



# THE MAGIC WORD

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# **The Magic Word**

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# THE LAW OF INCREASE

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"I am Success, though hungry, cold, ill-clad,  
I wander for a while, I smile and say,  
'It is but for a time, I shall be glad  
Tomorrow, for good fortune comes my way.  
God is my Father, He has wealth untold,  
His wealth is mine—health, happiness and gold.' "

—Ella Wheeler Wilcox

In a pamphlet written by Don Blanding, he tells of a time during the trying years of the Great Depression, when he found himself financially, mentally and physically "broke." He was suffering from insomnia and from a physical lethargy amounting almost to paralysis. Worst of all, he had a bad case of "self-pity," and he felt that the self-pity was fully justified.

He was staying at a small Art Colony (on credit), trying to rebuild his wrecked life and wretched body. Among those at the Colony was Mike, an Hawaiian boy. Mike seemed to be always cheerful. Mike seemed to be always prosperous. And, naturally, Blanding wondered why. For Mike, when he had known him before, had been blessed with few of this world's goods.

So one day he asked Mike what good fairy had waved her wand over him and turned all that he touched into *gold*.

For answer, Mike pointed to a string of letters he had pasted over his bed—"L-I-D-G-T-T-F-T-A-T-I-M."

Blanding read them, but could make no sense out of them. "What are they, the 'Open, Sesame' to the Treasure Cave?"

“They have been the ‘Open, Sesame’ for me,” Mike told him, and went on to explain how they had helped him. It seems that Mike, too, had experienced his ups and downs, but in the course of one of his “downs,” he had happened upon a teacher who showed him the power of PRAISE and THANKFULNESS.

“There is an inherent law of mind,” says Charles Fillmore, “that we INCREASE whatever we PRAISE. The whole of creation responds to praise, and is glad. Animal trainers pet and reward their charges with delicacies for acts of obedience; children glow with joy and gladness when they are praised. Even vegetation grows better for those who love it. We can praise our own ability, and the very brain cells will expand and increase in capacity and intelligence, when we speak words of encouragement and appreciation to them,”

God gave you dominion over the earth. Everything is your servant, but remember it is said in the Scriptures that God brought every beast and fowl to Adam, *to see what he would call them*. You are like Adam in this, that you can give to everything and everybody with whom you come in contact the name you like. You can call them good or bad. And whatever you call them, that is what they will be—good servants or evil. You can praise or curse them, and as you do, so will they be to you.

There is one unfailing Law of Increase—“*Whatever is praised and blessed, MULTIPLIES!*” Count your blessings and they increase. If you are in need of supply, start in now to praise every small piece of money that comes to you, blessing it as a symbol of God’s abundance and love. Salute the Divinity represented by it. Bless Him and name Him Infinite and Abundant Supply. You will be surprised how soon that small piece of money will increase to many pieces. Take God into your business. Bless your store, bless every one that works for you, each customer that comes in. Know that

they represent the Divinity called Abundance, so bless them as such.

If you are working for someone else and want a better job or more pay, start by BLESSING and being THANKFUL *for what you have*. Bless the work you are doing, be thankful for every opportunity it gives you to acquire greater skill or ability or to serve others. Bless the money you earn, no matter how little it may be. Be so thankful to God for it that you can give a small “Thank Offering” from it to someone in greater need than yourself.

Suppose the Boss does seem unappreciative and hard. Bless him just the same. Be thankful for the opportunity to SERVE faithfully, no matter how small the immediate reward may seem to be. Give your best, give it cheerfully, gladly, thankfully, and you will be amazed how quickly the INCREASE will come to you—not necessarily from your immediate boss, but from the Big Boss over all.

I remember reading a letter from a woman in the drought belt in which she said that they, unlike most of their neighbors, had an abundant supply of water, and excellent crops. “When my husband plows a field,” she writes, “I ask God to bless each furrow. Each seed that goes into the seeder is blessed, and the realization held that it will produce abundantly according to His righteous law. Our neighbors marveled at the abundance of hay that we cut this year. The hay was sold before the third cutting was put up.

“Each day, in the silence, I put the ranch ‘Lovingly in the hands of the Father.’ I ask God to bless everybody that comes in contact with the ranch.”

Few realize the power of praise and blessing. Praise may be called the great liberator. You remember the story of Paul and Silas. They lay in jail bound with chains, but they did not despair. They rejoiced and sang hymns of praise, and lo, the very walls were shaken down and they were set free.

Praise always magnifies. When we praise God and then look about us and praise His invisible presence in all that we see, we find that the good is so magnified that much becomes evident that we ordinarily fail to see. Running through all of Jesus Christ's acts as well as His teachings we find the glowing element of praise. When He looked at five loaves and two small fishes and realized that He had a multitude to feed, His first thought was a thought of praise. "And looking up to heaven, he blessed."

