or you can go on fighting your way through to success, in spite of it.

At least ninety-five per cent, perhaps more, of what you call your nature is habit. If those habits are unfavorably influencing your life and robbing you of happiness and prosperity, it is high time for you to supplant them with habits that will insure your success. To do otherwise would necessitate making excuses and attempts to place the blame on some departed ancestor who had very little, if anything, to do with

[108]

it. You must accept the responsibility of building your own nature, and stop making excuses.

There is but one fixed element in the life of an individual. It is not that which is commonly termed human nature, but does, of course, have a determining influence upon it. Known as our basic emotion, it is resident within our inner consciousness, the origin of all of our emotions. While the

soul constitutes a variable value, the inner consciousness is, of course, a fixed value. Therefore, the basic emotion of different individuals does not vary one iota. The expression they allow, following their emotional reaction, may vary greatly, but the basic reaction is always stable. A basic emotional reaction is of the inner consciousness and never changes. The action taken following such an emotion is of the soul and may be of almost any form.

It is that fact that affords the student of thoughtsmanship an opportunity to change his own nature as well as that of others. He can never change the emotional reaction, but he can change the thought-controlled action following it. He knows that the emotional reaction in the other fellow is identical to his own. At that point, however, the similarity may cease, for from there on, human nature takes over. He may not anticipate the action taken, but he will always know how the other fellow feels about it. He knows whether the emotional reaction will be that of pleasure or pain. Of course, now that you are a student of thoughtsmanship, you will always endeavor to arouse a pleasurable reaction. It is always more profitable to do so, for we all strive to gain pleasure and avoid pain.

Two individuals may be confronted by exactly the same circumstance. Their emotional reaction will be identical, for they have like basic emotions, but the action they take upon such a stimulus may be entirely different. If the circumstance is of an unpleasant nature, each will experience a painful emotional reaction. One may then become angry and further aggravate the situation, while the other may show no sign of anger. The emotional reaction is the same in both cases,

[109]

but acquired knowledge, or natural tendency of the one will direct his action into a safer domain. He has found, through past experience, that it is more profitable to control his action, regardless of his reaction to the matter. Perhaps at some time in his life, under similar circumstances, he would have become angry and said many spiteful things, or acted unbecoming to a gentleman; but, through the power of thought, he has changed his nature. He is no longer controlled by his old anger thought-habit.

Yes, the basic emotions are the same in all individuals. That which gives pleasure to one will give pleasure to all. Their pleasure is never expressed in the same degree, however, for its expression is in accordance with thought. If you wish to increase your degree of happiness, give more thought to pleasure-giving incidents. I don't mean by that that we should always seek the playgrounds of life. I mean that when somethings occur that arouses a pleasant emotional reaction in you, you should give it some thought. And while you are giving it thoughtful attention, you should determine to arouse the same reaction in others. If you bring pleasure to others, they in turn are prompted to act in such a manner as to give pleasure to you. You (soul) govern the action taken on any emotional stimulus. You can, regardless of your inherited traits, become the kind of a person you desire to be. That which you have considered to be your nature can be altered to suit your best interests.

While it is true that many people accidentally develop their natural traits, it is not necessary to await accidental discovery. Thoughtsmanship aids you in such a development. It also gives you aid in differentiating between those that are desirable and those that are undesirable. Give careful analysis to each statement made in this message. You may then adopt without prejudice such portions as meet with your approval. Merely agreeing with them is not enough. You must adopt them as your own; *feel* with authentic vividness the power that is resident within you. *Know* that you are master of your own destiny.

You have had no difficulty, I am sure, in determining my

[110]

convictions in the matter. I have no desire to be fanned with the passing breeze of popular opinion, however. Thoughtsmanship has been proven in the lives of thousands of individuals and I know that it can be profitably applied to your life. As stated previously, we haven't all of the truth that there is to be known, but those stated in these pages have been proved over and over again. Make use of them in your everyday life. Never consider your nature of today as being a permanent fixture, for you will make a change. Nor should you consider what you are today, or what you will be in the future, as being in any way attributable to a supernatural power. The energy giving expression to your life is superhuman, but the expression of that energy is under human guidance—your guidance.

In applying thoughtsmanship for the change you wish to make in your nature, you must remember that that change can be brought about only by the creation of new values. New values must take the place of the old. Of course, in this changing world, most of the new values are forced upon us, not willfully acquired. But, why, may we ask, should such be the case? Because "human nature" being what it is, we refuse to put forth the effort necessary to creative thought. We just hold onto the old.

The horse was held in high esteem in the early agricultural days. So, when the tractor was first introduced, it became an object of ridicule. But the necessity of greater efficiency forced the tractor upon us. Such is the case in practically every major improvement. Human nature must be forced to make the change.

Actual value doesn't always force us to accept certain articles as a necessity, however. We need only to consider the style-value of clothing, in comparison to actual value, to appreciate that fact. Style changes force us to discard much clothing value. Why? Because style-values are established through the power of thought. We are led to believe in their value, and so long as we so believe, we act upon that assumption, for what we think, we do.

We know that it is human nature to want that which gives

[111]

us pleasure. But, this is about the only fixed value we can ascribe to it. All else is subject to change. Human beings are apishly imitative, and are, therefore, inherently susceptible to their environment. In childhood we imitate our parents, or other grownups, and gain a sense of satisfaction therefrom. We grownups find it quite amusing to watch a little girl, who has donned her mother's dress, endeavor to act as an adult. If she continued to wear such attire, and was deprived of the association of other children, what do you suppose would happen to her childish nature? In so far as her experience would allow, her nature would be that of an adult.

Consciously or unconsciously, we imitate those we hold in respect. Of course, we sometimes imitate those for whom we have little respect, but we usually attempt to correct such a disconcerting habit. At the moment of imitation, we are actually reproducing, through our process of mind, the thoughts expressed by the one imitated. How many persons do you suppose are at this moment imitating you? It might be a little embarrassing for you to know the exact number, for if you only have but one imitator, you are responsible for the change your thoughts are making in their nature. Yes, we can change human nature in the other fellow.

To change your own nature, or that of the other fellow, you must produce thoughts that will bring about such a change. Are your thoughts worthy of imitation? The greatest nature-changing force known is praise. A strong motivating power inherent in all of us is the desire to gain the praise of others. We all wish to be appreciated, for it is a pleasure-giving value. Praise, then, is one sure way of changing human nature. However, it should only be expressed with a note of sincerity. Insincerely expressed, it amounts to flattery, and the false note of flattery should be avoided if all times. Praise sincerely, but never flatter.

It may be a little difficult to find a value in the other person that warrants praise, but there is always some good in him, so we need only look for it. If he has shown himself worthy of the slightest praise, give it to him. Never mind the many unpraiseworthy things he has done. Praise him for what good

[112]

he has in him, and he will be pleased. You will find that he will seek further praise by doing something that pleases you, for we all enjoy doing something for someone who shows his appreciation by doing something that pleases us.

Always, give praise where praise is due. The person need not always be present when you are making your complimentary remarks, either. Never withhold your words of praise for the ears of the recipient only. Those words may be an inducement for others to seek like praise from you. As you change your own nature into a more pleasure-giving one, you'll find others giving you more pleasure.

Supposing, just as a hypothetical case, you have a certain individual whose nature is absolutely void anything worthy of praise. Can you think of anything you might say to him that would cause a change in his nature? Yes, you can praise an act of someone who has pleased you. By doing so you arouse a desire in him to gain such praise from you. Human beings are imitators, you know, so it is not surprising to find hardened personages doing some act of kindness in order to gain praise. Many a person has made a complete reversal of his former nature, due to the kindly praise of someone he held in respect. Perhaps, in helping others to make that change, you will be bringing about a change for the better in your own nature.

Many people have said to me, "I would like to be friendly with everyone, but it just isn't my nature. My father was a cold, distant sort of man, and I'm just like him. I can't make friends easily." In the first place, they may have inherited some of their cold, distant nature from their father, but most of it, however, was acquired through imitating him. Such a habit, either inherited or acquired, can be broken. Certainly not by accepting it as the inevitable, but by replacing such thoughts with positive, creatively friendly thoughts.

From our childhood days, we have heard the phrase, "never say can't." Let's see if we can determine just what it is that happens when we say *can't*. The sole-consciousness, using the process of mind, is sending a message to the inner consciousness, where it is filed in the storehouse of memory. Not only

[113]

one, but many such messages come through, until one day you are confronted with a similar, or perhaps the identical task. You now make a request of your inner consciousness to furnish the energy necessary for its performance, but stacked against the request are many *can't* orders. You have already instructed your inner consciousness that it can't be done, so, of course, you fail to accomplish

anything. Each *can't* order filed with the many others, adds to the preponderance of negative influence against success, so you excuse yourself by saying, "It is just my nature." Supposing it is your nature today, what of it? Start now to change that nature.

You may not have a friendly nature, so you wish to change it. Where do we start? First, you must have a deep-seated desire to make friends, then you must cultivate an interest in other people. People will not become interested in you, unless you become interested in them. The simplest way to arouse their interest in you is to become interested in what they are doing. You thus establish a common meeting ground. It is an easy matter to carry on a conversation with someone who has similar thoughts to your own. Similar thoughts produce harmony, and a concordant personality is established. Friendship is thus assured.

If you value a friendship, it is worth putting forth some effort to cultivate it. Always, endeavor to determine the other person's likes and dislikes, then, make sure you act in accordance to his likes. Give him pleasure. Acquainting yourself with the other fellow's acquired nature is not always an easy matter. You must, of course, take into consideration his present as well as past environment. We know that environment greatly influences human nature, so make sure that your conversation is confined to only the favorable part of his environment. You may use the unfavorable part to better understand present actions, but never allude to it, unless he himself introduces the subject.

