

# THE NEW MAN

THE SECRET OF POWER

AND

## TWENTIETH CENTURY PROBLEMS

(Revised and Enlarged Edition)

BY

**NEWTON N. RIDDELL**

Lecturer on Heredity, Psychology, and Christian Realism. Author of "Heredity and Prenatal Culture," "Immanuel," "The Psychology of Success," "Regeneration," "Child Culture," Etc.

---

### Over 200,000 Men

Have attended Mr. Riddell's lecture on "The New Man"—the text of which forms the first half of this book. It has been given in many Y. M. C. A.'s and in the principal cities of the United States. It is published and circulated at the request of hundreds of business and professional men who have been personally helped by its message.—ED.

---

**RIDDELL PUBLISHING CO.**

Mailing Department

7522 Lakeside ~~Chicago~~ **THE LIBRARY OF THE**  
CHICAGO, ILL.

1909

APR 14 1932

UNIVERSITY OF ILLINOIS

---

---

Copyright, 1900

by

**NEWTON N. RIDDELL,**

---

---

176

R43m

cop?

15th/32 C.O.C.

**DEDICATED**  
to the  
**KNIGHTS OF THE 20TH CENTURY**  
and  
**TO ALL MEN**  
**Who Would Improve Their Lives**

18 Oct. 32 from Sup. Case.

814319

## THE RIDDELL PUBLICATIONS

HEREDITY AND PRENATAL CULTURE, 360 pages, cloth, - - -	\$2.00
THE PSYCHOLOGY OF SUCCESS AND HUMAN NATURE STUDIES, 320 pages, cloth, - - -	\$1.50
IMMANUEL; OR, CHRISTIAN REALISM, 304 pages, cloth, - - -	\$1.25
CHILD CULTURE BY MENTAL SUGGES- TION, 120 pages, cloth, - - -	65c.
THE NEW MAN, AND 20th CENTURY PROBLEMS, 114 pages, paper, 25c., cloth, 50c.	
REGENERATION; OR, FROM ADAM TO CHRIST, 120 pages, leatherette, -	50c.
BRAIN BUILDING AND SOUL GROWTH, 60 pages, paper, - - -	25c.
THE WORLD'S REDEMPTION, 60 pages, paper, - - -	15c.
ONE HUNDRED LIFE LESSONS, paper, - - -	10c.

RIDDELL PUBLISHING CO.  
7522 Lakeside Terrace - Chicago, Ill.

# Biographical Sketch

---

The following brief sketch is published to answer the inquiries that come to us from readers of "The New Man."—*Pub.*

---

**N**EWTON N. RIDDELL was born in Harrison County, Iowa, March 12, 1862. He was taken to Nebraska in '65 where he grew up on a farm. He received his education in the public schools of Lincoln and the American Institute of New York City. He specialized in physiology, hygiene, heredity, sociology and psychology, and in 1888 began giving popular lectures on these subjects. Since then he has traveled constantly, speaking from one to three weeks in a place to audiences that have filled the largest auditoriums available. He is an original investigator. He adheres to the scientific or experimental method in all things. His lectures have been given for years in Star courses and at the principal Chautauqua Assemblies. As a speaker he combines in a rare degree the conciseness of the scientist with the imagery of the poet and the spiritual vision of the Mystic. He is the author of several books which contain the subject matter of his lectures.

In 1902 Mr. Riddell passed through an experience which changed the vision and current of his life. Since then most of his time has been given to presenting the deeper things of the Spirit. His lectures on Christian Realism have been a revelation and benediction to thousands. His life and earnings are consecrated to the cause of human progress. He is married, has a wife, children and grandchildren.

## Prefatory Note

---

**I**T was with great hesitancy that I first complied with the request of hundreds of men and permitted the publication of "The New Man." An address cannot be put in type. One-half of a speech, both in the meaning of what is said and its influence upon the hearer, is in the occasion, the manner of the speaker, the tone of his voice and the spirit that inspires him, none of which can be transferred to the printed page. What is perfectly appropriate and truly helpful in an address may seem improper and even harmful when put in print. It was because of this fact that I hesitated. But now that thousands of noble souls have written us bearing grateful testimony of the inspiration and helpfulness derived from the printed page, it gives me great joy and gratitude to issue this revised and enlarged edition and send it out on its mission of love. My heart and prayer goes with the little messenger that the Spirit that inspired it may also interpret it to the hearts of others. I hope to be able to distribute a million copies of "The New Man" gratuitously, and invite the cooperation of all who are interested in the dissemination of its message.

Faithfully yours in service,

NEWTON N. RIDDELL.

Chicago, Ill., 1908.

# KNIGHTS OF THE TWENTIETH CENTURY.

## INTRODUCTION.

Honesty is a prerequisite to wisdom. Sincerity is essential to understanding. Truth becomes error to a dishonest soul. Prejudice—a child of ignorance—is ever the opponent of progress. A sunbeam that had traveled in a direct line for ninety-three million miles, in entering a home, struck a flaw in a window pane and fell obliquely on the floor. A truth that has traveled in a straight line for centuries, coming direct from the eternal throne of God may be deflected by prejudice in a man's mind and fall as error on his soul.

Men, let us be honest! Let us be sincere! Let us lay aside our prejudices that the truth may come in!