Go back over the Old Testament and see how often you are adjured to "Praise the Lord and be thankful, that THEN shall the earth yield her increase." Probably no life chronicled in the Scriptures was more beset with trials and dangers than that of King David. And what was his remedy? What brought him through all tribulations to power and riches? Just read the Psalms of David and you will see.

"Jehovah reigneth; let the earth rejoice;  
Let the multitude of isles be glad.  
Bless Jehovah, O my soul;  
And all that is within me, *bless* his holy name . . .  
Who forgiveth all thine iniquities;  
Who healeth all thy diseases."

"If anyone could tell you the shortest, surest way to all happiness and all perfection," wrote William Law, "he must tell you to make it a rule to yourself to thank and praise God for everything that happens to you. For it is certain that whatever seeming calamity happens to you, if you thank and praise God for it, you turn it into a blessing. Could you therefore work miracles, you could not do more for yourself than by this thankful spirit; for it turns all that it touches into happiness."

How then can YOU increase your supply? How can you get more of riches and happiness and every good thing of life? In the same way as the Wise Men and the Prophets of

old. In the same way that Jesus twice fed the multitudes. In the same way that He filled the disciples' nets to overflowing with fish, after they had labored all night and caught nothing.

By EXPANDING what you have! And the way to expand is through love, through praise and thanksgiving —through saluting the Divinity in it, and naming it Infinite and Abundant Supply.

Throughout the Bible we are told—"In everything by prayer and supplication WITH THANKSGIVING let your requests be made unto God." Again and again the root of inspiration and attainment is stressed. *Rejoice, be glad, praise, give thanks!*

And that was what our Hawaiian boy had done. That was the secret of his prosperity and success. The Talisman he had pasted over his bed meant—"Lord, I do give Thee thanks for the abundance that is mine." Every time he looked upon it, he repeated those words of thankfulness. The happy ending lies in the fact that these words of praise and thanksgiving proved to be as potent a talisman for Don Blanding as they had for Mike, the Hawaiian.

"Whoso offereth praise, glorifieth Me," sang the Psalmist of old. And it is as true today as it was thousands of years ago. Praise, thankfulness, understanding—these three supply the golden key to anything of good you may desire of life.

In "Think What You Want" magazine, some time ago, H. W. Alexander told how praise helps. "Sincere praise is money in your pocket," he said. "It is a spiritual and moral uplift. It is a tonic to the giver and the receiver. It rebounds to both a thousand times. I know a company whose sales during the depression went from \$2,600,000 a year to \$8,000,000. Praise was the inspiration.

"In a divorce court not so long ago was recorded the story of a man who from a laborer's job climbed to the Presidency of his business. A friend asked him why he quit



his almost lifetime companion, though she was well provided for. Said he, 'Well, my wife of today appreciates my ability, tells me right along, whereas my childhood sweetheart knows my weaknesses and tells me about them. I like appreciation.' His income tax is on a \$100,000 salary.

"Little things count. Your secretary has a new dress, a new hat, a fashionably fluffy ruffle—tell her so. The file clerk finds your letters quickly—tell her so. The cop on the beat is sure to see the school boys are safely over with a wave of his hand. Tell him he is tops.

"One of the finest persons who worked for me was an elderly servant woman. She had a tough time in life, poorly educated, used split infinitives, came early in the morning to clean the house. She often said to me as I left in the morning, 'Sure, you look good today. You've got a big job, you work hard, you'll win.' She *thought* I was good, and when I went out I *was* good. Top executives who read this know very well the truth of what the chauffeur, maid, gardener—who gives them a cheery word of praise, means to them at market time, conference time, or directors' time—it rings in their mind—oh, yes, they remember. You can't fly too high.

"And the mother who *thinks* her boy or girl is about right, aids them on as no one else can.

"I have this belief—that big or little, praise does win friends, wins respect for yourself, wins you a monetary return, and it helps a Pullman porter, a housewife, an industrialist, to bigger, better things. It costs you nothing but a smile—but do be sincere.

"To the wives who may read this: You know your man. He can't fool you. But be just as honest as you can, praise him, send him out to his private automobile, his street car, his bicycle, his train, or his walk, with a smile, with praise, and you'll wear sables—try it."