Basic values are very nearly identical in all persons, so it is an easy matter to determine what your friend likes or dislikes. Certainly their basic emotions are identical to your own, so, basically he likes the same things you like. That is, he seeks

[114]

that which gives him pleasure. Recognizing this proved fact, you will be able to govern your words and actions in such a manner as to produce only pleasurable reactions. The giving of pleasure is always favorable to your cause. Remember, every human being is seeking a cause for pleasure. To encourage him to seek your friendship, you need only to become that cause.

Make sure that you give no cause for a painful reaction. Everyone wishes to avoid that which causes pain. All basic reactions spring from the emotions of love or fear. The intensity of the stimulus applied will determine the degree of reaction, for we have different degrees of love and different degrees of fear. A severe stimulus, action on your part, may produce an acute state of fear, followed by intense anger. While a lesser stimulus may produce only a feeling of disgust, you will not find it to your interest to produce either.

Knowing before hand what the reactions will be, you can always control the intensity and type of stimulus applied. No better rule can be given than that laid down nearly two thousand years ago. "Do unto others as you would have others do unto you." So far as the basic or biological part of human nature is concerned, that rule applies to everyone. You will find it extraordinarily profitable in application. Few persons have actually attempted to prove its worth; but those who have done so have been bountifully rewarded.

[115]

CHAPTER TEN

Don't Try; Let

You have often heard the statement that if you would do your best work, you must stop trying so hard. How true that is, for by trying so hard, you produce a nervous tension. You are experiencing too much nervous energy and will soon tire. So, we say to you, *don't try; and let*.

Tension interferes with expression, whether it be physical or mental. Many errors are thus caused that might otherwise be avoided. But there is more to it than just avoiding tension. Trying means that the soul is endeavoring to accomplish the task by independently directing action. This is in no way a contradiction to the statement that the soul must direct action, as you will find as you study further. It is just a warning against the soul's endeavoring to perform a task that can be better accomplished by the inner consciousness.

We might liken it to the business executive who insists upon looking after the details of his business instead of relegating them to his office force. He is so busy with the details that he fails to properly plan the major issues. Usually the office help would prefer to have him out of the way, so they could accomplish the task in less time, and as a rule, accomplish it more efficiently.

You are at the head of your life-organization and give the orders; but you must *let* your inner consciousness carry them out. It will do so effectively, if you stop interfering. But, if you become over-anxious and *try* to force the issue, you will "gum up the works." Through your process of mind, give the thought-orders and then let your inner consciousness express them according to the thought pattern you have produced.

[116]

The football coach thinks out the plays, weeks, months or maybe years before the game. He implants those thoughts in his players, not just once, but day after day, until they become a habit with each man on the team. The coach is not out on the field playing the game, but his thoughts are directing each play. He can produce those directing thoughts, but he must let the players carry them out. Too much interference on his part, while the game is going on, will disrupt the habit-play and the game will be lost.

How often has the trained athlete carried on through instinct, only. That is why he has trained, so that his actions would become a habit. He has given instructions to his inner consciousness weeks and maybe months before the meet. He doesn't have to think up many new instructions, except, perhaps, to meet an emergency. Our lives should be so patterned, for over ninety-five per cent of our actions are controlled by habit. Plan your life in advance and then let your inner consciousness work your plan.

Perhaps, at some time or other in your life, you have felt discouraged and filled with fear. There was, of course, a cause for such a condition, for even uncertainty must have a cause. Quite likely the cause was unpreparedness. You tried to accomplish a certain thing before you were prepared to do so. Realizing that fact, you tried too hard and became nervous. Fear, always the sire of nervous tension, prevented you from thinking things through. Fear is a basic emotion and will always seek expression in the physical, so it must never be allowed to dominate our thoughts.

"But," you say, "I can't control my fear. It just comes over me, and there is nothing I can do about it." Oh, yes, you can control it, all right, and there is a great deal you can do about it. You know that you can make yourself fearful through the production of fear thoughts. Many people imagine themselves into a state of fearful hysteria. They have no grounds for such fear, but it is nonetheless real just the same. Don't laugh at the poor hysterical soul, for most of your own fear is groundless. You, no doubt, found that out later; but at the time, you thought you had grounds for fear.

[117]

If you can produce fear through the use of your process of mind, you can also produce courage. We know that it is impossible to think of two separate things at one and the same time. Your process of mind is either used for the production of fear thoughts, or for the production of courageous thoughts. You have it within your power to determine which it shall be. One thing you may be sure of, habit-thoughts, stored in your storehouse of memory, will occupy your process of mind the moment you release your control over it. The only way you can prevent those thoughts from being expressed in the physical is to stay in the driver's seat and direct your thought production.

Those fear thoughts are already stored in your storehouse of memory. How did they get there in the first place? Don't start laying the blame on some ancestor. We've gone over all of that in a previous chapter. Let's face the issue, squarely. Didn't you at one time produce them? Or, if they are inherited thoughts, haven't you known about them for some time? Well, then, let's replace them with courageous thoughts. Of course, it will not be an easy task, but neither is making a living. However, the task of making a living will be much more easily accomplished, once you have eliminated those fear thoughts.

You may consider yourself free from fear, yet you are in a constant state of nervous tension. If so, sit down and quietly think over the things that may be causing it. Is there some person, or persons, task, obligation, or any other thing you dislike very much? What causes that dislike? *Fear*. You fear the effect it may have upon your future life. You never become nervous over the task you love to do, because you let your inner consciousness express that love emotion in your work. The emotion of love always has a relaxing effect. That which we love to do is never boring. It doesn't produce nervous tension; therefore, we do not tire easily. Fatigue is seldom due to overwork, but to boredom. We are just tired of the same old routine.

If you can arouse a love emotion, create an interest in your work, you will overcome the greater part of your fatigue. Should you try it? No, just *let* your thoughts of love express

[118]

themselves. You can't find anything to love about your work? Maybe it is because you haven't looked for it. Give the matter some careful thought, and then, if you can't find anything to arouse your emotions, it is time to make a change. But be sure the change should not be made in you instead of the job.

Yes, your present job may be paying more than any other you have ever held, but even success may be purchased at too great an expenditure of nervous energy. Suppose you do fear giving up your job, regardless of the penalty it extracts from you. Fear, then, is driving you to your work. In that case, no matter what the degree of success you attain, the moment you reach your goal, you will be filled with fear lest you lose it. Do you want to live in a state of constant fear? Isn't it much better to spend a little time and effort freeing yourself of that fear?

Most folk are too busy *trying* to gain success to *let* themselves learn how to live. Everyone has problems, of course; but few really look for their cause. Many of them are so mixed up in generalities that it is hard to point out any specific problem. They are just fearful of all things. Fear promotes worry, and worry has so depleted their nervous energy that they just don't put forth the effort necessary to find a solution. There is nothing for them to do but just worry along. What a pitiful state of affairs; yet that is exactly the condition I find most people in who come to me for counsel.

In the majority of cases, the problems causing so much worry are due to their imagination. Imagination stimulated by experiences in time past. Happenings of yesterday, or of years gone by, it doesn't matter just when they occurred, cause them to fear what may happen in the future. Seldom are the happenings analyzed to determine their actual worth. Usually, the imagination gives them false color. Fear dominates their imaginings, so the influence of such happenings are all out of proportion to their value.

Imagination is to be encouraged, but it must never be stimulated by fear. You know of many people who are worrying over imaginary troubles. Perhaps you have been guilty of so doing in the past, so don't be too severe with them. Imagination

[119]

should be nourished by creative thought. Feed those thoughts into your inner consciousness and *let* it produce self-confidence according to the image you have furnished. Self-confidence is a sure cure for nervousness, and nervousness is the cause of many physical conditions. So, self-confidence cures many things. Only when you gain confidence in yourself, can you really enjoy life. Through confidence, you cross off fear and give expression to your creative power.

Do you lack confidence in yourself? Then, it is time to make a self-analysis. You must determine why you lack that confidence. Once you have found the cause, and I am sure you can through the study of thoughtsmanship, you will be able to eliminate it. You must no longer allow it to prevent you from intelligently directing your experience expression of life. You know that your life will be expressed in accordance with the pattern produced in your process of mind, so, it is only a matter of believing in your ability to produce such a pattern. You have all the energy necessary for such an expression, if you will only let it be so expressed.

Taking for granted that you have carefully analyzed the truths presented in this message, you are now in a position to know whether you do or do not believe in this natural way of life. If you believe, you are now ready to take action. In fact, believing demands action upon your part. You have studied the record of the creation of all things and know what man is and why he is. You know that you (soul) can direct the Creative Energy within you and accomplish your purpose in life. You also know that you must use your process of mind in forming a pattern through which your Creative Energy may give physical expression to your thoughts. Knowing all of this, what is to prevent you from putting that knowledge to good use? Nothing, except yourself.

Supposing you wish to go downtown, but you must depend upon a taxi for transportation. You call a cab company and ask that a car be sent to Broadway and MacArthur. You believe they will send it, all right; but you just don't bother to keep the appointment. The cabby waits a reasonable length of time, then someone comes along and asks to be taken down

[120]

town. Cabby says, "Jump in," so the other fellow succeeds in making the trip, but you fail. Are you going to rail at your own "hard luck?"