*Problems of the Twentieth Century.*

I take it that you are all truth seekers; that you are all striving to solve the two great problems of life—how to be happy and how to make others happy—the problems of egoism and of altruism. These two fundamental problems

include many others. There is the unsolved problem of the man and the dollar—which rules the world? The problem of capital and labor—how shall they be harmoniously adjusted? The problem of monopoly—how shall we give organized wealth the right to use its power without enslaving the masses? The problem of the colored man—how shall we develop and make a citizen of him without encroaching upon the rights, privileges and sentiments of the cultured people of the South? The problem of narcotics—how shall we stop the manufacture, sale and use of narcotics, without doing violence to invested capital, or infringing upon the rights of the individual? The problem of the social evil—how shall we remove this cancer from the heart of Christendom and establish a healthy social condition? The problem of the church—how shall it reach the college-bred agnostic, satisfy the demands of the age of reason and create a more divine life in professing Christians? Finally, there is the problem of individualism—how shall we develop the average man physically, socially, mentally and morally so that he shall be able to meet all the demands of this complex age and ripen a soul for eternity?



*The New Man.*

Personally, I am deeply interested in all of these problems and I trust that you are. After a pretty careful study of the situation, I have arrived at the conclusion that what we need first, worst and most of all for the solution of the great problems of our time, is a *new man*.

The developing race has produced many types of men. The first, according to evolution, was the man of brute force and physical strength. The second, the lineal descendant of the first, was the man of noble birth who boasted of his ancestral superiority. The third was the man of possession, he estimated all men by their bank accounts and business sagacity. The fourth was the man of ideas; he said:

“Though I could reach from pole to pole,  
And grasp creation in my span,  
I must be measured by my soul,  
The mind’s the standard of the man.”

Nineteen hundred years ago, Jesus Christ darted into the arena of human history and said, “I am the light of the world,” and revealed to the race a new type of manhood, the man of *character*.

Now, the man of the future, the Knight of the Twentieth Century, is to

be a man who shall combine in his nature the best elements of all the types revealed in history—physical strength plus noble birth, plus commercial enterprise, plus intellectual power, plus Christ.

As Christ was the climax in the story of the race, so the Christian character shall be the crowning glory of the Knight of the Twentieth Century.

### *What Is Character?*

Character within is that figure of soul peculiar to each individual resulting from the relative strength and activity of the several elements of his nature. Character without is the expression of these several elements in their combined manifestation toward the world. It is the mental relation that we by nature, choice and volition sustain toward others. It is the result of inherent tendencies, force of environment, habits, thoughts and volition. It cannot be inherited, given us by another or bought at any price. It must be built by volition or effort on our part.

### *Reputation and Character.*

Character is very different from reputation. Reputation is what we seem

to be; character is what we are. Reputation may be inherited, given us by another or bought; character must be built. Reputation is what others think or say of us; character is what we think and do toward others. Reputation may be the result of a moment's effort; character requires the efforts of years. Reputation may last but for a day; character will stand throughout eternity. Reputation is like having the name written in the sand of the seashore to be erased by the first incoming tide; character is like having the name chiseled in the granite rocks of the mountain, where it will endure for ages. Reputation is like the electric light that draws its sustaining current from another source; character is like the noonday sun, the center of all power, the source of all light. Reputation is like the meteor that flashes for a moment, then passing from our view is gone forever; character is like the fixed star that shines eternal in the heavens. Reputation then is nothing, while character is everything.

*Character Is in Demand.*

What the world needs most in the solution of its great problems is more men and women of character, *more*

*men and women who dare to do right because it is right.*

We want more men of character in the workshop, that the laboring classes may not so easily be converted into a howling mob and violence reign where arbitration should rule. We want more men of character in the business houses, that public trust may not be destroyed, confidence lost, the credit system ruined and our national credit weakened. We want more men of character in legislative halls, that the voice of the people may be heard, and their wills executed, lest the great cords that bind our republic together shall decay through the corruption of politics, the union dissolve and the stars and stripes be trailed in the dust of a disgraced soil. We want more men of character in the pew and in the pulpit, that the spirit of the living God may find expression in the modern church, lest it become the cloak of hypocrisy, the school of infidelity and the power of Christ be lost to the world.

*The Mistake of the Period.*

The one fatal weakness that has characterized all our great reforms, is that we have ignored to a large degree the intellectual and moral status of the

individual. Christ was the true reformer. He began with the individual. His work was strictly personal and He never changed His method. We have organized and reorganized, voted, prohibited and legislated, agitated, resolved, reaffirmed and expostulated about vice and crime, masses and classes with what results? Monopoly controls politics, money buys legislation, rum rules our municipalities, crime is on the increase in the presence of courts and jails, while vice is multiplying amid the ringing of school bells and in the shadow of church spires.

*The Red, White and Blue.*

I have been personally identified with all the great reform movements. I believe in the power of statesmanship and politicalship. I recognize the value of wise legislation, good laws and organization. I have prayed for prohibition and voted the same way. I have worn the red ribbon, the blue ribbon and the white ribbon. I believe in all of them—separately or unitedly—especially in the latter form where the blue field is dotted with the stars of our republic; but I am fully persuaded that the only way to solve the great problems of this country is to return to Christ's method

and direct our attention to the individual man.

*Men Wanted.*

Gentlemen, the crying need of the hour is manhood; not legislation, not organization, not agitation, but *men*, men who can stand in the presence of Christ and truthfully say, "The place that I occupy does not need reforming." Men, who are ready and willing to begin the reformation of the world in their own hearts. Men, who can say to the struggling brother, "Follow me."