Like attracts like. Praise and appreciation bring back greater praise and appreciation to you. If you want health,

happiness, in your life, if you are seeking riches and success, attune your thoughts to these. BLESS the circumstances that surround you. Bless and praise those who come in contact with you. Bless even the difficulties you meet, for by blessing them, you can change them from discordant conditions to favorable ones, you can speed up their rate of activity to where they will bring you good, instead of evil. It is only lack of RESPONSIVENESS to good that produces the lacks in your life. Good works on the plane of EXPANSION. Good revolves at a high rate of activity. You can key your activity to that same rate by an expectant, confident state of mind. You can bring all your surroundings and circumstances up to that same level by BLESSING them, PRAISING the good in them, saluting the DIVINITY in them.

In the pages that follow, we shall show you how the practice of blessing and praising all things has brought good to all who have tried it, how you can use these same methods to attract every good thing *you* may desire.

“Into whatsoever house ye enter, first say—‘Peace be to this house!’ ”

# IN THE BEGINNING

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“For life is the mirror of king and slave,  
'Tis just what we are and do;  
Then give to the world the best you have,  
And the best will come back to you.”

We often speak of psychology and metaphysics as new sciences, and think that the study of these began within the last half-century. Yet if you refer to the very first book of the Bible, you find more profound examples of applied psychology than in any textbook of today.

Take the story of Jacob as an instance. You remember how Jacob agreed to serve Laban seven years for the hand of Rachel in marriage. And how, through the guile of his father-in-law, Jacob had to serve a second seven years. Even then, when he would have gone back to his own country, Laban begged him to tarry yet a while longer, and agreed to pay Jacob as wages “all the speckled and spotted cattle, and all the brown cattle among the sheep, and the speckled and spotted among the goats.”

Since Laban first removed from the herds all cattle of this kind, the chances of Jacob's getting rich on the speckled offspring of solid-colored cattle seemed poor indeed.

But Jacob evidently knew his Scriptures, and the idea we think so new, that first comes the “word” (or mental image), then the physical manifestation, was in his mind even when he made the bargain.

For what did he do?

“And Jacob took him rods of green poplar, and of the hazel and chestnut tree; and pilled white strakes in them, and made the white appear which was in the rods.

“And he set the rods which he had piled before the flocks in the gutters in the watering troughs when the flocks came to drink, that they should conceive when they came to drink.

“And the flocks conceived before the rods, and brought forth cattle ringstraked, speckled, and spotted.

“And Jacob did separate the lambs, and set the faces of the flocks toward the ringstraked, and all the brown in the flock of Laban; and he put his own flocks by themselves, and put them unto Laban’s cattle.

“And it came to pass, whensoever the stronger cattle did conceive, that Jacob laid the rods before the eyes of the cattle in the gutters that they might conceive among the rods.

“But when the cattle were feeble, he put them not in; so the feebler were Laban’s, and the stronger Jacob’s.

“And the man increased exceedingly, and had much cattle, and maidservants, and menservants, and camels, and asses.”

You have heard of the English cuckoo. Too lazy to rear and care for its own young, it goes to the nests of other birds when they are off seeking food, notes the markings on their eggs, then comes back later *and lays in their nest eggs of those same exact markings!*

Various saints of the middle ages are said to have had markings on their hands, feet and sides similar to those on the crucified Saviour, acquired from constant contemplation of His image. And only recently I read of an adopted child, which was reported to have developed markings similar in all respects to those of the real son of its foster-parents, although the son had died some months before the adopted child was born. The parents were satisfied it was a case of reincarnation, but it seemed to me merely a materialization in the foster-child of the images in the mother’s mind. She had grieved inexpressibly over her loss. She had adopted



the waif to try to fill the void left by her own little boy. And striving to see in his every action some reminder of her lost one, those images so strongly held in her mind actually expressed themselves in the body of her foster-child.

It all comes back to that first line of the first chapter of the Gospel of St. John—"In the beginning was the Word." For what is a "Word"? A mental image, is it not? Before an architect can build a house, he must have a mental image of what he is to build. Before you can accomplish anything, you must have a clear mental image of what it is you want to do.

Turn to the Scriptural account of the creation of the world. What is the outstanding fact you find there?

IN EVERY THING GOD CREATED, THE "WORD" CAME  
FIRST—THEN THE MATERIAL FORM!

Just listen: "And God said, Let there be light . . . And God said, Let there be a firmament . . . And God said, Let us make man . . ."

First the "word," then the material form. Scientists tell us that words denote ideas, mental concepts—that you can always judge how far a race has advanced in the mental scale by the number of words it uses. Its vocabulary is the measure of its ideas. Few words—few ideas, few mental images.

Therefore, when God said—"Let the earth bring forth grass," He had in mind a clear mental image of what grass was like. In other words, He had already formed the mold. As the Scriptures put it—"The Lord God made the earth and the heavens, and every plant of the field *before it was in the earth*, and every herb of the field *before it grew*." He made the mental image, the mold. It needed then only to draw upon the energy about Him to fill that mold and give it material form.