Sounds silly, doesn't it? Yet, that is exactly what many will be tempted to do after reading this message. They will know that here is a blueprint of a successful life, yet it will mean little to them unless they put it to use. Are you going to let the taxi wait at the corner until some other person avails himself of the transportation and you only wished for?

This message delivers into your hands certain facts that constitute the building stones of which to construct the foundation of a successful life. One that will insure you *health, happiness and prosperity*. The knowledge is now in your storehouse of memory to be used by you, if you so desire. However, knowledge that is not used will soon fade from memory. Determine, now, to *let* that knowledge gain expression in your life. Follow the blueprint carefully, calling upon your inner consciousness for the Creative Energy awaiting your direction. Use your process of mind to produce such thoughts as you wish expressed in the physical. Then, believing, form the pattern for their expression. *Let* the Creative Intelligence within you gain expression in your everyday life.

Your inner consciousness is to you what the motor is to your automobile. The motor does not question your ability as a driver. Your hand is on the wheel and your foot is on the throttle. It will respond to your bidding. You can direct it along the highway at whatever speed you desire. You can even turn off the well-marked highway and hit some rough spots if you care to. You are the master; it simply furnishes the power. Your inner consciousness will do all of that in motivating your life. It will do more than that. It will never question your direction; but should you relinquish control, it will take over. It is not only a power-plant, it is an intelligence. An intelligence far above that of the soul. You need only to "Ask, and ye shall receive."

Your inner consciousness will not question your judgment, so long as it is not interfering with the Law of Evolution; but

[121]

will provide the power, even for your own destruction. You have dominion over all things pertaining to man. Determine, now, what manner of director you are going to be. Don't worry about what kind of a person you are today, nor what kind of a person you have been in the past. Think only of what kind of a person you desire to be in the future. Then, hold faithfully to those thoughts and let your creative forces produce such a personage. If you take action, believing, you will not be disappointed. I assure you.

We are told that "Man ought always to pray." You may place your own interpretation upon it; but to me, it means but one thing: Man ought always to commune with his inner consciousness; be in harmony with, make known to, and depend upon it for the fulfillment of his every desire. There can be no better location for a personal God. Can you refute such a statement? If you are in doubt, I ask you to remember the Christian teachings, "Lo, I am with you always," and "Know ye not that ye are the temple of God, and that the spirit of God dwells within you?"

Your first aim in life should be to get acquainted with the Creative Consciousness within you. How can you ever hope to accomplish your purpose in life if you fail to recognize that which makes that accomplishment possible? Your inner consciousness is an endowment of the Creative Intelligence. It will do your bidding, if you will *let* it do so.

Perhaps you have been ignoring your Creative endowment these many years, pleading for that which you already possess. Determine, now, that you will come into full realization of your ability to direct the power. Have faith in your inner consciousness, unbounded faith, for all things are possible to him who "asks, believing." You are not separate and apart from the Creative Intelligence, you are part of it. The will of the Creator, Natural Laws, are all in your favor. Cooperate with them, *let* them serve as a guide in your relationship with your fellow man, and you will "Do unto others as you would that others would do unto you."

Knowing that the Consciousness of the Creator (electrons) is in all things, produce your thoughts in harmony with the

[122]

Natural Laws, and "all things will be added unto you." Remember, that all things man has ever prayed for, or will ever pray for, are in existence now, always have been and always will be. All you need to do is to prepare yourself as a pattern through which it may be given expression.

Keep in mind the law of Vibration, for you are broadcasting your thoughts to the world. Those thought vibrations are attracting to you that which is in harmony with them. Should those vibrations be of such a nature as to attract things of value, you will enjoy a more abundant life. However, should they be of such a nature as to attract that which is harmful, you must suffer the consequences. It is all in the way you *think* about it. Your actions are not the only things that attract a reward, for the thoughts you produce will attract their reward, also.

Make a careful analysis of your thought-habits, realizing that what you are today is the result of the thoughts you produced in days gone by. Look about you and see the effect of thoughts upon others. "By their fruits ye shall know them." Yes, I know, some of them must have had some horrible thoughts; but make sure that your own thoughts do not leave just such an effect upon you. What you will be in the days that are to come will depend upon the thoughts you produce. Vibrate with love and all the attributes thereof, and you will find that you will attract to yourself the better things of life.

Man is a creature of habit, so develop the habit of joyful living. "But," you say, "I have no happiness to be joyful about." Well, you know that happiness can be yours, if you will only bring happiness to others, so be joyful over that thought. Even a little joyful expression upon your part will produce a cause for further joyfulness.

Seek, always, to establish a state of harmony between your soul-consciousness, and the Creative Consciousness within you. Once resonance has been established—being in tune—you will experience a deep sense of satisfaction. You will become conscious of a strange and ineffable power seeking expression through your every act. You may find that certain ideas which may seem foreign to your nature come to you in

[123]

crystal clearness. It will be then that you appreciate thoughtsmanship, for you will have learned to cooperate with your inner consciousness. You will be drawing on the Universal storehouse of knowledge.

Such an accomplishment may appear to you at this time to be beyond your grasp, but I assure you that it is not a difficult task. You need only to put the teachings of thoughtsmanship into use, and to *let* your inner consciousness give free expression to its power. You don't have to gain that power, for you already have it. You need only *let* it be expressed.

You may, at this time, be so entangled in the web of negative thoughts that you see negative qualities in all things. The law of Polarity will aid you in freeing yourself from such an entanglement, for the polarity of any substance changes to meet its environment. *Let* this message be your environment, and in a short time you will find that your thoughts will become more positive. As your mental state changes, you will produce more positive thoughts, your actions upon your basic emotions will become more positive in nature. Your natural traits on the positive extreme will exert a greater influence upon your life. You will soon replace all negative habits with those of a positive

influence. In time, you will experience the satisfaction that comes with being in resonance with the Creative Intelligence within.

That we can ever reach the ultimate may be beyond our present understanding; but that we can aspire to it will meet with your approval, I am sure. The crisis approaching in your life and mine can be more easily met, if we are sustained by the influences of Inner Consciousness. This message has deposited in your storehouse of memory certain facts of life that possess potential values beyond your present understanding. But, if you will put your present knowledge into operation, you will find that as you give expression to your understanding, more understanding will be gained. "For unto everyone that hath shall be given, and he shall have abundance—"

Some one has said that if we face the light, the shadows will fall behind us. You have, now, been brought face to face with the light, so *let* that light, your inner consciousness,

[124]

express your creative powers. Never look back at the shadows. Make sure that you do not confuse inner consciousness with that which is commonly termed conscience. Your conscience is usually so influenced by the soul as to render it subject to change at the slightest provocation. To say that you let your conscience be your guide does not insure that, you are being guided aright. It only means that you are depending upon your human nature to guide you, and your nature, as you know, is what you choose to make it.

Do not fear that you will be unable to carry out these instructions. Strike out boldly. Putting your whole being into this new method of giving expression to your life forces will enable you to gain new experiences, and from these experiences you will quickly gain confidence. Fear is only deception, so, if you fear that you are not going to be able to apply these instructions, I assure you, that you will not. Your fear thoughts will direct the expression of your inner consciousness and you will accomplish nothing.

Let your dealings with your inner consciousness be firm and resolute. You are in the driver's seat, so drive with a firm hand. If you have formed habits of thought that are contrary to your own well-being, put on the brakes correctly. Just putting on the brakes and coming to a stop will avail you little, unless you take positive action thereafter. Determining that you will not give expression to harmful habits is not enough. The only effective type of brake to use is one constructed of positive thought. You can never expect to gain a positive action through the production of negative thought. If at any time you find negative thoughts being produced, replace them with positive ones.

Don't say, "But there are times when I don't feel like it." Your thoughts will change your feelings. Of course, you can always find an excuse for producing negative thoughts. You may lay the blame on your emotions; but you either control your emotions, or you are controlled by them. An emotion will always seek expression.

Either you control your process of mind, or your inner consciousness will control it. If you fail to exert control, your

[125]

inner consciousness will pattern its control by the thoughts you have formerly produced. That is why it is so easy to fall back into old habits of living. Make sure that you furnish a creative plan; then, *let* that plan be expressed in the physical.

Why is memory a matter of association? Because of the law of Polarity. One positive thought produced from the storehouse of memory will attract another positive thought. You control the polarity of your thoughts, so first, establish your position near the positive extreme; then let your inner consciousness produce positive action.

What about the other fellow's effect upon you? There is no question but that his thoughts will affect you. But if you do not wish to be affected by a negative environment, you must either change its polarity or remove yourself from its influence. Why does "a soft answer turneth away wrath"? Because the positive love vibration changes the polarity of the wrathful, negative person. You are the other fellow's environment, you know.

This philosophy is not mere theory. It is as practical as the rules of mathematics. It is in complete accord with the law of Cause and Effect. It always works. These truths are working in your life, anyway, so why not gain the knowledge of how to direct them? It is just as practical to call upon your inner consciousness to express your life in harmony with the Natural Laws, as to call upon it to digest your food. You don't know how to transmute thought into physical expression, but neither do you know how to digest food. You can establish a pattern by which your of life's forces are expressed, though.

You are in the process of becoming the master of the forces within you. Broaden your outlook on life, and open up the channels through which that boundless power you possess can be expressed. Whims and capricious habits must be replaced by more desirable ones. You are not body, nor mind. You are a soul, and you have dominion over all things. You can express your life in whatsoever manner you choose. The development of your body and mind is not an end in itself. It is only a means to an end. Through such means you may give self-expression. This message will help you express your life

[126]

in such a manner as to ensure greater *happiness and prosperity*.