I would like to write over the door of every workshop and business house in this land, "Men wanted." I would place on the wall of every school room, college, court of justice and legislative hall, "Men wanted." I would wreath in ivy and gold over every fireplace, altar and pulpit in the land, "Men wanted." I would engrave it on the mountain side, have it reflected in every shimmering wave and waft it on the breezes of heaven, "Men wanted." I would teach the merry brooklets to sing it, the lakes to chant it; I would seize the finger of lightning and write in letters of fire across our darkened sky, "Men wanted." I would gather

the thunder's roll, the cataract's roar and the cannon's boom and echo from ocean to ocean, "Men wanted." I would unite all the voices of men, and the pleadings of women with the forces of nature to send one sublime appeal to heaven, "*Great and infinite God, at the dawn of the twentieth century, give us men, clean men, pure men, courageous men, men who dare to do right because it is right!*"

*Every Man Has His Price.*

We have become accustomed to the remark, "Every man has his price," and the old saw, "a man must live." If employed upon a small salary, one may beat his employer, for "a man must live." If in business, he may mark goods up in order to mark them down and deceive a customer, for "a man must live." If elected to public office, high or low, he may rob the public treasury, for "a man must live." If he become a lecturer, or even a preacher, he is expected to cater to popular sentiment, otherwise he cannot attract the crowd, become a fad and command the price, and "a man must live." "Every man has his price."

Gentlemen, with the rapid consolidation of capital, the multiplication of the

dependent and delinquent classes; it is time we stopped singing the old song of "Every man has his price" and "A man must live," and take up the new song, "Character outweighs coin. Righteousness must reign, and favoritism must die."

**NOTICE:** Parts I, II, III and IV deal with the problem of sex and are intended for private reading; for public reading or general publication omit these, beginning with Part V, page 67.

## I.

### THE SECRET OF POWER.

You all want power—power for work, power to study, power to achieve, power for service. In the lecture on the Psychology of Success we studied the various paths to power, the building of a great personality, and how to win out in the battles of life. In this lecture we shall study the secret of power and the way of attainment through the conservation and wise use of the creative or sex principle.

#### *The View Point.*

If you would have power through the conservation of your creative forces and be able to live the higher life, you should recognize your spiritual reality.



If you think of yourself merely as a highly developed animal, there will be a strong tendency towards reversion to type. If you see yourself as a spiritual being, created in the image of God, no matter how marred or distorted the image, there will still be a yearning desire to become pure in heart. This desire is the first essential in the realization of the ideal.

### *The Problem of Sex.*

The problem of sex is a vital one, not only to the individual but as related to society and race progress. No subject has been so unwisely discussed and unfortunately presented as this. The divinity of sex and its true function in the economy of nature has been largely overlooked. Most of the books written on the subject treat it from a pathological or morbid point of view, while the information that comes to the average youth is such as to give him an entirely false concept of the whole subject.

### *Mistaken Reformers.*

Many would-be teachers and reformers in their efforts to instruct the young and protect youths from indiscretions, have made the fatal mistake of advertising, and thereby propagating

the evils they would remedy. The vivid portrayal of vice and its sequences, whether given from the platform or printed page, is destructive to moral purity and detrimental to all, save the sadly perverted. The world is full of information along these lines that is worse than ignorance. Millions have been injured from reading and reflecting too much on the morbid phase of sex. A man had better be governed by blind instinct, than be contaminated by the instruction given in most books on this subject, or be guided by the suggestions frequently offered in private lectures.

*The True Physician.*

During the last twenty years, it has been my privilege to study this problem in the lives of thousands. I am persuaded that what men need is not information about vice and its consequences, but *positive virtue and a knowledge of how to control and direct their creative forces, in the building of manhood.* The true physician, who gives wholesome advice such as he would give to his own child, is more than a "Medicine Man," he is a benefactor. May his tribe increase. But the quack, who sends young men to the

brothel as a remedy for their indiscretions, is a criminal of the most dangerous character to society. *No man was ever cured by following his advice, but thousands have been ruined for life.*

*Important Facts.*

Seed is concentrated vitality—embodied life. Throughout all nature bringing forth and maturing seed exhausts the parent organism. The green, vigorous stock of corn having matured its grain quickly grows old and dies. The flower is beautiful and fragrant while blooming, but having embodied its life in seed its petals fall. Young fruit trees, if allowed to overbear, are stunted in growth, lack hardihood and frequently die. If the blossoms are knocked off, the sap goes to the limbs, resulting in growth and increased vigor. Well matured trees, if allowed to overbear, lose vitality, so that they produce inferior fruit and cease bearing prematurely. Many insects die as soon as the seed has been deposited. Fish become stupid and liable to disease after the spawning season. All normal animals conserve their vitality which is utilized in the building of the organism and the propagation of their kind. De-sexed animals

are below normal in power of endurance, energy and courage.

These facts are highly significant. They are more eloquent and convincing to the thoughtful than any words of mine. The lesson of the young trees should be written in the mind of every young man. Youthful vitality chemicalized in seed means arrested growth, susceptibility to disease, incapacity for life work, and often premature death. The fallen petals and lost fragrance of the flower teach us that the youth and maiden who would retain their bloom and beauty, vivacity and charm, must be chaste in thought and conduct. The fate of the matured trees shows us the consequences of marital excesses, namely, premature decay, degenerate and imperfect offspring. Virility conserved and transmuted means physical strength, growth and development; means energy, courage and force of character; means self reliance, self respect, independence and individuality; means keen perception, good memory, originality and the genius of mind that brings things to pass; means pure sentiments and warm affections; in short, increased power to live, to will, and to do.

*An Erroneous Idea.*

In considering this subject, I wish first of all to disabuse your minds of the generally accepted, but highly erroneous idea that sex is primarily and substantially a part of man's physical nature. This misconception has been the cause of many errors, not only in philosophy, but in ethics, and the daily lives of men and women. This exoteric, or physical concept of the creative principle is most degrading and demoralizing in its influence. It must be dismissed if we are to have an intelligent understanding of the subject or learn to use this power as God intended we should.

