

# **“A Sale is a Mental Thing”**

**The Occult Roots of Salesmanship**

**Marc Demarest**

**International Association for the Preservation  
of Spiritualist and Occult Periodicals**

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**December 2018**

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# Caveat Audientis

The advance of scientific inquiry over the past two centuries has not gone unchallenged. In his 1976 book, *The Occult Establishment*, James Webb uses the apt phrase "**rejected knowledge**" for the ideas that, at a given point in history, prevailed, then were opposed by science, and finally were rejected as false. Though vitalism (the belief in some form of "energy" or "lifeforce" at work in all things) has been rejected by the mainstream of science over the last two centuries, this "**rejected knowledge**" became central to beliefs such as organic agriculture and alternative medicine. These beliefs are now part of the contemporary critique of modernity and science.

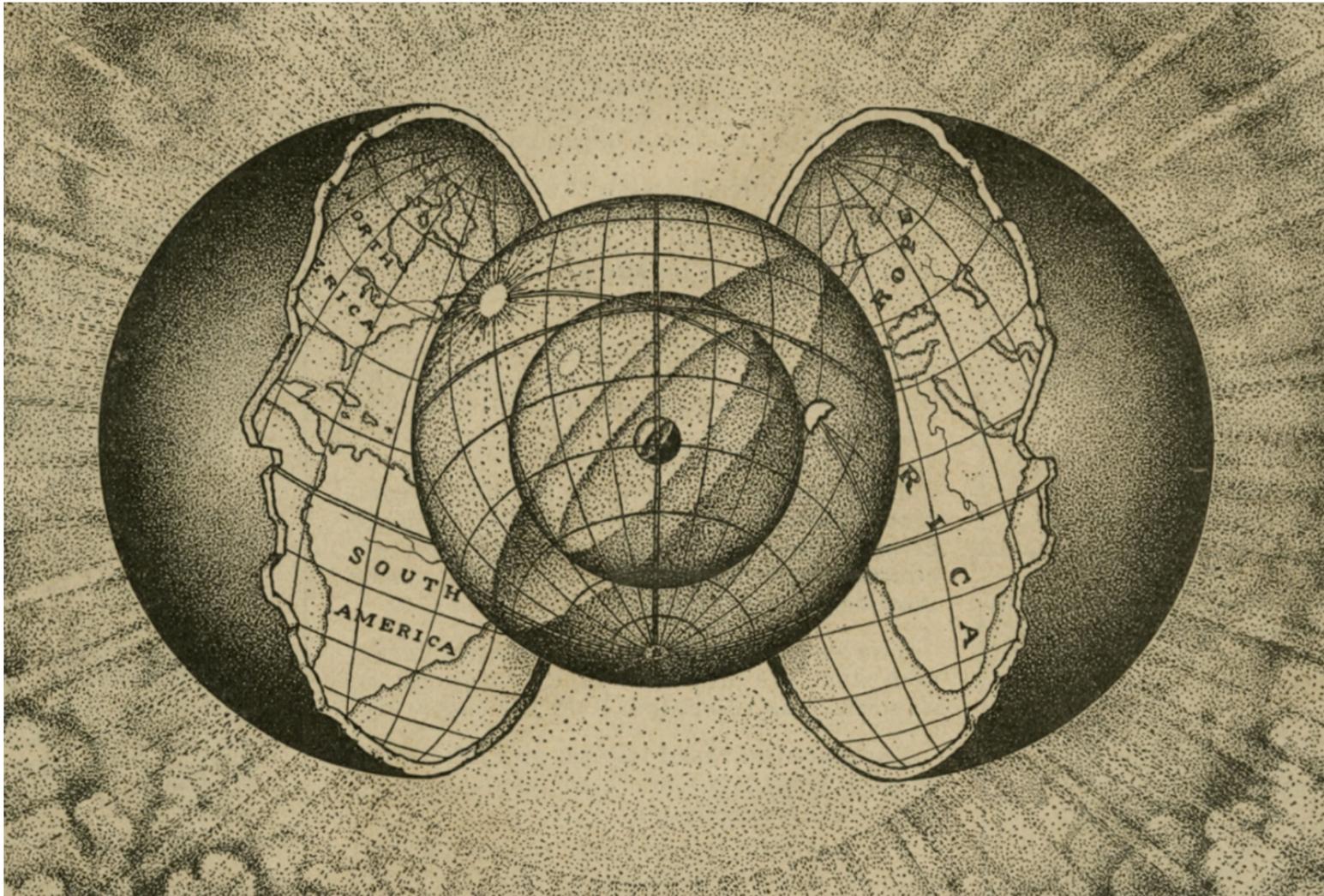
This continuity over time of beliefs rejected by the mainstream is called the "underground of rejected knowledge" by Webb. Those who find themselves alienated from society are likely to identify established knowledge with the established social order and therefore turn to "**rejected knowledge**" as a basis of their rejection of the mainstream.

Webb develops his thesis with reference to Nazi Germany, which is unfortunate in one respect, since it is difficult to separate anything the Nazis did from the horrors of the Holocaust and World War II. Yet it is equally true that most of the central stream of contemporary "**rejected knowledge**" biodynamic organic agriculture, homeopathic medicine, animal rights, etc. in one form or another passed through Germany in the 1930s and had avid proponents among the very top leaders of the regime: Hitler, Himmler, Hess, Darre, etc.

**One need not invoke Nazis, though, to argue that "rejected knowledge" has its dangers and threatens human well-being.**

The American Council on Science and Health

(Sept. 2002 — <https://www.acsh.org/news/2002/09/13/the-deadly-perils-of-rejected-knowledge>)



**“The Earth is a stationary Concave Cell, about 8,000 miles in diameter, with people, Sun, Moon, Planets, and Stars on the inside, the whole constituting the only physical Universe in existence.”**

**How do belief systems work?**

**Why do adherents adopt occult belief systems?**

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Vol 4

SEPTEMBER, 1919

No. 1

FOUNDED AND EDITED BY  
ALBERT ABRAMS, A. M., M. D., LL. D., F.R.M.S.

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SAN FRANCISCO, CAL.



**How do occult belief systems cooperate with, borrow from, and contribute to more dominant belief systems in secular culture?**

# Looking at Loaded Nouns

Dictionary

Search for a word



**sales·man·ship**

*/ˈsālzmən, SHIp/*

*noun*

the skills and methods used in selling or promoting commercial products.  
"you have to admire the slick salesmanship behind the marketing"



Translations, word origin, and more definitions

## Some First-Class Hourse — Salesmanship c. 1870

**W**ANTED—By a young man, one who is thoroughly acquainted with the Grocery business, a **SALESMANSHIP** in some first-class Hourse. First-class reference. Address **WELCOME**, Baltimore Postoffice. ~ j3-6t\*o

**Baltimore Sun, January 3, 1870**

# A Plain Statement of Facts — Salesmanship c. 1880



## **Salesmanship.**

The key to successful salesmanship is a plain statement of facts, and it is the only method we permit in our stores. We cannot afford to have our goods turn out differently from what customers expect when they purchase them.

**Sacramento *Record-Union*, June 24, 1884**

# A New Sort of Ship – Salesmanship c. 1890

A new sort of ship claims a place in the vernacular which deserves recognition and incorporation, being a product of the great profession of trade. Salesmanship must now be placed in the descriptive category with statesmanship, seamanship, or penmanship. It is intended to cover all those qualities of learning, temperament, and manner, which go to make up the ideal salesman, in any line. When all salesmen have attained true salesmanship then business will be indeed a pleasure.

New York Sun, May 8, 1889

# The (Occult) Science of Selling — Salesmanship c. 1900

## INSTRUCTION.

THE CHICAGO SCHOOL OF SALESMANSHIP  
gives full instructions in science of selling; positions positively guaranteed before tuition is collected; catalogue free. Boylston Bldg., 269 Dearborn-st.