Pleasure is a positive vibration and cannot be obtained from a negative element. That is why it is so important to seek positive environment. Others are seeking pleasure, too, you know; so see to it that you, their environment, afford them that pleasure.

We have mentioned the effect that trying too hard has upon the athlete; but just what happens when he tries too hard? There are certain muscles in the body that are known as involuntary muscles. They are under the control of the inner consciousness, only. Then, there are certain other muscles that may be controlled by the soul-consciousness. They are called the voluntary muscles. Through the use of them the soul may express physical action.

What happens to his game when the trained athlete tries too hard? The soul-consciousness is forcing those voluntary muscles into action. It is taking the play away from the inner consciousness, as it were, and trying to lay down new rules. Habit-play is interfered with and the game suffers. The coach constantly admonishes his players to "Let yourself loose; don't tighten up so much." In other words, he is saying, "Don't try; Let." Pretty good advice, too, for if the athlete is properly trained, he has already produced the thoughts to guide his inner consciousness in executing his best play. If he now tries to force his conscious thought into the picture, he becomes tense, errors creep in, and we wonder what has happened to him. As he feels himself tensing, fear makes its appearance and further complicates matters. The game is lost, all because the soul-consciousness tried too hard. There's a great deal of difference between directing your inner consciousness in its expression of life force, and in trying to make that expression.

The bandleader processes musical knowledge and can ingenuously direct the expression of his band; but he doesn't try to express his superior knowledge by playing different instruments. No, he is perfectly satisfied to direct the musical expression, and let the members of his band execute his instructions.

[127]

The simplicity of these instructions may cause you to pass over them too lightly, or you may even question their practicability. If so, I urge you to reconsider. The simplicity of a truth may sometimes cause us to underestimate its value, but all great truths are simple truths. I assure you that the facts presented herein have been proved in the lives of others. Many of them, at one time or another, in exactly the same situation you now find yourself in. You have a life to live. How well you live it depends upon how well you direct the expression of your Creative Energy.

A short time ago, a lady came to me with her problems. She had attended one of my lectures a week previous to the interview.

"I believe in your philosophy with all my heart," she stated, "but it won't work for me."

Bearing in mind that she had just recently been introduced to thoughtsmanship, I asked her why she didn't think it would work for her.

"Well," she replied, "there is a certain thing I have wanted for a long time, so the other evening, I decided to try your method. I told my inner consciousness what it was I wanted, just as you told me to do, but it hasn't done a bit of good."

"Did you believe that it would?" I questioned her.

Without a moment's hesitation, she said, "No, I can't say that I actually expected it, for nothing ever turns out the way I want it to."

She had forgotten about what I said concerning wishful thinking. Of course, I know nothing about the thing she wanted so badly; but it is doubtful that her request could have been satisfied in so short a time, even though she had produce creative thought. As it was, there was no chance whatever.

Wishful thoughts are pounding in upon your inner consciousness so thick and fast that there is no time to give them expression. You must first use good judgment in the creation of thought; then, through concentration and perseverance you will impress upon your inner consciousness that you are in earnest. Once you have convinced yourself that you are going

[128]

to think creatively, your inner consciousness will be fully aware of that determination and will give those thoughts expression.

Time is always an element we must take into consideration in the fulfillment of our desires. Things don't just happen overnight. We may be ever so desirous of a shade tree that will shelter us from the hot sun; but the mere planting of an acorn doesn't provide us with a shady oak the next day. Nature will produce the tree, all right; but there is a time lapse between planting and any appreciable growth. However, we know that if we abide by the laws of Nature and plant the acorn in fertile soil where it can get the necessary elements of growth, we will be rewarded. So it is in all walks of life; we must abide by the rules.

Maybe, you, like the lady above-mentioned, are not expecting your inner consciousness to carry out your orders. You may think of this message as being only a beautiful philosophy, but of little

practical value. I am sure that you would appreciate more fully what your inner consciousness is doing for you, were you called upon to get along without its assistance. Of course, such a thing would be impossible, for it is your life force. You can't perform its task, so *don't try; let!*

[129]

CHAPTER ELEVEN

Happiness

You are not simply producing thoughts to tell; you are producing thoughts to sell. Every thought brings its price in the open market. The payment may be in pleasure, or, unfortunately, it may be in pain, according to the quality of the thoughts produced. You may not wish to accept the pain-payment; but it will be handed to you, just the same. That is why thoughtsmanship is so valuable in building happiness. You choose your own market.

Happiness can not be built on a hit-or-miss basis, anymore than a successful business can be so built. Careful planning is a necessity, if we are to get the most out of the life. Of course, one day's planning can never be correlated with that of another, if we fail to formulate a workable plan. Planning for the future doesn't take any of the fun out of life. In fact, it adds to the day's enjoyment, for there is the pleasure of anticipation. Pleasant surprises may be enjoyable, but how about the unpleasant ones? Isn't it better to guard against them?

Why should you allow your happiness to depend upon chance? There is no reason for you to gamble away your happiness, when it may be assured by a little careful planning. Gambling on your future is non-productive. It is a product of wishful thinking. You only wish for a certain result, but you do nothing creatively to assure it. You become a mere puppet of the faith, with all of the disappointments of such a fate awaiting you. There is no surer way to unhappiness and distress than over such a road.

Do not seek happiness within your self, for you will not find it there. If it were within, you wouldn't have to seek for it, you would already have it. "As a man soweth, that shall be

[130]

also reap." Sow the seeds of the happiness in others, and you will reap a joyful harvest. It is always reflected from the other person even though the origin of the thought may have been within your own process of mind. Of course, the creation of the thought will give a degree of happiness; but it will not be whole and complete until it is reflected back to you again. Let your emotion of love gladden the heart of someone and see what an ample supply of happiness is reflected upon you. A selfish person may think that the gaining of possessions will bring him happiness; but he soon finds that such possessions reflect only his own selfish thoughts.

You must realize that happiness can never be gained through material possessions. Of course, the use you make of those possessions may give you pleasure, for you may use them to bring joy to others, and in doing so bring happiness to yourself. No one is so miserable as the man, who has sacrificed his happiness in his struggle for wealth. He may gloat over his money; but if he has no friends with whom to share it, what good does it do him? A big house is a pretty lonesome place without friends or loved ones around. So many greedy, grasping individuals have confided in me that

I know it to be true. You must have someone with whom you can establish resonance in order to sustain the vibration of happiness for any length of time. Then, too, a storehouse of memory filled with selfish thoughts can not suddenly become a beehive of happiness. Selfish thoughts can be replaced, of course, but only through the production of joy-producing thoughts.

Perhaps the circumstances surrounding your life today are of such a nature as to cause you to feel they are beyond your control. You see no happiness in store for you. Things may be a little tough just now; but I am sure there are others who have had experiences equal to yours, yet they won the battle and are happy and content. You see, it is not so much the actual condition as it is the attitude you assume toward it. Remember, thought changes things. Always take time to analyze the situation and evaluate its importance. It is the unknown that causes us the most fear; but the light of knowledge quickly eliminates that fear. Never accept a disagreeable

[131]

situation at its surface value. Dig through its surface and expose its "innards." You usually find that it isn't so bad, after all.

Most people look with apprehension upon old age. They are very unhappy over the prospect of growing old. I have never found anyone, however, who could escape that prospect. Some, not-so-old folk consider it a period in life when they need make no use of the fleeting years. They just unhappily accept it as an opportunity to become lazy. Or, maybe, I should say, as an opportunity to express their laziness. Many phrases have been coined about old age; such as, "You are only as old as you look"; "You are only as old as you feel." There are many others, but I haven't found any of them dependably accurate. Of course, the physical body will age with years, but man's outlook on life ages in exact proportion to his fears. Fear prevents him from taking a brighter outlook on life. He is afraid to venture into anything new, so he just lives in the past. If there is anything that will age an individual faster than living in the past, I have never found it, and I have made pretty careful study of the cause of the old-age let-down. If an aging man is given self-confidence and new ideas upon which to exercise his process of mind, he will remain mentally alert to a ripe old age.

One day I received a letter asking at what age I considered a man to be old. Of course, there can be no age limit. It all depends upon the willingness of the individual to use his process of mind. Some are old at fifty, some at sixty, and some are not so old at eighty or even ninety. Although I knew that the writer was merely trying to catch me up on a statement I had formerly made, the question had to be answered. I remembered asking an old, old man the same question years ago. His answer was as good as any I could give, so I quoted him in making my reply: "Well, my boy (You see, he could call me a boy in those days), you are never old as long as you can pull on your pants without leaning up against the wall." I thought he had something there, so I always stand in the middle of the room to dress. I haven't had to "lean up against the wall" yet.

[132]

In all of my studies I haven't found old age any excuse for unhappiness. Most old people are unhappy because they make themselves so. They insist upon producing unhappy thoughts and living within themselves. They do nothing for others that could possibly reflect happiness, never attempting to establish resonance of happy vibrations with anyone. They revel in self-pity, and thereby hate themselves to death. Am I getting too rough on us old folk? If I am, you tell me about it and I'll take it all back. But, I warn you! I'll say it over and over again and make it twice as strong the

next time. I want to make it strong. I want to jar us old folk out of our state of lethargy. Much happiness is in store for us, if we only direct our thoughts into happier fields.