*The Essence of Life.*

The creative principle is primarily a *psychic force*, a vital energy, the true function of which is to *create new life*—physical, mental and moral. It may, and too often does, become chemicalized, externalized and hence finds expression on a purely physical plane, but this is not its true or highest function.

*Creative Force and Its Uses.*

A simple illustration will serve to make this last proposition intelligible. In your city somewhere you have an electric plant, flowing from the dynamo

there is an electric current—an expression of force. There are four general ways in which this force may be utilized: (1) we may pass it through the motor on the electric car and the force is expressed as power; (2) we may pass it as a sympathetic current through the little wire of the incandescent bulb and convert it into light; (3) we may force the current through a wire with heavy resisting power and convert it into heat; (4) we may ground the wire and waste the current, so that we have neither power, light nor heat. Again, we may use all this force in any one or two of the ways suggested; or may use it mainly as power, or as light, or as heat and have but little left for expression in either of the other ways.

Now in every man and woman there is a generator, a force-creator, a life battery, so to speak. This creative force, this vital principle, like the electric current, may be used in four general ways: (1) we can throw it to the muscles, build it into tissue where it becomes *power*,—physical strength; (2) we may direct it to the brain, where it becomes *light*,—intellectual brilliancy and mental vigor; (3) we may direct it to the emotions and it becomes *heat*,—feeling, love, sympathy, passion; (4)

we may chemicalize or dissipate the force and in consequence have neither physical strength, mental vigor nor emotional warmth. Again, we may use all our creative energy in any one, two or more of these ways. Or, we may use it mainly as physical power or as mentality, or as feeling and emotion ; but we cannot waste the force without detracting in a corresponding degree from our strength in other directions.

*Creative Power Is Limited.*

The creative power of every man is limited. Some have much more than others, but none have so much as to necessitate its dissipation. The vitality of the most vigorous can all be used in a normal way either as muscle, energy, feeling or sentiment. If a man habitually wastes his forces he necessarily detracts either from his muscles or his brain. Scientists are generally agreed that the abuse of the sex function by the married and unmarried is one of the chief causes of degeneracy. There are thousands of men and women, in every vocation and calling, who will never know what they might have accomplished in life, the mental power they could have had, or the moral heights to which they might have

risen had they wisely directed their forces to the brain.

*Men Hear Me.*

*If the creative principle is retained in a man's nature it will create new life in him. It will be transformed into muscle, thought or feeling. It will give strength to every function, faculty and sentiment.*

If this force is properly directed in youth it is rapidly utilized in the economy of nature, in the development of manhood and womanhood. It rounds out the physical form, gives solidity and plumpness to the muscles, elasticity to the step, animation to the expression, vigor to the energies, keenness to the intellect, vivacity to the emotions, ardor to the affections, courage to the convictions, magnetism to personality, independence and stability to the character.

*The Manly Man.*

Few men develop physically as they should. All of us waste our forces more or less in one way or another. It is difficult to estimate what the mass of men would be like if they lived normal, hygienic lives. Dr. Hunter has eloquently said: "There are specimens of



manhood whom we cannot pass on the street without admiration; we involuntarily turn around and look at them as they move on with the tread of a giant. There are kings of the stage, the platform, the pulpit, the bar and the senate, who need but to speak and stand erect, when all eyes are riveted and all hearts are carried away into sweet captivity. These men inherited noble forms and high intellectual faculties and have lived in obedience to natural law."

*The Original Thinker.*

Why do we have so few original thinkers? I will tell you. Every original idea born in a brain is the child of this creative principle—the product of the union of the masculine and feminine elements.

No man or woman deficient in gender is ever highly original. Creative force will alone beget a new idea. Without this element men may perceive, remember, reconstruct, and in a scholarly manner repeat, reformulate and express what they have learned, but they cannot *originate*.

Look through history and you will find that all highly original characters were strongly endowed with this element. Moreover, you will find that all

highly original women resemble their fathers, while all highly original men resemble their mothers. It is the strong combination of the masculine and feminine elements in one organism that gives great originality—creative power.

*Practical Demonstrations.*

This is not a theoretical proposition. It has been demonstrated in thousands of lives. It is one of the supreme doctrines of the Masters of India. Any fairly well organized man or woman may increase his or her mental power by directing the creative forces to the brain. I have taught this law to thousands and all who have followed it have been improved. Many have increased their mental capacity all the way from 10 to 50 per cent. (Before I have finished this address I will tell you how this may be done.)

Business men frequently say to me, "If I had only thought, or had my wits about me, I might have done thus and so." Well, why didn't he think? I have taken men who were earning \$22 per month and in two years of training and directing of their forces to the brain they have gained a business ability that commanded \$100 per month

I have directed hundreds of students, many of whom were ordinary, or below average in their studies, who in a few months greatly improved.

Professional men, who have had the self control and good sense to direct their forces, have told me within a year from the time they attended this lecture, that they were conscious of increased power. This has been especially noticeable among public speakers.

*A Minister's Experience.*

One afternoon a great, big, swarthy, dark-complexioned gentleman called at my study and asked for an interview, stating that he would be glad to receive any suggestions that might be helpful in his life work. After a careful study of the man I said, "You have naturally an excellent constitution, have a good brain and should be highly magnetic, but your nerve forces are low, you are very nervous, lacking in self control and are only half the man you ought to be. The indications are that you are unhygienic in your habits of life, have perhaps overworked and have misdirected your creative forces." Here he interrupted me with :

"Do you know who I am or what my profession is?"