*Chicago Tribune*, May 16, 1898

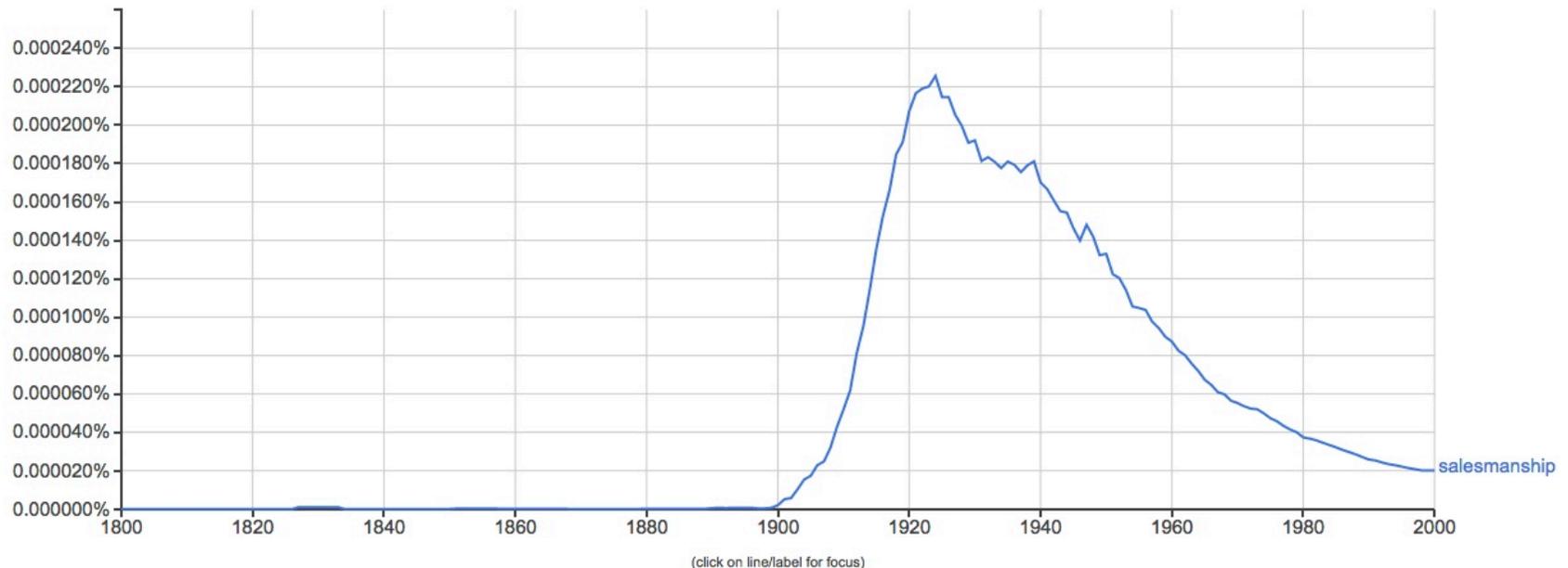
**The Chicago School of Salesmanship, which was an early vehicle of F. H. Dukessmith, is the first commercial school for salesmen in the United States.**

# The Heroic Age of Selling

Google Books Ngram Viewer

Graph these comma-separated phrases:   case-insensitive

between  and  from the corpus  with smoothing of  [Search lots of books](#)



The idea of salesmanship as an individualized, will-ful **performance**

Roughly, 1850-1920 — the “peak” above.

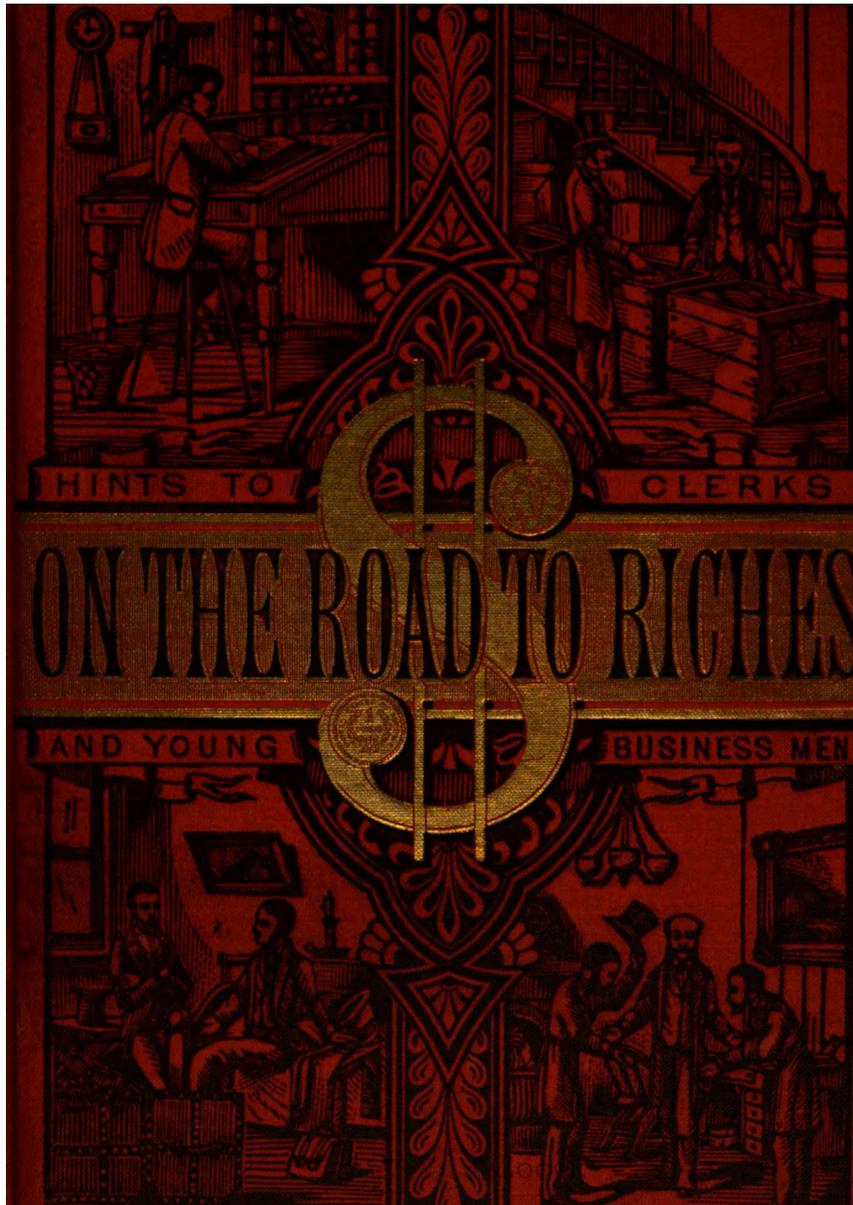
Supersedes the Age of Peddling and Canvassing

Superseded by the Age of Systematic Selling

# The Heroic Age of Selling

- In the US, in 1870, 6.6M adult workers made their living in agriculture, and ~7,000 adult (almost entirely male) workers made their living as sales people
- By 1890, somewhere between 60,000 and 95,000 (predominantly male) adult workers in the US made their living as sales people — a 10x increase
- In 1890, a skilled manufacturing worker earned \$500-\$800 a year...
- ...while a successful product sales person earned between \$1200 and \$1800 a year, and sales people in high-risk/high-reward segments (insurance, stocks, etc.) could earn \$4000-\$50,000 a year
  - The first blue sky laws are not passed until 1911 (in Kansas, which is not accidental)
- In 1880, manufacturing and commerce (29%) eclipsed agriculture (28%) in terms of GDP percentage, for the first time in US history; by 1890, the split was 30/19.
  - The death of Sears is the end of the very long tail of that transition
- Between 1870 and 1900, the system for making, marketing, distributing and selling goods of all kinds in the United States changed, fundamentally, as manufacturers sought broader markets for mass-market goods for which demand could be created, en masse.