Regardless of your age, find something outside of yourself in which to express your interest. Read, not merely to pass the time away, but to gain new ideas. Then, put those ideas into use. Think, creatively. Old acquaintances seldom present new ideas, so make new friends wherever you go. You not only gain the pleasure of their friendship; but they will open up new fields of thought for you. You say, you are too old to make friends? Nonsense, you are never too old to be friendly, and the surest way to gain a friend is to be one. Take time to learn something about what other people are doing. Perhaps it will stimulate you into greater accomplishment. These lines are not being written just for the old folk. They apply to young and old alike, so give them some careful thought.

You have no reason to fear old age. The day may come when your physical strength will not allow you to carry out the expression of the thoughts you produce. All right, what of it? Plant those thoughts in the mind of some younger person, and then watch his inner consciousness express them through his body. "The young people of today won't listen to the advice of the old," you say. Well, do you blame them? Free advice is worth just about what it costs, nothing. Don't give advice to anyone, unless he asks for it, or shows an interest in the things you have to say. You don't want anybody running your life, so why should you attempt to run theirs? Besides, I am a wee bit suspicious that most of your advice is

[133]

tainted with sarcasm. No, you must not try to force your ideas on anyone. There are better ways of planting thoughts in the mind of another than that. If you wish a person to think about a certain subject, ask him questions concerning it. That will start him to thinking, and even though you supply the answer, he will produce the thought in his own process of mind and it will belong to him. Such thoughts are given expression as surely as are his original thoughts.

We don't have to stop using our process of mind, just because our physical strength is waning. *Think!* and you may be surprised at the amount of energy you have left with which to express those thoughts. Many an invalid has shown unusual strength during some emergency. Strength he never knew they had. Keep on producing creative thought, and you will build happiness for yourself and others.

What will be the form of your thought-creations? You know that whatever you are today is the result of your thoughts in the past; that the more beautiful manifestations are due to the positive vibrations of love and its attributes. Likewise, that the undesirable and unwanted expressions are due to the negative thought vibrations; such as fear, anger, jealousy, envy, hate, etc. You have the power of choice, so why not choose to produce the thoughts that will build greater happiness for you?

A lot of folks *wish* they could apply thoughtsmanship to their lives. You may be one of them. "If I only had enough faith," you say. "Faith cometh by hearing," so, maybe it will be well for you to hear (read) this message over again. The more you study these truths, the more faith you will have in them. They will work equally as well for you as they have for others. It is just a matter of application. Don't expect a miraculous change to take place overnight. Although I have seen some pretty rapid changes made in the lives of some individuals. However, you have developed certain unfavorable thought-habits that will take time to replace. You must eliminate from your process of mind all of that which is contrary to your own well-being. Never allow your old thought-habits to take over. Keep new, creative thoughts pounding home at

[134]

all times. You have heard the old admonition, "Keep your mind on your work." Well, this is your work, and you must keep your mind open upon it. If you do, I know you will win.

In your quest for buoyant happiness, you may encounter many deterrents. Most of them, however, will be of your own making. "Forewarned is fore-armed," they say, so let's see if we can find a few warning signals. In locating them, we are not trying to scare anyone; but, if you are to insure happiness and prosperity in the years that are to come, you must guard against certain hindrances. It is not enough, of course, merely to plan for a happy future, we must enjoy the present; live in the joyful "now," but plan for the morrow that will soon be the present. You cannot alter the happenings of yesterday; but you can, through the application of thoughtsmanship, direct the happenings of tomorrow. Never allow the past to defeat the present, for regardless of what that past may have been, it is in the past. Learn to live this day. You can't live a yesterday again, so why dwell upon its unpleasantness?

So many, many people have never learned to live. Thoughtsmanship is, so far as they are concerned, just an unknown factor. They haven't the slightest notion of how to build happiness. Their philosophy is to "get the other fellow, before he gets you." No wonder we have so much unhappiness in the world, for such a philosophy is contrary to natural law. The law of Evolution makes it impossible for such a person to live in harmony and peace. Their antipathies toward their fellow man blocks their progress on the road to happiness.

What are some of the road-blocks confronting you? There maybe others; but we will give consideration to the major obstacles. You know the effect habit has upon your life, and how to replace an undesirable habit with one that is more profitable. You must use that knowledge in eliminating the habits that are preventing you from gaining your rightful inheritance—blissful happiness. It will take persistent effort upon your part, but persistency will win.

Vanity may cause you a great deal of difficulty, for it is the quicksand into which many sink. Very few ever learn to direct it. Properly controlled, it acts as a stimulus; but, if overindulged,

[135]

will poison your entire being. You have had, no doubt, many opportunities to perform certain acts of kindness toward others that would have reflected happiness upon yourself; but your vanity prevented you from doing so. Trivial, perhaps, to the whole, but life is made up of little things.

Note the influence vanity has upon the public health. The vain desire to be in fashion weakens the basic health structure by causing us to live, dress, eat, and drink unwisely. It is extremely dangerous to indulge vanity to such a point, but that is what the majority are doing.

There can be no doubt about your being justified in developing a certain pride in yourself; but never are you justified in indulging your vanity to such an extent as to develop an antisocial character trait. Vanity drives us to assume domination over others, for its predominant motive is to conquer, and enslave. Can there be any happiness in store for one who is thus afflicted? Be justifiably proud of your accomplishments, but never vainly proud. Faith in your own ability need not lead to vain boasting, for encroachment of vanity upon your faith in self often causes you to over-estimate your ability. It is, like the flea on the racing dog that boasted of its speed, unable to substantiate its claim.

Perhaps the greatest evil found in vanity is the tendency toward complaint. If you find yourself complaining about the way the world is treating you, you may be sure that your vanity is predominant. Some people are constantly complaining against themselves. But, that is only vanity,

for it is their way of proving how modest and candid they are. If you possess modesty, you need not belittle yourself in order to call it to the attention of others. "Actions speak louder than words."

Pride and vanity are often considered as one and the same thing; but they are not. How could one feel proud of one's vanity that has led to arrogant boasting? Vanity leads us to seek unworthy praise. We are then so busy bowing to the undeserved applause that we can take no pride in our action.

The vanity leads to mere pretense and the ignoring of true values. It is not a contributing factor, but a transgressor of

[136]

the law of happiness. One so afflicted has a narrow outlook on life, due to a desire for self-aggrandizement. His ambitions are centered upon outdoing the other fellow, that attention may be attracted to himself. Such a distinction can lead only to a feeling of inadequacy, frustration, and fear. A feeling of unworthiness makes him irritable and difficult to get along with. The feeling of disappointment and disillusionment takes possession of him, for he realizes that vanity has destroyed his happiness.

Recognition of vanity is a first step toward its elimination; but make sure that you do not go from one extreme to the other in your attempt to prove to the world that you are not a vain person. There are certain individuals who will go to any extreme in order to indulge their vanity. They gloat upon anything that will make them conspicuous. We call them the "show-off" type. Their attire maybe novel and flashy, or they may try to hide their vanity behind shabby clothes. Either custom is to be avoided.

We should always take pride in our appearance, but never dress in such a manner as to offend anyone. Of course, "it is not the clothes that make the man," but proper attire will certainly make him feel better. Always guard against vanity and take pride in your real self. Happiness can never be gained through pretense. Perhaps you are worthy of the commendation of others, but your worthiness should not cause you to flaunt your talents in a showy exhibition before the world. To do so will soon cause it to withhold its admiration.

Should we strive to make a good impression on others? Yes, we should take pride in our appearance; but make sure that we are what we appear to be. If we practice deceit in one thing, it will be easy to do so in another, for habits are easily formed. Never belittle your own qualities, for you will never rise above the level you place on yourself. We all know too little about the real values of life. Realizing the lack of knowledge, we develop an inferiority complex. As the inferiority complex develops, a sense of dissatisfaction comes over us. We are prone to look upon others with envy, and we get a feeling that we have been discriminated against, which makes

[137]

us very unhappy.

Envy is another one of those road-blocks. The man who is full of envy has little virtue; and it is said that "The man who is without virtue will try to destroy the virtue in others." Do you have a feeling of resentment towards others, due to their accomplishments? Or, do you rejoice with them over their success? Envy can not be hidden, for what we think, we look. The vibration of envious thoughts can be felt by those around us. An envious person can never be trusted, for often he will try to elevate his own position in life at the expense of others.

Very few persons are entirely free from destructive, envious thoughts, which lead only to unhappiness. Of course, if everything is rosy, there is little envy aroused; but once we are deprived of some accustomed comfort, or we suffer business reverses, envy begins to make itself known. If we only knew what little happiness the other fellow derives from the things we envy, we would have little cause for such unhappiness. The poor envies the rich man's money, while the rich man envies the poor man's freedom from money worries. Enjoy that which you possess, and you will have little time to envy others their possessions. To one filled with self-confidence, the accomplishments of others act as a stimulus.

Another cause for unhappiness is the habit of criticizing others. Criticism was originally meant to be a standard of sound judgment, as instituted by Aristotle, for it was used to point out the beauty of accomplishment. How malignant it has grown, for it would seem that everyone is posing as an authority upon the other fellow's shortcomings. Such a person is a member of the wrecking crew; wrecking friendly relations that would, otherwise, promote happiness. The simplest mind may criticize someone else, but it takes intelligence to realize the value of praise.

One who criticizes another, usually reveals his own shortcomings. Strange how clearly we see our own faults in others. It is, no doubt, due to self-consciousness; but ridiculing others will never rebuild self-respect. Good or bad is only a matter of degree; so, after all, you can only express an opinion. The actions of certain persons may annoy you; but does that prove

[138]

you to be right and them wrong? None of us is perfect, so while you are criticizing the other fellow, think of the conversation he might be carrying on regarding your imperfections. You have knowledge of things pertaining to Natural Law, and know the importance of gaining resonance with those laws. Are you going to allow the discord of criticism to throw you out of tune? The criticism habit is obstinately persistent. It is so insidious that long after we think we have conquered the inclination to criticize others, it will bob up to plague us.