I replied in the negative.

"Well," said he, "I am a preacher. I am riding a circuit on a salary of \$700 a year. I have an invalid wife and a family to support and am very much overworked, but as to the dissipation of my forces, as you have suggested, you are certainly mistaken. I am an honorable man. No man could have been more loyal than I to my family."

"Excuse me, brother, I have not questioned your honor, but I have nothing to take back. I cannot alter my diagnosis, conditions are too apparent. The mistake you have made is one that is being made by thousands of good, conscientious men, namely, of supposing that marriage sanctifies the dissipation of the creative forces and licenses the prostitution of a function which God intended should be used *only* for the creation of a new life."

"What," he interrupted, "has not God ordained marriage and does not this sanction those relations between the husband and wife?"

"Yes, God performed the first marriage ceremony. Commanded the husband and wife to be fruitful and multiply; *but he did not sanction the desecration of the creative function.*

"No matter, this moralizing is foreign

to the subject. I do not presume to put a band around any man. It is mine to teach men how to make the most of their lives. By the way, what would you think of a man addicted to strong drink, whose salary was but \$1 per day, spending one-half of his income over the bar, when his family was but half clothed and half fed?"

"Well, I should say he was a fool."

"No, he is a victim of a perverted appetite. He enjoys drinking and the effects of liquor. He deems this one of his inalienable rights as a free moral agent and insists that no one should deny him this privilege or interfere with what he does to his family."

"Yes, but he is mistaken. No man has a right to make a brute of himself, waste his earnings and rob his family."

"Right you are; but I know another man whose daily income of vitality is limited. He has an invalid wife to care for, a great deal of work to do. He wants to be an intellectual giant but is lacking in brain power. He has many high ideals that he cannot reach for want of nerve force. He is striving to grow spiritually yet finds evil is present with him. His condition is rather unfortunate. He has formed the habit of wasting much of his creative force

and is thereby limiting his possibilities, weakening his mentality and diminishing his usefulness in all ways. His mistake is to some extent robbing his wife of her strength and his children of a good inheritance. He is a conscientious man, but from a false education and a perverted desire he insists that this waste of his forces is a sacred privilege. That he has a right to thus injure his wife and children, if he wishes, and that no one shall question his honor or wisdom. What do you think of him?"

"Well, I think he is a bigger fool than the other one."

"Thou art the man!"

"Now, brother, you have superior possibilities, your creative forces are naturally very strong and when you are able to direct them to the brain, you will be surprised at the reserve forces you will have and the ideas that will flash through your mind. Moreover, I anticipate that your wife will become stronger and better able to assist you in your labors."

"I appreciate your suggestion," said he, "and will try and profit by it, but I am not fully satisfied. I am conscientious in this matter and want to do the right thing. I can hardly concede that

I have trespassed upon any moral law. Moreover, from my reading and conversation with physicians, I have understood that these relations if not carried to excess, were highly favorable to health, mental activity and happiness. They are certainly natural and I cannot see how that which is natural can really be wrong or harmful."

"You have the generally accepted idea, but it is wrong. Custom justifies it, statutory law sanctions it, perverted desire impels it, the erroneous doctrine of "physical necessities" demands it; but all of these do not make it right or best for the race.

You say that it is natural. You certainly have not thought seriously about this matter. By the way, which man do you believe in, Darwin's man or God's man? The evolved brute, or the involved spirit? No matter, they are one and the same. But if you study the man of evolution where will you find a precedence in nature that justifies you in saying that these relations are natural? Animals mate only for the creation of a new life; even the monogamistic beasts and birds that live together as companions for life never abuse the creative function. Only perverted man habitually breaks the law of

continence. Can you say that it is natural?

“But I take it that you as a minister believe in God’s man, believe that man is a spiritual being, created in the image and likeness of the Father. Believe that the true object and end of life is the development of this spiritual ego that it may be like Him in glory. If so, *only that which favors spiritual development is natural.* No man enters those relations for spiritual growth. It is not an expression of the Christ that is in him. He does not contemplate it in prayer or ask God’s benediction upon it.

“Brother, it is an expression of the perverted, carnal man, not of the spiritual man. It is a victory of the former over the latter; it is Adam after the fall, not Christ. All great spiritual lights insist that these things must be given up if man is to become holy and spiritual. These abuses, if not carried to excess, are permissible for those who live in this world for what they can get out of it, who do not care to grow spiritually. The same applies to that class of professing Christians who depend upon a blind belief in Jesus Christ—a belief too often prompted by fear—to get them into heaven after a life



of self indulgence. But if a man would grow spiritually, if he would be resurrected into a new life, he must suffer the crucifixion of the carnal and direct his forces to the development of his higher nature."

"The marriage relation is holy and defileth not the pure in heart, but woe unto the man who prostitutes this relation in the gratification of sensual desire. Marital in chastity is the flaming sword that keeps men and women out of Love's Paradise and robs them of the higher happiness, health, harmony, joy, peace and power that they should enjoy.

"When God would incarnate His Son He chose a virgin lover to receive the Holy Spirit and receive the Christ child. So it is in the conception and incarnation of the Christ in man. It is a pure heart vibrant with holy love for God that receives the Holy Spirit that brings forth the Christ nature in man. *No man can be both sensual and spiritual*, for the impure soul can not receive the Spirit, experience the incarnation, or know the joy of His indwelling presence.