# The Heroic Age of Selling



An entirely egalitarian  
profession

For “wide-awake” and  
“pushing” men

Requiring only basic business  
acumen, “ginger,” an ability to  
learn, and

A certain set of performative  
skills

Supported by a burgeoning  
system of commercial colleges  
and (often, mail-order) self-  
education

Producing a vibrant market in  
“**salesmanship**”

# The Salesmanship Market

...attracts the attention of the Twilight Mages

THE PSYCHOLOGY OF  
SALESMANSHIP

BY  
WILLIAM WALKER ATKINSON

L. N. FOWLER & COMPANY  
7, Imperial Arcade, Ludgate Circus  
London, E. C., England

1912  
THE ELIZABETH TOWNE CO.  
HOLYOKE, MASS.

William Walker Atkinson

LECTURE

---

Science of General  
Salesmanship

BY  
A. F. SHELDON

Addressing the Students of  
The Sheldon School of Scientific Salesmanship

---

LECTURE SUPPLEMENT No. 1.

---

CHICAGO, ILLINOIS  
1904

Arthur F. Sheldon

## Auto-Science

A PRACTICAL WORK ON

Applied Psychology, Mental Healing,  
Auto-Suggestion, Thought-Transference, Telepathy,  
with special practical instructions in

SUGGESTIVE THERAPEUTICS  
SALESMANSHIP  
PERSONAL MAGNETISM  
LAYING ON OF HANDS  
PERSONAL EFFICIENCY

Illustrated with 8 Charts and Photographs

BY

DR. ERNEST CHARLES FEYRER

Electro and Psycho-Therapist  
Licensed by the Board of Medical Examiners  
of the State of Pennsylvania

AUTHOR OF

PRACTICAL HYPNOTISM

The Open Door to Success, Health, Wealth, Etc.

PUBLISHED BY  
THE AUTO-SCIENCE PUBLISHING CO.  
FLINT, MICH., U. S. A.

E. C. Feyrer

# The Twilight Mages

Often lumped in with traditional New Thought practitioners, with whom they share the belief that Mind makes Reality

Resolutely commercial occultists

Working after the “recovery” of hypnosis by orthodox psychology c. 1880

Promoting the idea of “latent powers” and a generalized controllable (sexual) energy

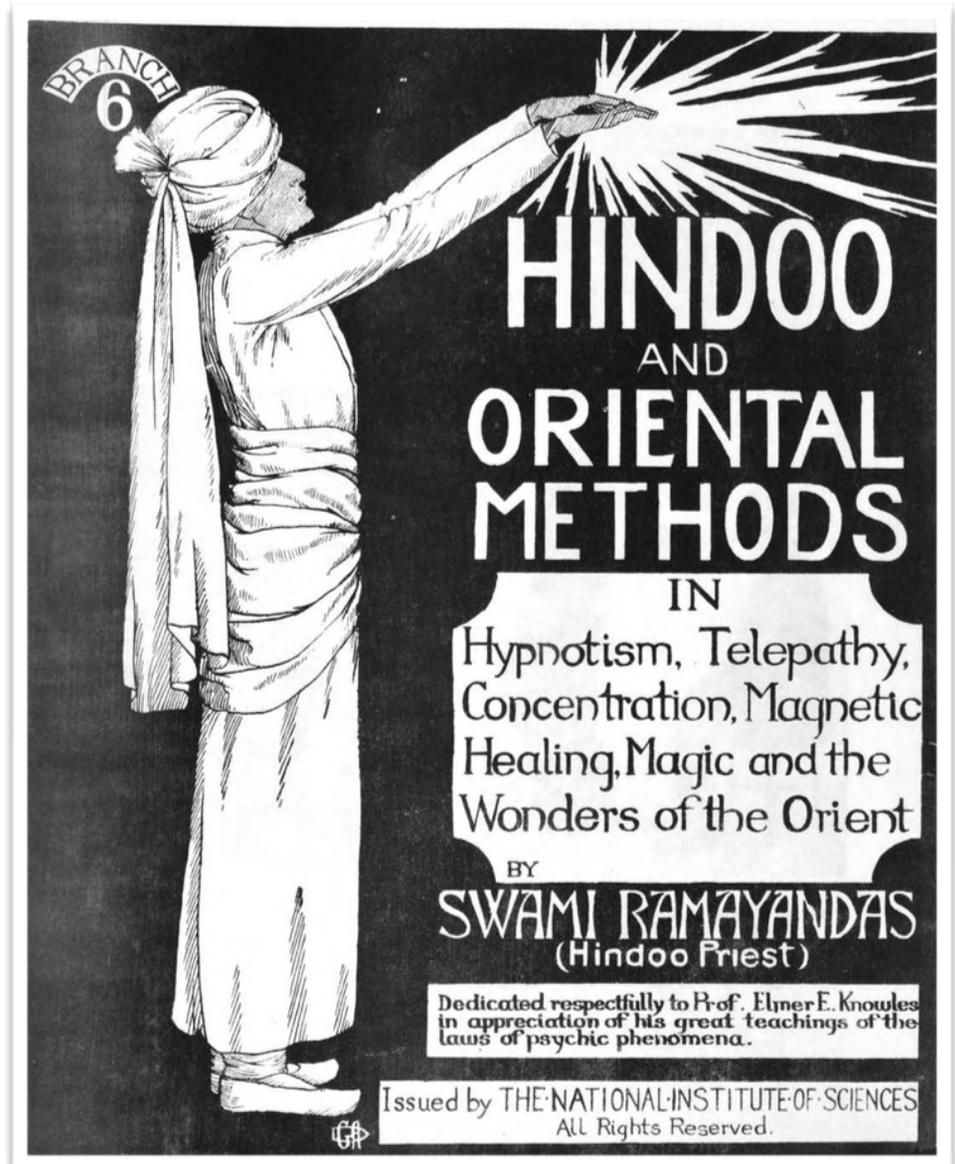
Targeting individuals with a sense of uncertainty, deficit or unfulfilled need – lack