Happiness is never engendered by intolerance. It may be a natural trait of man to become set in his ways, or it may be his early childhood training. Whenever it is, the average individual is a stubborn, opinionated creature, and it is not always the other fellow, either. If you are so afflicted, you may be excusing yourself by saying, "It is just my nature, and I can do nothing about it." If that were true, this would be a pretty drab old world; but fortunately, with your knowledge of thoughtsmanship, there is something you can do about it.

We can never change the nature of a stubborn, opinionated, intolerant person through the use of force. It is your thoughts that change the nature of yourself and others, so direct your thoughts away from the negative expression of intolerance, and into the positive expression of love and tolerance.

It is said that "We should never try to reason prejudice out of a man. It was not reasoned into him, and can not be reasoned out." While there may be some truth in that statement, I do not feel that we should so limit the power of reason. Narrow-mindedness is a great fault, yet may be overcome by the power of thought. Reason tells us that if we are to change the stubborn, intolerant nature of the other person, we must first eliminate such a fault from our own makeup, for like attracts like.

Selfishness is so detestable that its scarcely seems necessary to point out its destructive effect upon our happiness. While it is true that all human beings are selfish to a degree, and that, if it were not so, all progress would cease, that does not

[139]

license us to exaggerate such a natural instinct. Show me a man who refuses to share his life with others, then I will show you an unhappy man. Our happiness is in exact reverse proportion to our selfishness, so if we would be happy, we must learn to overcome selfishness.

There is a natural implanting of fear in the soul of man that acts as a warning signal against danger; but it should be discouraged, except where it is conducive to safety. Most of our fear is groundless, and is the product of a misdirected process of mind; but whether it be real or imaginary, it is our most destructive enemy. It must be conquered, or it will destroy our happiness. In your study of thoughtsmanship, you determined the method of replacing fear thoughts with courageous thoughts. Have you the faith that will allow you to *let* your inner consciousness express such courageous thoughts? Fear is the antithesis of faith, so replace doubt with accurate knowledge, and you have defeated fear. Fear leads to unhappiness, so you must defeat it.

Anger, hatred, anxiety, worry, etc., are all based upon some form of fear, therefore, should be classed as a destroyer of happiness. To say that man can conquer fear by facing it is hardly a solution to the problem. Why should we be called upon to continuously face fear? Why not attack it at its source? Fear thoughts are planted in your storehouse of memory, and can only be destroyed by the production of thoughts of an opposite nature.

All of the above-mentioned road-blocks, and many others, may be removed by the application of thoughtsmanship. What you think, you do, so start thinking. Your happiness is of your own making. It is a state of mind, and you control your process of mind. It is hard to imagine that you would ever again revert to the old order of thought. You are in the process of becoming, and must go on from here; claim the inheritance of happiness that rightly belongs to you.

Happiness is not dependent upon accumulated wealth, but upon the satisfaction gained from the progress you have made. What is it that drives you on in this toilsome life? I am sure

[140]

you will state that it is the anticipation of greater happiness. Happiness can never be purchased. You know that, then why struggle so hard for wealth? Of course, you would never be happy without sufficient wealth to provide comfort for your family, and in the following chapter, you will find specific instructions on the way to make money; however, happiness should come first. Enjoy the present, for it is all you have. Why live in the past, or the future, and ignore the present? Live this day for it is your day. Nine-tenths of the unhappiness endured by those coming to me for counsel is due to fear of the future, and worry caused by memories of the past. What is the use of having a present, if you refuse to live in it? Who hasn't had many disappointments in the past; but why allow the memory of such things to destroy your happiness today? If you refuse to live this moment to the full, what use will you make of that future moment when it comes upon you? Give yourself, whole-heartedly, to this day. Enter into the spirit of life, and realize that this moment is the grandest moment in your life, for you are alive.

Your possessions are worth, to you, exactly the value you place upon them. Tell me the value you place upon a friend, loved one, or enemy, and I will tell you the value you place upon yourself. How does one gain greater happiness? Through the production of love thoughts. Thoughts that will make others happy. Through the habit of self-giving. The more you give, the more you will receive. It is a law of Nature, for the more seed you sow, the more and greater will be your harvest.

Too many people are just hanging on, hoping that some lucky break will set them on top of the world. You are on top of the world—your world. Of course, you must hang on when things go wrong; but life is something more than merely hanging on. Learn how to live. Open your life to the expression of things natural. Why deny the inherent factors that make life worth living? By living, we discover life. You discover the marvelous possibilities of life, only when you give life a chance to express itself joyously from within. Live from

[141]

the inside out, and you will find that the outside influences will be greatly lessened. They simply won't be able to buck the outward flow of life forces.

You say you can not be happy until you have accomplished things worth while. All right, what is it you most need to make that accomplishment possible? I believe you will agree that the first essential is *faith*. Faith in yourself, and your fellowman. Perhaps it will be easier for you to understand faith if we view it in a more abstract sense. Faith means self-confidence, confidence in others, trust, and anticipation. You must have courage to back up your convictions. Possessing faith in self, you find no reason to worry about the future. You are happy in the thought that you can meet and overcome any obstacle placed in your path. Faith will give you strength and courage to meet the problems of life. Man's greatest achievements have been due to faith placed in a specific idea. Where was that idea born? In the mind. The process of mind produced a thought that was planted in the storehouse of memory, where it was given constant support by the production of other thoughts in harmony with it. Whether that idea was based upon certain experiences of the individual, or came as an inspiration from the inner consciousness, makes little difference. The important thing is that through faith the idea was given a chance to develop.

A crisis may come in your life, and you may feel confused and fearful. You may see the old form of life swept away; but should this cause you to lose faith in yourself? Nature starts anew every spring, yet by midsummer she has blanketed the earth's surface with beauty. The law of rhythm causes the tides to rise and fall. The tide may be flowing against us today, but in a short time it will be flowing with us. You can, with determination and perseverance, attain the heights desired. The perseverance of the soul, backed by the power of the inner consciousness, is irresistible. There is nothing new about man's ability to use the power of thought to produce happiness and prosperity. Neither is it something to which may be attached some strange theory of mysticism. It is man's natural inheritance. He may use it, or reject it as he chooses.

[142]

A short time ago, a man came to me in a state of mind that was bordering on insanity. "I've almost worried myself to death," he stated. From the looks of his face, he was not far wrong in his diagnosis. Rather incoherently, he told me a story; then, he produced a newspaper, printed some two months before, to substantiate it.

Many years before, he had deposited his life savings in an institution, as insurance against the day when he would no longer be able to earn a living. He had been happy and content these many years; but two months previous to the interview, the paper printed a story of embezzlement. The embezzlement was an employee of the institution in which he had his savings, and the amount was exactly the same as his deposit; therefore, he knew that it was his money that had been lost. Fear

prevented him from going to the institution to make inquiry. Worried over the loss of his money nearly drove him insane. In fact, I doubt that he would have retained his mental powers much longer.

Now, what were the facts in the case? An employee of that institution had absconded with an amount of money exactly equal to his deposit; but there was nothing to indicate that the institution had closed its doors. Their loss was, no doubt, completely covered by insurance. His fear was entirely groundless, and his worries without cause. All this was pointed out to him; but, although his face showed relief, I knew he would not be entirely satisfied until he personally ascertained the facts, which he did. He was so overjoyed with the good news that he called me the minute he left the cashier's window.

"He was crazy," you say. No, but he soon would have been had he retained those fear thoughts. Fear, absolutely groundless, had wrecked his happiness, and nearly wrecked his life. There was no actual loss. His money was safe all the time. But to him the loss was real. Real, because he produced the thoughts that made it so. His suffering could have been no greater had his fears been substantiated. Can you doubt that his happiness was influenced by the thoughts he produced?

Don't be too quick to criticize him for his lack of understanding. Perhaps many of your own fears are just as groundless.

[143]

You may be ruining your happiness by the thoughts you produce. That is not only possible, but quite probable. It is all in the way you *think* about it. Regardless of the nature of your fear and worry, we are safe in saying that the majority of it is purely imaginary. Your happiness is being ruined, because of failure upon your part to properly direct your process of mind. So, what are you going to do about it?

The thing to do is, put the teachings of thoughtsmanship to work in your life. Think your way into happiness and prosperity. Happiness is the reward of creative thought. If you want to be happy, set about creating happiness. *Let* your inner consciousness express your thought-desire. Stop living a haphazard life. Start planning the things you wish to accomplish. Plant the thought-seed and each day add to those thoughts, until they produce a habit. You have the pattern of thoughtsmanship to follow, so make use of it. Remember, the law of Cause and Effect always works. You are the cause of whatever type of life you express. Never pursue happiness, for you will find it hard to catch. It will always be just beyond your grasp. Produce warm, friendly thoughts, and happiness will come to you. No one can ever rise above the level of his own thoughts.

To follow these instructions, may necessitate many changes in your life; but I assure you, the results will be worth the effort you put into it. Yes, worth the effort, but no greater than the effort. We get out of life exactly what we put into our inner consciousness. Think happiness, and you will soon feel happiness.