"You will pardon a layman for

preaching so much to a preacher, but when you know experimentally the full meaning of redemption, regeneration and sanctification through grace, and are truly living the Spirit-filled life you will have no trouble in controlling your desires and directing your forces to your brain, which will greatly increase your power for service."

He left the study a changed man. Within four years he bought and paid for a beautiful home. His wife regained her health and joined him in his work. He became an evangelist of unusual power and was instrumental in the conversion of over four thousand persons.

Let no man feel that the recital of this interview is a reflection upon the clergy. It is not. My object in giving it is to bring forcibly to your minds the fact that even good men have yet to learn the great value of conserved, transmuted virility.

### *Moral Courage.*

Strength of personality, self reliance, energy and moral courage are indis-

---

**For further consideration of the marriage relation, see Appendix No. 2, page 110.**

pensable elements of character in the successful manly man. Owing to physiological and psychological laws, which I have not the time to explain, all of these elements are peculiarly influenced by the sex principle. These qualities are almost invariably deficient when the creative forces have been largely wasted. The indiscreet youth is usually diffident, bashful and timid, is seldom energetic and is generally wanting in courage of conviction. "Men are but boys grown tall," and conditions don't change much after all.

Men, we rob our conscience to gratify our appetites. *Eunuchs are never courageous.* The desexed bovine will bellow and threaten, but he will seldom fight, and never with the courage of a normal animal. Pardon me, gentlemen, here is a lesson for us. We lack courage because we have wasted the essence of manhood. We bellow and boast of what we will do against this evil, or that evil; how we will suppress vice and stop crime; how we will vote and stand by a principle; but when it comes to the crisis, *we run.* Great God! give us the manly valor, the moral courage, to stand by our convictions, even though we stand alone!

*Personal Magnetism.*

Eloquence is thought aflame with passion and conviction. That subtle power called "personal magnetism," which enables the reader, singer, actor or public speaker to captivate and hold, to sway and control an audience, is largely a product of the creative force. Those who are strongly endowed with this attribute put an expression into their work and exert an influence over an audience that those who lack it never can. Their own great *creative* power enables them to create thoughts, feelings and emotions in others. There is a peculiar thrill to the voice of the singer, a burning pathos in the expression of the orator so endowed, that cannot be duplicated by any amount of elocutionary training.

## II.

## THE BASIS OF MARRIAGE.

Thus far we have been considering the uses and possibilities of the creative principle in its relation to the individual life in the building up of manhood and womanhood. Permit me now to call your attention to the second function performed by this power in the economy of nature.

In its normal manifestation as feeling or emotion gender makes one loving, affectionate, magnetic, attractive and attracted to the opposite sex. It is the basis of that affinity which draws the sexes together and unites them in the holy bond of wedlock. It is the union of the masculine principle of the husband with the feminine principle of the wife that harmonizes their differences, blends their individualities and makes the two *one*. It is the continual fusing of their love natures, so that the best and holiest of each is inspired by the other, that makes marriage sacred, love law and duty a pleasure.

*Marriage the Grave of Love.*

When the creative force is expressed as pure love, tender affection and gentle kindness, as God ordained it should be, marriage is holy and the relations of the husband and wife become sacred and beautiful.

The lover's dream is not a delusion; it is but an imperfect vision of what marriage ought to be. But alas! how few realize in their domestic relations the poetic ideals of youth! Why are these things so? Why are so many disappointed? Why is marriage a failure? There are many causes. Human nature is yet selfish, and the union of

two imperfect beings cannot produce a paradise. Moreover, force of conditions, association, social preferences, and commercial interests unite in marriage thousands who are most illy adapted to each other. But the one supreme cause of domestic infelicity is perverted desire.

### *The Ethics of Marriage.*

The present ethics of marriage licenses that which degrades the affections and destroys the possibilities of harmony. The abuses of the generative function are the chief cause of domestic inharmony, divorce and its shame, inherited lascivious tendencies and the vices and crimes which follow.

Could I do but one thing to establish health, peace and happiness in the American home, it would be to so elevate and purify the social instincts of men and women that they could live together as lovers. During the twelve years that my study was open to the public I had an excellent opportunity for studying this problem, and rarely have I found an unhappy home where the affections were unperverted. Moreover, I have more than once prevented proceedings for divorce and re-established a fair degree of harmony be-

tween discordant companions by teaching them the better way.

*One Who Spoke for Many.*

A young husband in great mental distress called at my study one day, requesting a word of advice relative to his domestic troubles. His story in brief was: Five years ago he had courted and married an exceptionally fine young woman. She was hale, hearty and magnetic, vivacious and prepossessing. As lovers they were perfectly happy. As a bride she was most warm hearted, affectionate and expressed her love in a thousand ways. During the last two or three years she had seemingly grown cold and indifferent, was void of all personal magnetism and never manifested any feeling toward him. Her health, he said, was not as good as it used to be, while he had become more nervous and irritable than formerly. This he thought might in part account for the change; but he could not help feeling that she had fooled him before marriage by always pretending to be so affectionate and sympathetic.

"No," I said to him; "the fool came after marriage, not before. You have made the common mistake of mis-

directing your forces. It was the normal expression of sex force, as personal magnetism, vitality, love, feeling, vivacity and sympathy in your wife as sweetheart and bride and in yourself as suitor and young husband that made you both so loving, attractive and happy. Return to that plane of living and soon your wife's health will improve; soon there will be that old-time vivacity, that sparkle to the eye, that bloom on the cheek, that rosy lip and that warm, magnetic touch to the hand that was once so captivating, the absence of which is now so distressing. Live as of yore and you will enjoy again the poetry of life. Once more the sunset o'er the sea will have its peculiar charm and the blushing sky and the music of the departing day will again awaken the spirit of romance and tender love."