Offering egalitarian, practical methods for developing those latent powers

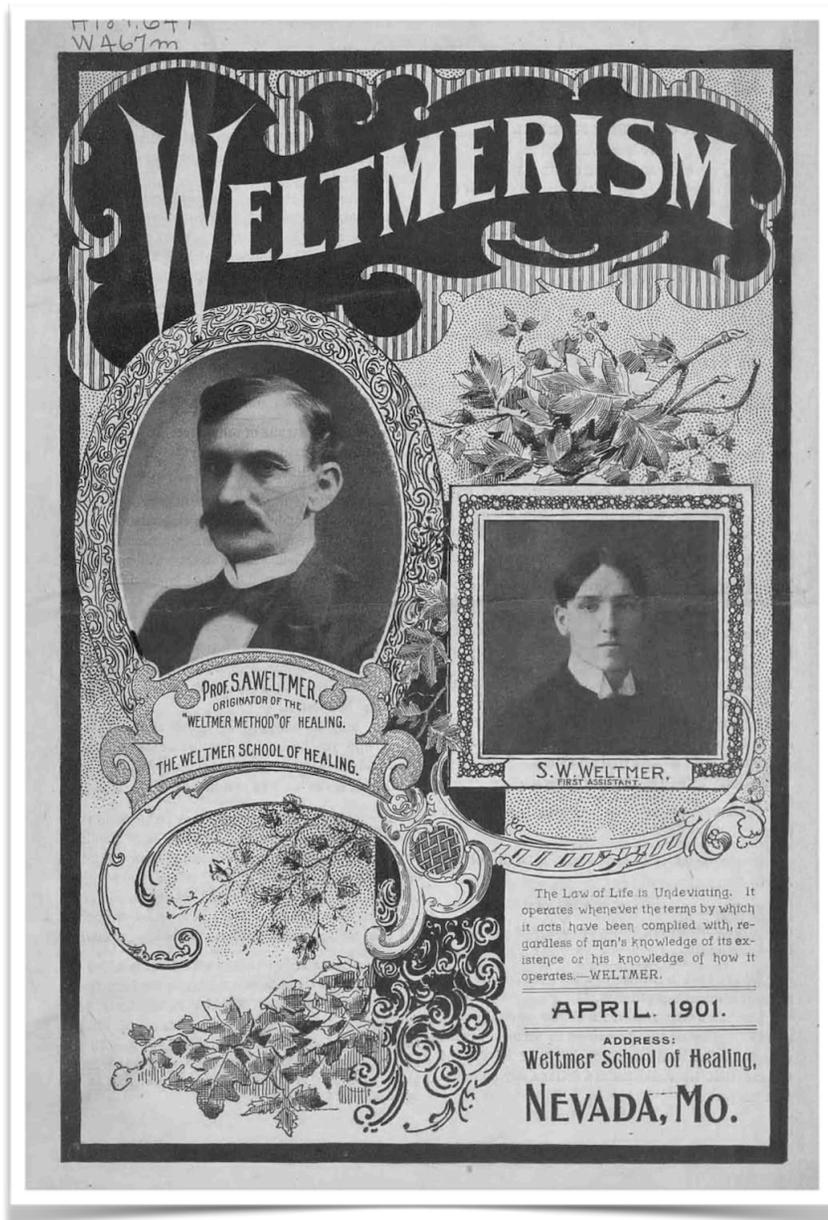
To achieve both the traditional aims of occult practice (health, long life, wealth, control over self and others), and

Workaday (social, economic, sexual) success

PRACTICAL OCCULTISM



# The Twilight Mages



**Mechanisms: mind, magnetism, attraction, vibration**

**Synonyms: practical psychology, personal magnetism, conscious will, soul power, soul development, mental culture, efficient living, self-mastery, self-development, self-unfoldment, self-attainment, suggestion, suggestive therapeutics, mental science and**

**[Surname]-isms galore.**

**Tells: “Latent powers,” “mental science,” “personal magnetism,” and “success.”**

# The Twilight Mages

reading.

**MME. AUBREY, WONDERFUL TRANCE MEDIUM, natural clairvoyant; reduced prices, 25c, 50c; send lock of hair and 25c; addressed envelope; will send you full reading of your future life; answer any question. 12 N. State-st., Chicago.**

**IF YOU WISH TO DEVELOP YOUR LATENT power and learn the hidden secrets which bring success, or if in trouble of any nature, call on DR. BETIERO, 2134 Michigan-av. Consultation free.**

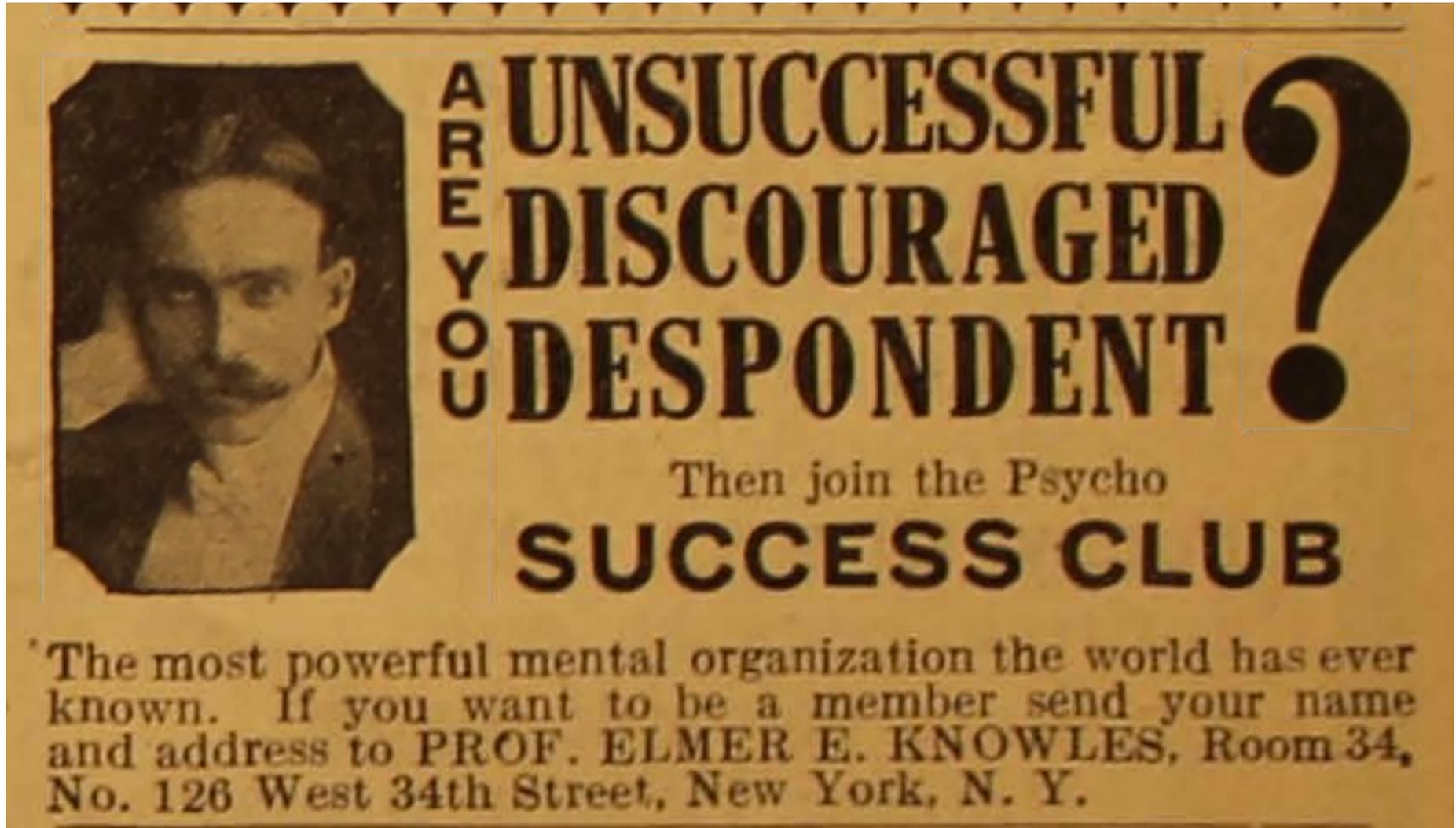
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**HELEENE BARRY, TRANCE CARD READER. Ladies only. Hours 9 to 9. Charges 25 cts. 208 E. Superior-st., Flat E, second floor.**

**SCIENTIFIC PALMISTRY — CERTIFICATE from Count St. Germain and Ina Oxenford, London. MARY DAVIS, Suite 40, 90 Wabash-av.**

Twilight mages hid amongst their fellow travelers, often looking just like those fellow travelers...

# The Twilight Mages



**ARE YOU UNSUCCESSFUL DISCOURAGED DESPONDENT?**

Then join the Psycho  
**SUCCESS CLUB**

The most powerful mental organization the world has ever known. If you want to be a member send your name and address to PROF. ELMER E. KNOWLES, Room 34, No. 126 West 34th Street, New York, N. Y.

Twilight mages promised not knowledge, or power (per se), but: success.  
Ultimately, valorization by one's peers.