[144]

CHAPTER TWELVE

Prosperity

The word prosperity comes from two words that are interpreted to mean hope, *pro* and *sperare*. According to such a definition, there is little difference between happiness and prosperity. In fact, we could rightly consider a life filled with happiness a truly prosperous one, for it would be filled with life's greatest possession. Prosperity then, need not be considered as an abundance of money, but as the possession of anything that gives happiness to its owner. If money brings happiness into your life, then it most certainly adds to your prosperity; but money can never buy happiness. It is only the use you make of it that brings happiness. Therefore, one may be immensely wealthy, yet not truly prosperous. You see, it is the thought one has concerning his possessions that makes for prosperity. Remember that as you read further on this subject.

Too many so-called prosperous people, with huge possessions, find themselves extremely unhappy. They have allowed their possessions to possess them. Their fear of losing their wealth makes it impossible for them to enjoy life. Always they are driven to gain more in order to protect that which they already have. They are slaves to fear, and what a pity, for that which they have could be used to build a lifetime structure of happiness.

Money is only a medium of exchange, so should be exchanged for that which will bring the most happiness and contentment. It is not our intention to discourage anyone from attracting wealth, but rather to help them gain a new concept as to its worth. Prosperity must take on new meaning—it's true meaning—hope and happiness. Happiness and prosperity

[145]

are, therefore, synonymous terms. If money does not bring you happiness, it is not a part of prosperity, regardless of how much of it you accumulate. It is wealth, yes, but not prosperity. With such an understanding of the term, it will not be difficult for you to follow the rules of thoughtsmanship in attracting your goal. You wish to attract money and other possessions, and it is a perfectly natural desire, but one that should never be gratified at the expense of happiness. That thought must be firmly planted in your inner consciousness. You must know exactly what benefit to expect; then you must let your inner consciousness carry out your creative desire, attracting to you, only, that which insures true prosperity.

Just think what it will mean to you to have such a program mapped out as a guide to your future endeavors. With all of the power of the Creative Energy within, what is to prevent you from attaining your goal? Nothing can possibly prevent it, except yourself. You can make of your life whatever you want it to be. Happiness, prosperity, peace and contentment will be yours. Every good thing needed to bring this about is yours for the asking. "Ask (of your inner consciousness) , believing, and ye shall receive." You will never again doubt that statement, once you have *let* your inner consciousness carry out, with its unerring precision, the creative thoughts you plant in your storehouse of memory. Prosperity is yours, if you will prepare yourself as a pattern through which your inner forces may express your thoughts.

Please do not think of thoughtsmanship as an ethereal something that is to be read and admired. Put it to work in your life. It is as practical as any rule of business administration. You will find that it lends itself as readily to making money as it does to making friends. It works, not just sometimes, but always. The law used in thoughtsmanship is working in your life now, only you are not consciously directing it. You can't take action on any project without first producing a thought, so why should there be any doubt as to the efficacy of thoughtsmanship? There can be no doubt. Thoughtsmanship simply recognizes the power man possesses, and uses every moment of his life; then, intelligently directs that power into

[146]

channels that produce the desired results. You don't have to take what fate has to offer you. You take out of life, whatever it is you want. Yes, it is just that simple. "You can, if you think you can."

Thinking you can is knowing, not wishing, for you must become the vehicle through which the Creative Power is expressed. The wishful thinker asks, but never prepares to receive. The creative thinker asks, "believing," then prepares himself as an agent through which the harvest may be gathered.

Suppose a friend were to say to you, "Come out to my ranch and gather a truckload of apples. They're yours for the picking." You know he has apples, and that there are trucks leaving his place everyday, just laden with fruit. But, you say to yourself, "It's too good to be true. I have to get mine the hard way; never had anything handed to me on a silver platter; those other guys are just lucky." So, you go out to cautiously look things over. Sure enough, the fruit is there and others are reaping a harvest; but all you are prepared to take for yourself are the few apples you can carry away in your pockets. Can you blame your lack of preparation on "bad luck?"

It is not a truckload of apples that is being offered you through the use of thoughtsmanship, but all of the good things in life that rightly belongs to you. Don't cautiously look things over while the other fellow garners all the fruit. Start, *now*, preparing yourself for the expression of the creative thoughts you plant in your inner consciousness. If you prepare yourself to receive nothing, that's exactly what you will receive—nothing.

We say that a certain person "follows his intuition." He learns things ignored by most folk. He succeeds where others fail. Why? Because he taps the treasure-house of Nature. He doesn't do it by wishful thinking, however. He produces creative thoughts, and knowing that they will be transmuted into the physical, he prepares himself for such an expression. The important thing is that this intuition we so freely talk about can be developed by the average individual. It is thoughtsmanship in action. Just a question of thinking things

[147]

through, and then, knowing that they will turn out exactly as planned. You feel happiness and prosperity coming upon you. The more you feel, the more you prepare for the harvest, and soon you are conscious of the working principle of life being expressed in you.

It is the consciousness of your own power, the awareness that you can do the thing, that makes it possible for you to accomplish your purpose in life. When you get the feeling, call it inspiration if you wish, for it matters not what name you give it, you will be impregnated with faith in your own ability. There may be problems to face, but, through careful thought, you apply your best business judgment. There is no fear or worry as to the final outcome. You expect to find a solution, so you confidently proceed with your preparations. You think and act as though failure were impossible, and, if you continue to "believe," you will not be disappointed.

How many times, as if by chance, an idea comes to you making clear the solution of your problem. You may find it in an article you chance to read, a casual conversation with a friend, or it may come to you, "as out of the thin air." If you have made preparation, you follow through, and success is yours. But was it chance, luck, or what ever you wish to call it? No, you were being directed by your inner consciousness, because of a thought you previously planted. You are a creator

in your own right, and you create your own opportunities. A way will always unfold before you; but you must be prepared to take advantage of it.

Our greatest asset is our ability to think and reason things through. We must have the will to carry on, despite the obstacles we may encounter. Those stumbling blocks of past experiences may be used as paving blocks on the road to accomplishment. You can gain happiness and prosperity, but make sure you do not defeat your own purpose by selfishly riding rough-shod over the high ideals of others. Killing the faith others have in you, and destroying the confidence you have in yourself, never leads to true happiness and prosperity. Show plenty of courage and determination, but temper your activities with tolerance. Keep your ambition-pot boiling, but

[148]

guard against unfairness to others. You can get whatever you desire from life, but if you commandeer the possessions of the other person, your wealth will not constitute true prosperity. Earn the things you gather unto yourself by giving a service worthy of such a reward.

You, like hundreds of others who have come to me with the same problem, maybe questioning as to just when you should start planning for prosperity. Just how old are you? Fine, you're just the right age to make a successful start. No matter how old or how young you may be, today is the best time to start laying your plans for a prosperous future. Your past may have been only a haphazard existence; but that is in the past and there is nothing you can do about it. However, you don't have to accept it as a pattern for the future. Today is the best time to start, for it is the only time you have. If you have had a plan, thoughtsmanship will help you perfect it. It will free you from worry; enrich your life by giving expression to creative thoughts that build for greater happiness and prosperity; help you spend your spare time more profitably, and in many ways free you from the feeling of insecurity. Financial hazards disappear when thoughtsmanship rules your life.

A man of wealth once said to me, "I have made more money than any one man should ever possessed. But, as you said in your lecture the other evening, I didn't possess wealth, my wealth possessed me. I thought I could buy happiness; but I found that the more I made, the more I wanted. I've wasted thirty years of my adult life; but, believe me, from now on I am going to use money as an exchange for that which I have hoped for these many years—happiness."

Did this man give away his wealth? Certainly not. That is uncalled for. He did, however, use his wealth to produce a service that gave him true happiness. While previously, he had used others to produce wealth for himself, he now used his wealth to produce a service for others, but found that such a service paid a big dividend. He gained happiness through that service, for he had ceased struggling for greater wealth. Later, he came to me with this statement, "I made more

[149]

money during these five years than I ever made any other five-year period. Yet I wasn't thinking about the profit angle. I've just been having fun, for there have been no worries. I feel twenty years younger than I did that evening when I first heard you lecture. It sure does pay to think the right way."

Yes, "it does pay to think the right way." Only through thinking the right way can you develop the talents you possess and make use of the moments now passing you by. By simply "killing time," you are allowing time to "kill" you. The secret of prosperity has not been buried in the far distant past to be discovered in some ancient writing, so you needn't search for it there. It is within you. Waiting

for some miracle to happen, or for some supernatural power to come upon you, will be only a loss of time. All the supernatural power expressed in the life of any man, ever has been, or ever will be, may be expressed in your own life. It is awaiting your direction. The accomplishments of great men in the past have not been through some special dispensation granted to them alone. They have been in accordance to the Natural Laws. Nature makes no exceptions as a special favor to certain individuals; but will express life's forces equally as well through one as the other. The thoughts of the individual directing that force governs the type of expression.

There is no lack of good things in this world. Lack of them in your life is due to failure upon your part to attract that which you desire. Thoughts of poverty attract poverty. "Lo, that which I have feared most has come up on me." The greatest teacher of the power of thoughtsmanship gave us specific instructions as to how to gain prosperity. He said, "Seek ye first the Kingdom of Heaven, and all these things shall be added unto you." You say, "Now, you are introducing religion." No, I am not introducing any form of religion. I am simply stating a fact that has been proven over and over again in the lives of countless individuals. "For behold, the Kingdom of Heaven is within you." It is your inner consciousness. Not a thing to aspire in the far distant future, but a thing you now possess. Seek to know of its power and all the things you desire "will be added unto you."