"That is good gospel," said he, "but if man is to live a continent life, what is the use of getting married at all?"

"My dear sir, your question is very uncomplimentary to yourself. It indicates that your idea of marriage needs reforming. I do not wonder that you are an unhappy man. Most men who hold such ideals, convert their dream



of home and love into a nightmare of horrid realities.”

“Your ideal is too high. Give me something practical.”

“Very well. At the marriage altar you promised your bride that you would love and protect her. Through ignorance you have taken advantage of her love and confidence, robbed her of her sense of purity, of health and beauty, perverted her desires, and unfitted her for the highest type of motherhood. Have you protected her? Have you demonstrated your love? Can't you see your mistake? Come, my brother, crucify the carnal nature. Put it away forever. Ask God to create within you a new man with a clean heart and pure emotions. Go home and tell the little wife all about it. Make restitution. Love her tenderly. Learn to express your emotions as you did when you were lovers, and you will have a practical answer to your problem.”

*Love Is Not License.*

Gentlemen, we need a new ideal for the married relation. We need to distinguish between love and perverted desire. We need to realize that the generative function has been so long

abused in the human race as to be hereditarily abnormal, making regeneration necessary before we are fit for the holy relation of wedlock. The chaste, continent expression of love and wholesome exchange of magnetism between husband and wife is vitalizing, invigorating and recreative. It is conducive to health, harmony, mental vigor and moral purity; but the gratification of mere physical desire is debasing, abnormal, and destructive to health, harmony and happiness. It is wrong. It is sin. It is vice. It is crime, for it injures those unborn. A marriage certificate signed by a pastor or a priest does not make it right or avert the evil effects. Verily, "There is a way which seemeth right unto a man, but the end thereof are the ways of death."

*Physical Necessities.*

You are familiar with the doctrine of man's physical necessities. There is no argument in its favor but the argument of custom, ignorance and perverted desire. There is a sense in which the abnormal has become normal, but this can be overcome, and blessed is the man that overcome, for in him virility shall be as a fountain of youth!

Hear me! *The normal man has no physical necessities that cannot be met without degrading his higher nature or conflicting with his spiritual development.*

*An Incontestable Fact.*

The highest degree of physical, mental and moral manhood is most easily attained and sustained in a life of chaste continence. This is not simply my opinion, based upon years of personal observation and critical study of the subject, but it is the conclusion of every unprejudiced scientist in Europe and America. True, there are those so wanting in self control that they are incapable of restraining themselves. Moreover, there are thousands of honorable married men who have so long directed their creative forces to the physical plane that it has become an established function with them. In such cases it is perhaps impossible to completely change the currents of life; but these conditions are abnormal. They can gradually be overcome. In some instances it requires years of training to direct the forces to the brain, but the more fully men do so the greater will be their mental power and the farther they will get away from the animal.

*A Frequent Question.*

I am frequently asked if there is not danger of inducing celibacy by a life of total abstinence? No! Chastity does not mean death to virility, but direction of creative force to the normal functions of the body and brain. It tends to increase rather than diminish vitality and therefore creative power. If the forces are not used in other ways the generative function may become weakened, but no man who lives hygienically, exercises his muscles and brain and gives expression to his thoughts and feelings, ever loses his virility from living a chaste, continent life.

*A Plausible Argument.*

It is a well known fact that married people are as a rule more healthy, normal and longer lived than the unmarried. Those who oppose the law of continence for the married frequently refer to this fact in support of their position. Conceding the fact, it in no wise justifies their conclusions. Married people are healthier and longer lived than the unmarried, not because of the unnatural relations permitted, but in spite of them. In other words, the degree of intemperance practiced

by the average married pair is less harmful than the conditions that usually attend single life. Moreover, the married enjoy many associations and advantages that are highly conducive to health and happiness which are of necessity denied to the unmarried.

*Marriage Is Natural.*

Every member of the race requires a mate. The demand for companionship is deeply written in the physical, social and moral nature of man. The normal person instinctively seeks the other self and is never wholly at ease, and seldom reaches his or her highest possibilities unless the mate is found. The proper association of the sexes is absolutely essential to the highest development of manhood and womanhood, of mind and morals. The normal exchange of magnetic forces between the husband and the wife strengthens every vital power. It keeps active the generative function, making it possible for both to continually create *new life*—strength, thought, feeling, sentiment. It thereby promotes health, happiness and longevity.

Again, the domestic relations, the constant companionship, the attachment to home, children and loved ones, all tend to form an anchor for the soul,

occupy the mind and establish a contentment of life that is highly favorable.

In advocating the law of chastity for all, whether married or single, I do not wish to be understood as condemning the thousands of good men and women who are living in accordance with what they deem to be right; neither do I expect that all will be able to change from their present habits of life and come immediately to my ideal; but I do insist that the nearer the married come to expressing all their creative force on the higher plane, the happier they will be.

*The Rights of Love.*

Many truly refined persons hold that union between the husband and wife is proper and normal as an expression of love. Not so. Love has no rights that wrongs ourselves or others. If God had ordained these relations as an expression of love, they would not endanger conception, necessitate the crime of abortion, nor flood the world with unwelcome children.

*A Delicate Flower.*

A woman's love is a delicate flower that grows gracefully and blooms beau-

tifully under the warm kiss and clear sunlight of pure love. If cherished and gently cared for it will fill the home with its fragrance. It cannot endure harsh treatment; it is quickly withered by the heat of passion, crushed by the tempest of anger, or chilled by the frosts of neglect.