# The Twilight Mages

- Hiram Erastus Butler
- Prentice Mulford
- Thomas Jasper Betiero
- Reuben Swinburne Clymer
- George Winslow Plummer (“Khei”)
- Freeman B. Dowd
- Lois Waisbrooker
- Parzival Braun
- John Hamlin Dewey
- Nancy McKay Gordon
- Jessie L. Rogers
- Kenneth Sylvan Guthrie
- A. J. Swarts
- Sydney B. Flower
- T. Harry Gaze
- Charles W. Close
- Ethel Marsh-Stiles (O Hashnu Hara)
- A. Victor Segno
- Ewing Virgil Neal
- Elmer S. Prather (“Elmer E. Knowles”)
- News E. Wood
- William Walker Atkinson
- W. P. Phelon
- Paul Tyner
- Eleanor Ames (“Eleanor Kirk”)
- John Commodore Street
- Alexander McIvor-Tyndall (“Ali Nomad”)
- Charles H. McKay
- Ernest Loomis
- Henry J. Barton
- J. C. F. Grumbine
- Delmar Deforest Bryant (“Adiramled”)

**And hundreds of (even) lesser-known figures...**

# The Twilight Mages Teach Salesmanship

The entire process of selling goods, personally, or by means of advertising or display, is essentially a mental process depending upon the state of mind induced in the purchaser, and these states of mind are induced solely by reason of **certain established principles of psychology.**

-- William Walker Atkinson, c. 1905

# The Twilight Mages Teach Salesmanship

HEADING OF THE SHEET USED IN CRANE &  
CO.'S COMPETITIVE EXAMINATION.

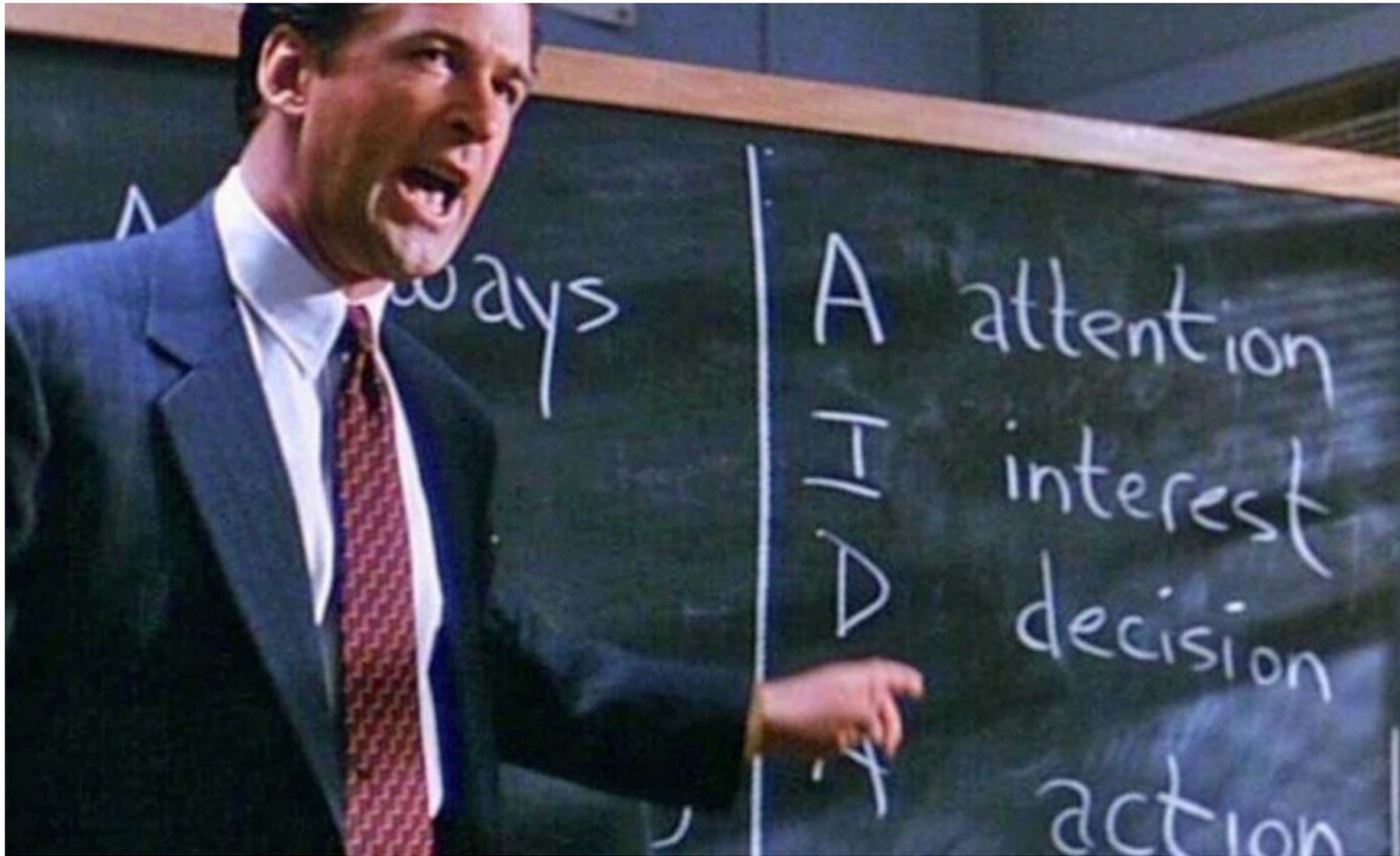
*Maximum, 10 in each—50 in all.*

| Total. | Salesmanship. | Manner of meeting<br>customer's objec-<br>tions. | Arguments in selling. | Demonstration. | Address and Manner. | Name. |
|--------|---------------|--|-----------------------|----------------|---------------------|-------|
|        |               |  |                       |                |                     |       |
|        |               |  |                       |                |                     |       |

By “Salesmanship” is meant a general summing up of the whole thing. A man should not be marked ten in “Salesmanship” unless he excelled in all and in addition possessed that sort of **personal magnetism** which commands attention and makes a customer **an interested listener against his will**.

- National Cash Register Co. (NCR), The N.C.R. (Vol. 4, No. 54, February 1, 1892)

# The Twilight Mages Teach Salesmanship



**ATTENTION - INTEREST - DECISION - ACTION**

Inducing and impelling the sale, via “suggestion” and “personal magnetism”

# The Twilight Mages Teach Salesmanship



## **BIRTH OF A SALESMAN**

*The Transformation of Selling in America*

WALTER A. FRIEDMAN

The formative role of Twilight Mages in the development of salesmanship is an open secret.

Almost all orthodox histories of “selling” identify the figures we’re going to look at as important early influences on the development of professional salesmanship.

(You will find these names in their indices, and quotations from their works in the historians’ texts.)

But orthodox historians are either clueless or indifferent as to who these folks actually were.

# Arthur F. Sheldon (1867-1935)

## MENTAL SCIENCE ASSOCIATION.

The purpose of this association is to spread, through organized effort, the doctrines and teachings of Mental Science. All who are interested in this work, of whatever sex, creed or color, are invited to co-operate by association, either as a member at large or by affiliation through local Temples wherever they may be organized. For further particulars address the secretary of the home office, Sea Breeze, Florida.

HELEN WILMANS, President.

CHAS. F. BURGMAN, Secretary.

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C. Eldridge, A. F. Sheldon.

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## THE SHELDON SCHOOL OF SCIENTIFIC SALESMANSHIP Teaches the Science of Success in Business

"Salesmanship is a science and the practice of it is a profession."

"The essence of the science of salesmanship is that it is a science of persuasion."

It is all taught by correspondence. You can master the course in leisure hours at home or on the road

Ten thousand students are now taking this course. They include all classes of progressive business men from millionaire proprietors to clerks.

MR. A. F. SHELDON, PRESIDENT AND FOUNDER

of this great school, will be at the Iler Grand Hotel in Omaha, January 24, 25, 26 and 27, and will be glad to meet business men of this city who desire to increase the profits in their business and the efficiency of their sales force.

Mr. L. C. Hitchcock, special representative of the school, is in the city for a few days, and local inquiries addressed to the Sheldon School, care Iler Grand, will receive the prompt attention of a personal call.