And that is all you, too, need to do to give your word of power material form—first make the mental image, the mold, then pour into it the elements necessary to make that image manifest for all to see.

What do you want first? — Health — Happiness? Riches?

For perfect health, begin by taking the life out of every distorted image of sickness or imperfection. Charge those nerve centers of yours to withdraw their supporting hands, and let your image of disease collapse like the pricked bubble it is.

THEN IMAGE THE PERFECT MOLD OF WHATEVER ORGAN HAS BEEN DISEASED. Image the perfect mold of it so vividly that you can clearly see it in your mind's eye, then charge The God in You to reach out with its millions of hands for all the elements it needs to make that perfect image manifest.

First the word (the mental image), then the creation. But the creation will never become manifest without faith. So when you have made your image, when you have set The God in You to work pouring into it the elements it needs for life, *"believe that you receive!"* See with the eyes of your mind that perfect organ functioning as it was meant to, *and thank God for it!*

For riches, the same principle holds true. Take your life out of every image of debt, of lack, of unfulfilled obligation. The God in you is a God of plenty. He cannot owe money. He cannot be limited. There are no circumstances powerful enough to force Him to live in poverty or want.

Yet He, remember, is devoted entirely to your advancement. So how can you be tied down by debt or limitation of any kind?

How? Because YOU have insisted upon it. Instead of a God of plenty, you have worshipped one of want. Instead of reaching out for what you needed, you have tied the hands of The God in You and tried to do their work with the paltry powers of your material hands.

Unloose The God in You! Give Him a job and set Him to work. Make your mental image of the great business or other service you long for, then set The God in You to work bringing to you every element you need to make that image real. And don't wait until you receive the whole of it, but as fast as any element becomes manifest, USE it!

If you have only IOC, USE it to start your great idea. If you have only the idea, START it, even though you can take only the first step. First the word, remember, then the creation. And there can be no creation without faith.

Show your faith by using each element as fast as it makes itself manifest, even though there be no sign that any other element is following, and before you know it, your whole structure will be complete.

Have you ever read Genevieve Behrend's account of how she got \$20,000, when, from all material points of view, her chances of ever seeing that amount of money were just about nil?

"Every night before going to sleep," she writes, in YOUR INVISIBLE POWER, "I made a mental picture of the desired \$20,000 which seemed necessary to go and study with Troward. Twenty imaginary \$1,000 bills were counted over each night in my bedroom, and then, with the idea of more emphatically impressing my mind with the fact that this twenty thousand dollars was for the purpose of going to England, and studying with Troward, I wrote out my picture, saw myself buying my steamer ticket, walking up and down the ship's deck from New York to London, and finally saw myself accepted as Troward's pupil. This process was repeated every morning and every evening, always impressing more and more fully upon my mind Troward's memorized statement: 'My mind is a center of Divine operations.' I endeavored to keep this statement in the back part of my consciousness all the time, with no thought in mind of how the money might be obtained. Probably the reason why there was no thought of the avenues through

which the money might reach me was because I could not possibly imagine where the \$20,000 would come from. So I simply held my thought steady and let the power of attraction find its own way and means.

“One day while walking on the street, taking deep breathing exercises, the thought came: ‘My mind is surely a center of Divine operation. If God fills all space, then God must be in my mind also; if I want this money to study with Troward that I may know the truth of Life, then both the money and the truth must be mine, though I am unable to feel or see the physical manifestations of either. Still,’ I declared, ‘it must be mine.’

“While these reflections were going on in my mind, there seemed to come up from within me the thought: ‘I AM all the substance there is.’ Then, from another channel in my brain the answer seemed to come, ‘Of course, that’s it; everything must have its beginning in mind. The Idea must contain within itself the only one and primary substance there is, and this means money as well as everything else.’ My mind accepted this idea, and immediately all the tension of mind and body was relaxed. There was a feeling of absolute certainty of being in touch with all the power Life has to give. All thought of money, teacher, or even my own personality, vanished in the great wave of joy which swept over my entire being. I walked on and on, with this feeling of joy steadily increasing and expanding until everything about me seemed aglow with resplendent light. Every person I passed appeared illuminated as I was. All consciousness of personality had disappeared, and in its place there came that great and almost overwhelming sense of joy and contentment.

“That night when I made my picture of the twenty thousand dollars it was with an entirely changed aspect. On previous occasions, when making my mental picture, I had felt that I was waking up something within myself. This time there was no sensation of effort. I simply counted over the