[150]

Natural Law is absolutely impersonal. The treasure-house of Nature is open to anyone who is willing to obey the law. You don't expect to receive money from your bank through forgery. The teller will not honor your check without first checking the signature and determining that you are a depositor. Should you expect the Bank of Nature to be less efficiently operated? Wealth awaits you, but you must obey the rules.

You are daily creating a self, your self. You must draw from the vaults of Nature the material used in such a creation. You form the pattern, then await the natural expression. The world about you is impressed by your creation. Like a gigantic mirror, it reflects your expression of life. Express confidence, and it will reflect confidence in you. Show interest in others, and others will have an interest in you. Always, your own thoughts return to prosper or deprive. Shed happiness abroad, and reflected happiness will give you much joy. Thoughts of prosperity will likewise be reflected. So, too, will thoughts of poverty. "Like begets like." Smile, if you want others to smile upon you. Love, if you want others to love you.

In our consideration of prosperity, we must recognize our greatest asset to be our ability to think. Thought is the foundation upon which our prosperity structure rests. All material values change as our thoughts toward them change. Today's most highly prized possession may be considered of little value on the morrow. It is all in the way we think about it.

Nature's wealth is all-pervading. It is all about you, and will be within you, if you will give it room. The only thing that is keeping prosperity away from your life is self. *Selfishness* leaves no room for an in-filling of happiness and prosperity. No individual producing thoughts of selfishness, fear and doubt has ever expressed happiness and prosperity. Negative thoughts never produce such positive expressions. You are inseparably linked to the Natural supply. It is constantly pressing in upon you, and the manifestation of such wealth will be in accordance to the mold you form. Are you, the pattern-maker, going to continue to produce mold-thoughts of doubt, fear, poverty and distress? Such thoughts are destructive.

[151]

The creative power of Nature is subservient to the thoughts you produce, so think constructively.

Science has proved that all material substance is of the same origin—Creative Energy (electrons), and that all such substance, when it has outlived its usefulness, returns to the original. The electrons are the consciousness of the Creator and you direct their expression. Bear that in mind as you plan your state of prosperity. If you would gain your desired goal, you must direct your thoughts and consciously set the laws of creation to work for you. Through your process of mind, you create a purpose, vision its fulfillment, take action, direct your talents in the creation of a happy, prosperous life. You are a creator in your own right—being conscious of that fact, you proceed with confidence and determination.

Knowledge gleaned from your study of this message is now at your disposal, to be dealt with as you will. We have given you proof that the law of the Universe is change; that you, through the power of thought, may direct that change. Not only direct it in the production of happiness and prosperity; but, you may through careless thinking, direct it in the production of unhappiness and poverty. The responsibility is yours. You can't escape it, for you are master of your own destiny. Nature will never question your direction of her forces so long as they are not contrary to the Law (Will of the Creator). Plant an acorn, and it will not produce a pine tree instead of an oak. Likewise, planted a thought-seed of prosperity, and it will not produce poverty. When a creative thought is planted in your inner consciousness and given proper thought cultivation, it will ceaselessly pursue the purpose of that thought. Thoughts *are* transmuted into physical expression.

Across the street stands a magnificent structure. It will give mute evidence of the intelligence of man for years to come. Steele, stone, wood, glass, and other materials were used in its construction. Of course, we readily agree that it is man-made, and that most of the material has been altered through the process of manufacturing. The stone was blasted from the mountainside, then cut and polished to suit the builder.

[152]

Miners removed the iron-impregnated rock from the earth, and through a process developed by man, the iron was removed from its rock-cradle, then refined and made into steel. All of the material used in the building shows the handiwork of man. His intelligence and reasoning power altered the natural material produced by Nature and shaped it into a more convenient form, but never did he go contrary to the law. He used the law to accomplish his purpose. That purpose was not gained through wishful thinking, but by purposeful, determined thought. We may admire its beauty, or we may make use of the building; but in the beginning, it was only a thought produced through the process of mind by an individual. That thought was transmuted into physical expression and is lasting proof of the power of thoughtsmanship. Someone visualized that building in its entirety; then, with such a thought pattern, directed its construction.

The manner in which you will in the future express your life's force, may, as of this date, be only a thought. Or, have you given it any thought? Just what kind of a life do you wish to enjoy in the years that are to come? You desire happiness and prosperity, of course, so you are going to make use of the information given you in this message. From this day on, you are going to apply thoughtsmanship. You are going to "ask" of your inner consciousness, "believing," and you are going to prepare yourself a worthy pattern for the expression of your creative forces.

Many years ago, a young man determined to escape the drudgery of the farm, and gratify his heart-felt desire to become a doctor. As he mounted the steps of the institution of learning, he

carried \$176 in his pocket, the sum-total of his worldly possessions. He knew that such a small sum would not carry him very far in his struggle for an education; but he had deposited a thought in his inner consciousness and felt the urge it was exerting upon him, as it sought expression. He wasn't just trusting to luck, for he had had other experiences that warranted the faith he placed in his inner self. The long years of struggle may have taxed his faith, but never dimmed. The vision of final success remained bright and

[153]

clear. I could tell you of some heart-rending experiences; but always, an opportunity was presented to earn his daily bread. Some days, that literally describes the menu—bread.

At long last, graduation day arrived. Thoughtsmanship had pulled him through. Were his troubles ended, now that he had received his doctor's degree? Well, not quite, for as he boarded the train for home, he found that he had exactly \$17.53 in his pocket. That small sum would not pay for the "shingle" he hoped to hang out, announcing to the public that he was ready to treat the ills of mankind. Then, there was the matter of office equipment, and, even in those days, landlords had the habit of demanding their rent in advance. There was still need for a strong heart and a determined will.

No, he didn't borrow from friends and relatives, for the simple reason that there were none able to make the loan. He decided to locate in a small city where he knew not a single soul. Was the image of his future office dimmed by doubt and fear? I should say not. It was complete in every detail. Only one thing was lacking—the money with which to pay the rent and purchase the equipment. Even the solution of that problem had been carefully worked out, so he selected an office and assured the landlord that he would sign the lease and give him a check for the first month's rent the next day.

Finding a moderately priced hotel, he proudly signed his name, Dr. _____ and retired to his room. The evening was spent in drawing plans for his office, and listing the equipment necessary to carry on his work. Without a single doubt as to the successful consummation of his plan, he slept peacefully. After a meager breakfast, he took stock of his financial status. He now had \$3.08; railroad fare, hotel bill and food, had reduced his capital, materially. That situation would be changed, however, before the day was over, and it was.

With firm step, he entered a bank and approached a desk in the loan department. A kindly-looking old gentleman asked him to be seated. Introducing himself, he stated his business, frankly.

"What security have you?" the banker asked discreetly.

[154]

"All the security I need to make a success of my profession," the young man stated. Then, laying the \$3.08 on the desk, he commented, "That's all I have, outside of my head."

For a long moment their eyes met. The older man's filled with surprise, the younger filled with determination and self-confidence. There can be no doubt of the transference of thought at that moment. Somewhat reluctantly, the banker reached for a blank note and said, "I don't think there is any question of your making good. It's just that your request is so unusual; but I'm going to make the loan."

No, of course, the story doesn't end there. Through the application of thoughtsmanship the young man launched forth on a very successful career. He didn't stop using the power of thought

simply because he had obtained a loan for a thousand dollars. There were numerous instances in which the efficacy of thoughtsmanship was proved. Always the results were the same. A thought-seed planted in the inner consciousness; then, careful preparation for the day of its expression in the physical, produced a life free from doubt and fear, one filled with happiness and prosperity.

What is it you wish to accomplish? Whatever it is, you have the principle of thoughtsmanship well in mind and have the assurance that you *can* accomplish your purpose. Establish a goal and visualize it in perfect form. No maybes, ifs, or buts, for such thoughts produce contrary results. "Pray, believing, that ye have already received." Know that your inner consciousness will transmute your thoughts into physical form, and produce only such thoughts as, when expressed in the physical, will meet with your approval. Watch for, and confidently expect, the opportunities that will present themselves along the way. Be prepared to take advantage of them when they appear. Rest assured, they will appear, if you have produced the thoughts to attract them. Never allow doubt nor fear to dominate your thoughts. Think only of those things you wish expressed in your life.

You have planted the thought-seed in your inner consciousness; now, give it thought support and form your life as a mold through which it may be expressed. Happiness and

[155]

prosperity is thus assured. Thoughtsmanship will never disappoint you. It will bring prosperity into your life as surely as it will bring a smile to your lips. The young man mentioned above has proved every phase of this philosophy, and to this day writing the final words in a message to you, entitled, *Thoughtsmanship For Well Being*.

This message is not just so many pages of printed matter. It is my life. I have lived every truth herein presented. You may, if you desire, live them, also, for *What you think, you look; What you think, you do; What you think, you are!*

[156]

This book by Dr. Shaklee is no longer available. It was copyrighted in 1951 and if I understand copyright law correctly, I am not breaking the law. A search showed no renewal of the copyright within 28 years and therefore is now public domain. I read the book, with all the semi-colons and commas, into a voice recognition program (VRP). I then went back and read the text from the computer screen, sentence by sentence to see how the VRP heard my words comparing them to the book. Some errors were quite funny. Finally, after several readings and re-readings, on paper and screen, I believe I have a true copy of Dr. Shaklee powerful work on *Thoughtsmanship for Well-Being*. If there were grammar or language differences once spell and grammar check was used, I stayed true to Dr. Shaklee's original work. Please remember that this was written in 1951 so some of this sounds a little like Yoda speak! If you think you have found an error, please let me know as I can compare it to the original, as there are pictures of the pages. Carol & Jim Campbell