For full information, address Sheldon School, 1157 McClurg Bldg., Chicago, Ill.

The  
**BUSINESS  
PHILOSOPHER**

The Magazine of  
**PRACTICAL BUSINESS BUILDING**

*Arthur Frederick Sheldon*  
Editor

February, 1915 \$3.65 a Year 35 Cents a Copy

The Body of Business  
The Life Blood of Business  
The Heart of Business

PUBLISHED MONTHLY BY  
**The Area Institute of Business Technology**  
AREA, ILLINOIS

Entered as Second-Class Matter, Nov. 12, 1913, at the Post Office at Area, Ill., under Act of March 3, 1879. Copyrighted by Arthur Frederick Sheldon.

# Arthur F. Sheldon (1867-1935)

"B. P." PUBLICITY DEPARTMENT

## What is a Sale?

**A** SALE is a mental thing, or process—the intelligent co-operation of one mind with another. A sale is brought about, therefore, not by technical knowledge alone, but by the **power of persuasion**—the ability to **persuade** another to your way of thinking. And the **power to persuade** is the result of a **masterful personality**, and of that only. Who does not desire a masterful personality?

The Sheldon Course develops such a personality, and it does so by teaching six things, as follows:

1. **Character Building**
2. **Health Building**
3. **Character Reading**
4. **Business Logic**
5. **Business Psychology**
6. **General Business Topics**

But this wonderful power to create business—this masterful personality that **persuades**—from where does it come? It comes from the development of the latent forces within the man himself. All growth is from within outward. All successful men are men of strong personality. And all normal men have the material out of which to develop strong personality.

We have helped 22,000 students—helped them to greater strength, which they have turned into **increased earnings**. On the average we multiply a student's earning capacity by 2—no matter what his income or position may be.

We have spent \$1,000,000 to perfect the course of study that will make **you** stronger, that will double **your** earning capacity. And you can master it in your spare moments—no time needed from your regular business. Send your name today and learn more about our work.

**All instruction is by correspondence**

**The Sheldon School, 1026 Republic, Chicago**

Sheldon sells advertising, and books, door to door, from 1890 until c. 1898, managing sales territories for his employers in the later 1890s.

Moves his family to Helen Wilman's Mental Science colony in Sea Breeze, Florida c. 1898

Establishes the Sheldon School of Scientific Salesmanship in 1903

This becomes the Sheldon School, and then the Sheldon University, situated in his own custom-made town of "Lake Area" (near Rockefeller, Illinois)

Generally credited with founding the mail-order salesmanship business

# Arthur F. Sheldon (1867-1935)

1. Given an individual possessing and exercising certain qualities and faculties he will succeed as a salesman.
2. These qualities and faculties exist actively or in latency in every normal individual.
3. They can be developed to a marked degree.

|           |  | Qualities and Faculties of Body, Mind and Soul. |  |   |
|-----------|--|---|--|---|
|           |  | POSITIVE  | NEGATIVE   |   |
| Salesman. | Developed by Education and Suggestion. | Mental Faculties Objective                      | <ul style="list-style-type: none"> <li>Reason</li> <li>Judgment</li> <li>Recollection</li> </ul>   | <ul style="list-style-type: none"> <li>Irrational</li> <li>Injudiciousness</li> <li>Forgetfulness</li> </ul>  |
|           |  | Mental Faculties Subjective                     | <ul style="list-style-type: none"> <li>Intuition</li> <li>Emotion</li> <li>Memory</li> </ul>   | <ul style="list-style-type: none"> <li>Obtuseness</li> <li>Unemotional</li> <li>Oblivion</li> </ul>   |
|           |  | Physical Qualities Objective                    | <ul style="list-style-type: none"> <li>Health</li> <li>Strength</li> <li>Vigor</li> </ul>  | <ul style="list-style-type: none"> <li>Sickness</li> <li>Weakness</li> <li>Laziness</li> </ul>  |
|           |  | Moral Qualities Subjective                      | <ul style="list-style-type: none"> <li>Love</li> <li>Honesty</li> <li>Truth</li> <li>Industry</li> <li>Perseverance</li> <li>Economy</li> <li>Loyalty</li> <li>Sincerity</li> <li>Enthusiasm</li> <li>Faith</li> <li>Temperance</li> </ul> | <ul style="list-style-type: none"> <li>Hate</li> <li>Dishonesty</li> <li>Falsehood</li> <li>Indolence</li> <li>Vacillation</li> <li>Extravagance</li> <li>Disloyalty</li> <li>Hypocrisy</li> <li>Indifference</li> <li>Doubt</li> <li>Intemperance</li> </ul> |
|           |  | Spiritual Quality and Faculty Subjective        | <ul style="list-style-type: none"> <li>Religion</li> </ul>   | <ul style="list-style-type: none"> <li>Atheism</li> </ul>   |

Corrected or Destroyed by Education and Suggestion.

Salesmen are not only born, *but made*.

Since success depends entirely upon what the man really is, being traceable to his character, character-building is discussed at length in the first six lessons, from the standpoint of **the Mental Law of Sale**, illustrations being given in the discussion to show the relative importance of each one in **securing Attention, arousing Interest, creating Desire and bringing about a Resolve to buy.**

The force of purely mental suggestion, the pure emanation of thought-force, is little understood by the average salesman; it is born out of the development of the positive qualities I have pointed out. Its strong development is a saver of words, an economy of physical force and time. The salesman who possesses it does not need to be a talking machine or a verbal cyclone.

From *The Science of Successful Salesmanship*  
(1904)

# William Walker Atkinson (1862-1932)

## THOUGHT-FORCE

IN

BUSINESS AND EVERYDAY LIFE

BEING A SERIES OF LESSONS IN

## PERSONAL MAGNETISM

PSYCHIC INFLUENCE, THOUGHT-FORCE  
CONCENTRATION, WILL POWER AND

## PRACTICAL MENTAL SCIENCE

WRITTEN BY

WILLIAM WALKER ATKINSON,

Editor of "New Thought," New York City.

EIGHTEENTH EDITION

PUBLISHED BY

SYDNEY FLOWER,

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NEW YORK CITY.

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SOCIETY  
Transferred to the

## PRACTICAL MENTAL INFLUENCE

and

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By WILLIAM WALKER ATKINSON

A Course of Lessons on

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INFLUENCE, PERSONAL MAG-  
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WALKER & CO.  
7 Papering Arcade, Ludgate Circus, E. C.

# William Walker Atkinson (1862-1932)

Aka Theron Dumont, Yogi Ramacharaka,  
Swami Panchadasi, Magus Incognito,  
“Three Initiates,” etc.

Closely associated with A. Victor Segno  
and Sydney Flower, Atkinson is probably  
the most well-known (and prolific) of the  
Twilight Mages

Son of a retail grocer, attempted a career in  
sales in his 20s before discovering the  
occult (in the 1890s), and becoming a  
lawyer (in 1903).

Early convert to “Mental Science” of the  
Swarts/Wilmans variety

Began selling lessons and manuals on “the  
psychology of selling” (personal magnetism  
and will projection) c. 1905

Deserves significant credit for developing  
“the modern science of advertising”

ical subject. Every step in the process of a sale is a mental process. The mental attitude and mental expression of the salesman; the mental attitude and mental impression of the customer; the process of arousing the attention, awakening curiosity or interest, creating desire, satisfying the reason, and moving the will—all these are purely mental processes, and the study of them becomes a branch of the study of psychology. The display of goods on the counters, shelves, or windows of a store, or in the hands of the salesman on the road, must be based upon psychological principles. The argument of the salesman must not only be logical but must be so arranged and worded as to arouse certain feelings or faculties within the mind of the prospective buyer—this is psychology. And finally, the closing of the sale, in which the object is to arouse the will of the buyer into final favorable action—this also is psychology. From the entrance of the salesman to the final closing of the sale, each and every step is a psychological process. A sale is the action and reaction of mind upon mind, according to well established psychological principles and rules. Salesmanship is

From *The Psychology of  
Salesmanship* (1912)

# **William Walker Atkinson (1862-1932)**

**That which we call Personal Magnetism is the subtle current of thought-waves, or thought-vibrations, projected from the human mind. Every thought created by our mind is a force of greater or lesser intensity, varying in strength according to the impetus imparted to it at the time of its creation. When we think, we send from us a subtle current, which travels along like a ray of light, and has its influence on the minds of others who are often far removed from us by space. A forceful thought will go in its errand charged with a mighty power.**

***Thought-Force in Business and Everyday Life (1900, 1904)***

**In the mind of the buyer is fought the battle of the sale...The buyer's brain is the board on which the game is played.... 'The faculties of the brain are the [game pieces]. The salesman moves or guides these faculties as he would men or checkers on a board.'"**

***The Psychology of Salesmanship (1912 ed.)***

# Ernest Charles Feyrer (1877-1938[?])

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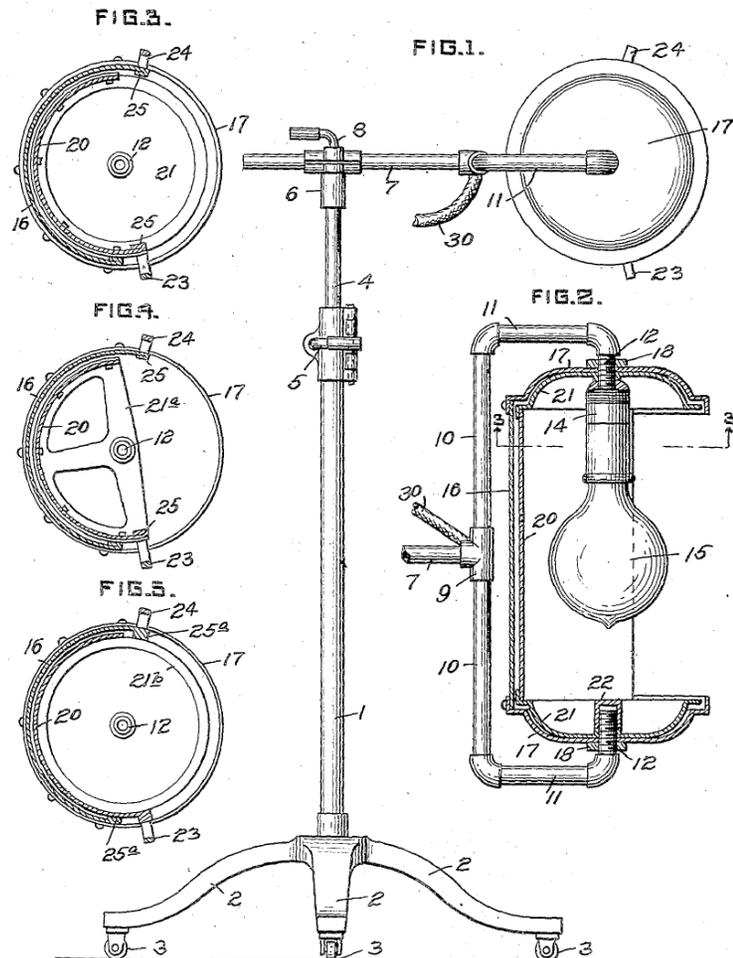
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WITNESSES

*J. Robert Bradley*

INVENTOR

*Ernest C. Feyrer*  
By *Frank H. Winter*  
Attorney.

# Ernest Charles Feyrer (1877-1938[?])

**Aka Fernando the Swiss hypnotist**

**Born in 1877 in Switzerland; emigrated  
to the US in 1895**

**Worked as a sales person in various  
retail contexts for more than 20 years  
before becoming a “drugless  
physician” (mechano-therapy,  
electrotherapy, light therapy) c. 1919**

**Founded Auto-Science Association c.  
1922 — “a new and simplified system  
of psychology that works for all”**

**Billed himself as “America’s Greatest  
Practical Psychologist”**

**Shifted towards telepathy and “mental  
radio” c. 1927**



**FREE LECTURE  
TODAY**

— on —

**“THE FORCE THAT MOVES  
MOUNTAINS”**

**By Dr. Ernest C. Feyrer**

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Followed By Psychological Demonstrations

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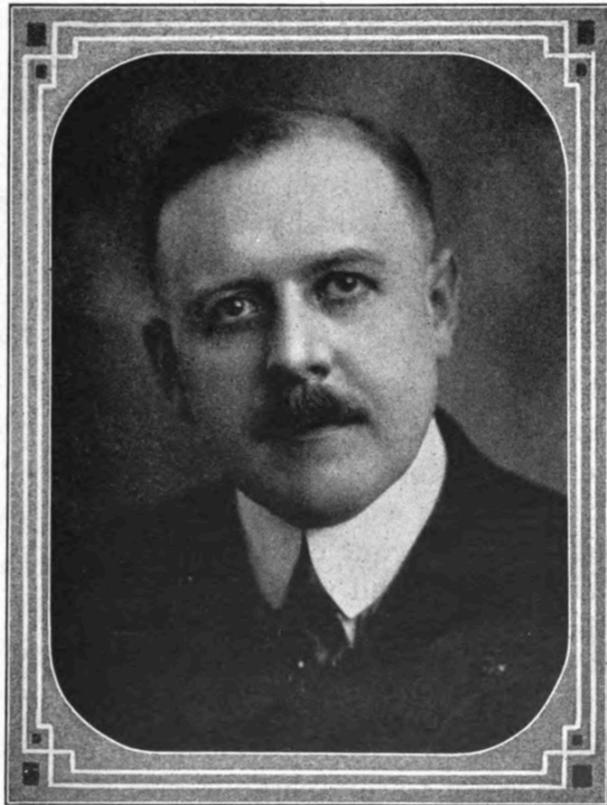
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*Zanesville (Ohio) Times-Recorder, October 28, 1922*

# Ernest Charles Feyrer (1877-1938[?])

Your Mental Wireless

ATTRACTING RICHES  
THE  
AUTO-SCIENCE WAY



DR. ERNEST C. FEYRER  
M. E., Ps. T.

*He Positively Demonstrates*

**Feyrer's mental wireless enabled him to sell bonds, frequently to elderly widows, to fund the Auto-Science Institute.**

**For that, he did time in the Wisconsin state penitentiary c. 1930-1935 for unregistered securities dealing.**

**A positive demonstration.**

# Ernest Charles Feyrer (1877-1938[?])

**“The magnetic salesman will sell where others fear to tread.”**

***(Practical Hypnotism, 1913)***

**“A salesman must first believe in himself. He must have absolute confidence in his ability, and he must sell his personality to the prospect before he can hope to sell his goods.”**

**(1922 lecture)**

**Voltage is not electricity, as so many people suppose.**

**It is that push-power, that force, that causes electrical particles to move.... Mental voltage means the power or force behind the thought-vibration. We know the different thoughts vibrate at a different rate of speed.... The more force or voltage a man puts back of his thoughts, the better impression he makes upon the receiving station of the other fellow. We are constantly influenced by the thoughts of our fellow-beings and are always caused to act accordingly. If we were told that we were the puppets of other people’s mental vibrations or suggestions, we would resent it greatly, but it is nevertheless true.**

***(Your Mental Wireless, 1924)***

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PRACTICAL HYPNOTISM

the counter, the piano salesman, the real estate salesman, in fact anybody connected with selling, could increase his sales 75 per cent by intelligently using Hypnotic Suggestion. Many salesmen use the power to advantage. Let us take a piano salesman for an example. A prospective customer enters the store in answer to an advertisement of a piano advertised at \$98.00. He is shown one at that price. The salesman cannot afford to sell it at that price and consequently he influences the customer to buy one at \$350.00. This is so-called “salesmanship.” But he would have never sold the higher priced one if it had not been for some irresistible influence exerted by the salesman over the customer’s mind. This is verified by a buyer sometimes returning to the store an hour later, with the statement that he does not want the piano, that it costs too much, that he did not want to buy it in the first place and he usually winds up by saying that he does not know why he bought it at all. It shows that while the salesman was talking to him, he accepted his suggestions as his own and when he left the store and was left to himself he “woke up,” as the saying goes. As a rule, it is an easy matter to convince him that he should keep the piano he bought and he usually does.

So it is with other lines, life insurance, stock, bonds, etc. The magnetic salesman will sell where others fear to tread.

Practice the lessons given, they are worth a fortune to you. Within time, almost all intelligent people will come to recognize the value of the Law of Suggestion and personal magnetism.

# Allied (Occult) Disciplines

- Character reading at sight (physiognomy)
- Graphology
- Phrenology
- Movement, poise & elocution (e.g., Delsarte)
- Memory systems (mnemonics)
- These became gateways for occult teachings (and teachers)
- All these were **also** deployed in modified form as techniques for **testing and hiring** better salesmen



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She has advised thousands of men and women in the choice of a vocation as turned failure into success. She has taught women to develop talents. She taught parents what their children should be trained to do.

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## Science of Character Analysis

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If you are a salesman you will know whether to use a joke, a fact or a compliment. If you are a clergyman you will know when to be firm and when to plead. If you are a lawyer you will know when to use pathos or logic. If you are a doctor you will cure men through the knowledge of their minds as well as their bodies.

**Every Man Must Be a Salesman** knows his weaknesses and how to approach them. **Learn To Judge Yourself** Get this course and then look in the mirror.

If you do not sell goods you sell yourself. The physician who can sell his services, the lawyer who can sell his ability, the teacher who can sell his knowledge—these are the men who win. We all know men of astounding knowledge who never make a success just because they do not know how to sell that knowledge. The man who takes this course can sell his ability for its full value. He knows what the other man is thinking, he

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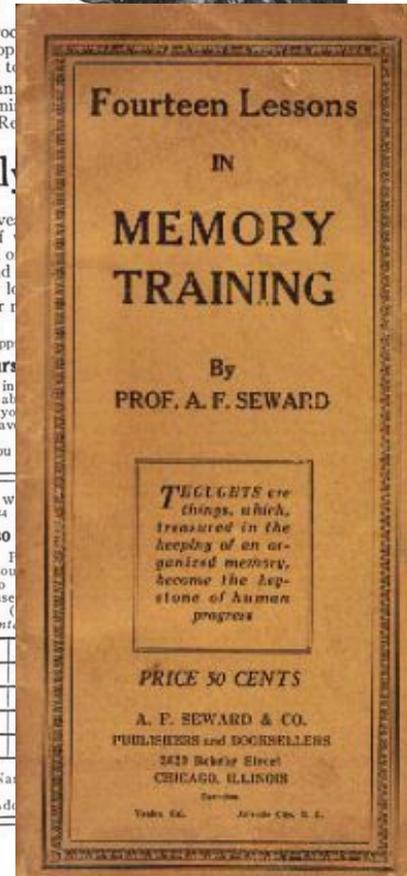
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# Other Salesmanship Mages

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# Coda

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and Editor of NOW.

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—Whittier

That man is poor who thinks himself poor  
—Emerson

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[Home](#) > [Ask Tony](#) > The #1 law of attraction: Polarity

## THE #1 LAW OF ATTRACTION: POLARITY

What you will learn from reading this article:

- The difference between masculine and feminine energy (and how the two don't necessarily correspond to physical gender)
- The #1 law of attraction – polarity between these two energies
- Understand the "masks" or "walls" put up during a relationship and how to strip them away
- Discover your own leading energy and how it manifests itself in your own relationship



Is there a single law of attraction? Sexual attraction, spiritual ecstasy and intimate connection thrive in a relationship when there is a distinct polarity between the energies of both partners.

In other words, the main law of attraction works like this: the more opposed the sexual energies between two people are – masculine vs. feminine energy – the stronger the attraction will be in the relationship.

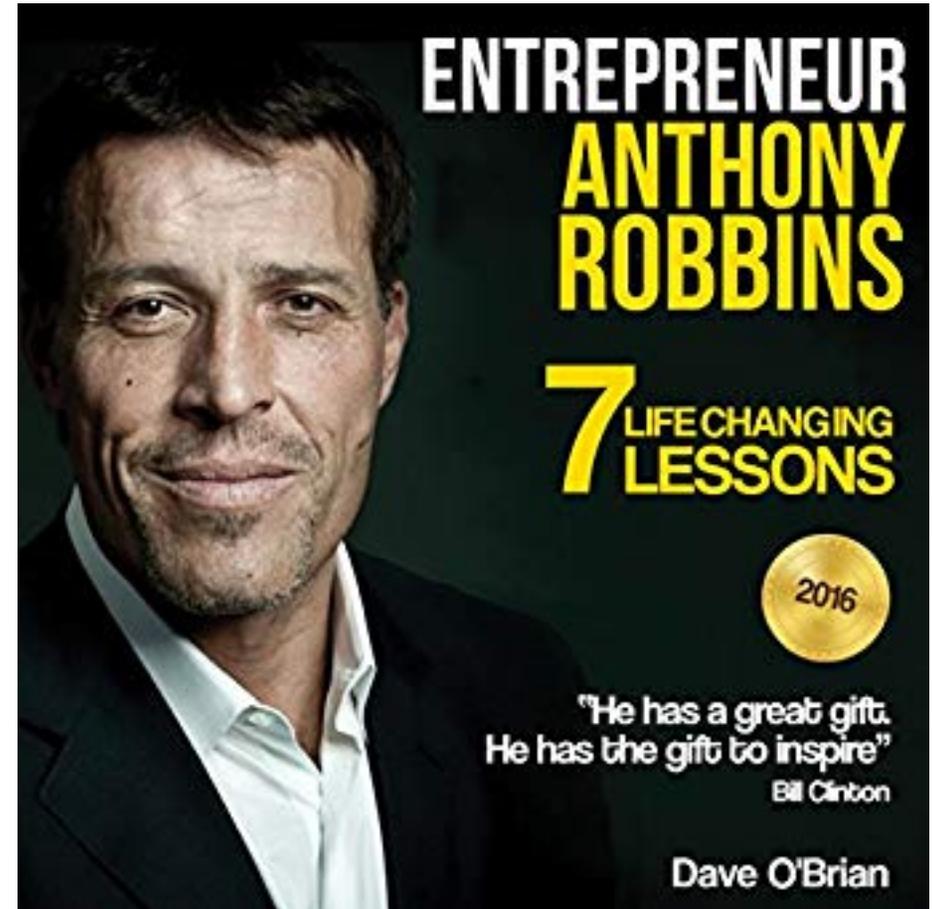
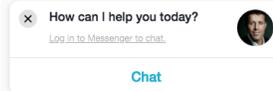
If two people have a similar polarity, that is, both are more 'masculine,' then the attraction between them will be diminished. But if there is a strong difference, where one is extremely 'feminine' and the other 'masculine,' then the physical attraction will be maximized.

To not only keep the passion in your relationship alive, but to increase the intimacy and attraction, it is **vital that each person in the relationship cultivate their own natural energy**, male or female. And this can be done by understanding three main components.

### WHAT IS SEXUAL POLARITY?

*Sexual polarity is the term used for the physical chemistry, the magnetic pull, and the overwhelming physical response we feel when we meet someone with an energy that opposes our own.*

WHO ARE YOU AT YOUR CORE?



Plus ça change, plus c'est la meme chose.

(For a copy of the presentation: [ehbritten.blogspot.com](http://ehbritten.blogspot.com))