Many a wife is dying for sympathy whose husband thinks that he is doing all in his power to make her happy. His *all* fails to include the kindly deference and gentle attention he gave her as a lover.

Men, when you go home at night take with you a bunch of flowers, not only in the hand but in the heart. Patronize the florist more, the cigar dealer less, and the fragrance of your home will be sweeter. Relieve the wife of unnecessary care that she may feel the freedom of youth. Be liberal with your purse. If you keep a woman's love and she knows your conditions, she will not impose upon you. Let the wife realize that she can come to you at any time, in all the fondness of her loving heart, without exciting your carnal nature, and she will come often. Be gentle and tender in responding to her affections, kind and sympathetic in the expression of your love, and that

place the world calls heaven will not be far removed from your home.

### III.

#### THE FORMATION OF LIFE.

The supreme function of the creative principle in man and woman is the generation of a new life. To be co-workers with God in the formation of a soul, the basis of an immortal ego, and start it voyaging toward eternity's shore, is the most sacred privilege and divine commission given to man. Would that all men could realize the responsibility of fatherhood!

A husband and wife living in accordance with the higher law have no difficulty in regulating the number of children, or time of their birth. Where love and reason rule each child is the product of mutual desire and intelligent design. Its inception is intentional and occurs when conditions are most favorable for its well being. During gestation the mother's creative forces go to nourish and build the developing child, to shape and mold a forming brain, to vivify and quicken an awakening soul. The father's privilege is to relieve the mother of all unnecessary care, encourage her with words of good



cheer, deeds of kindness and the tender expression of chaste love. In due course of time a child is born—a child that combines in its nature the best elements of both parents; a child with a robust constitution, a well formed brain and the rudiments of a strong mind; a child with a pure social nature, lofty ideals and the basis of a beautiful character; a child that has received the greatest gift within the power of man, a good inheritance.

*Few Are Well Born.*

Men, how many children are born like that? How many children, even in Christian homes, are the product of intelligent design and prayer? Not many. Three-fourths of the race have their origin in uncontrolled desire, while less than one-half the balance are as well born as they might have been.

*The Home of Love.*

God ordained marriage as a holy institution, made it the home of love, the nursery of virtue, the birthplace of the race, the sacred temple in which souls should be formed. Man has broken its laws, made it the nursery of evil, abused its privileges, perverted its sacred ordinances, defiled the temple and

made it the birthplace of sin, vice and crime.

### *A Grave Problem.*

Vice and crime are rapidly on the increase in the shadow of the cross. We have a church on every fourth corner, a school in every ward, a college on every hill. We have a W. C. T. U., a Y. M. C. A., a Y. W. C. A., a Baptist Union, an Epworth League, or a Christian Endeavor Society in every village and hamlet; yet despite all these the dependent and delinquent classes are multiplying twice as fast as the normal population.

Why are these things so? I will tell you why. Ignorance and passion are populating the earth. People unable to support themselves fill the tenements, the huts and hovels, with unfortunate children. These children are not wanted. They are a burden to their parents, themselves and their generation. These unwelcome children are seldom well born. They crowd the reformatories, fill the jails, pack the pauper homes and repopulate the earth with their kind. Why were they brought into the world? Because parents have not learned the lesson of self control. Because men have more feeling than

intelligence, more emotion than will, more appetite than reason, more passion than conscience.

*Enslaved Motherhood.*

Under the present ethics of marriage maternity is too often abused and motherhood enslaved. Few wives are queen of their own person. This is all wrong. Bondage begets weakness. Maternity demands freedom.

Liberty is the trade-mark of progress.

History proves that wherever woman has been elevated and liberated she has transmitted the elements of freedom and self-respecting independence to her offspring. Wherever she has been enslaved and subjected to the will of another, she has given birth to slaves, to men who easily become slaves to their own passions or subjects of another's will. Any man who has a shadow of respect for his wife or a fraction of interest in his children will not impose upon the prospective mother.

*The Old Serpent.*

The old serpent is not dead. He still lingers near the Tree of Life and lies about the forbidden fruit. By

his seductive influence many a wife is robbed of her health and beauty. Many an infant is still born, born a weakling, or born to a life of shame.

Visit the City of the Dead, take the testimony of her silent witnesses. See how many little marble lambs, bronze Madonnas and towering shafts mark the spot where Mother Earth holds the sacred dust of a loving wife or innocent babe. Go through the hospitals and nurseries and look into the faces of suffering women and puny children. Notice the lack of self control and ungovernable desire in the faces of those who flood the dens of vice. Walk through the prison wards and peer through the iron grates at men condemned for crime. Know ye, that the abuse of the generative function by the married is one of the chief causes of all these conditions. Think of these things, men, and learn a lesson therefrom that the schools have neglected to teach and be warned of a great sin, of which the clergy rarely speak.

### *Hereditary Tendencies.*

Acquired characters are transmitted. Those elements of mind which parents exercise most, other things being equal, are most potential in the forma-

tion of the character of their offspring. The children of artists learn art more readily than do the children of the unartistic. The offspring of the vicious or the perverted partake of the parent's abnormal tendencies. Under this law the frequent excitement of the generative function by prospective parents, especially if permitted during gestation, predisposes the child to vice.

*Sour Grapes.*

“The parents have eaten sour grapes and the children's teeth are set on edge.” Thousands of noble men and women, whose lives are spotless, battle from youth to old age against evil hereditary tendencies. Many parents live in constant terror lest a wayward son, or erring daughter shall bring disgrace to the home; others whine and apologize for the mistakes of their children—children whom they have unwittingly predisposed to an immoral life.

How careful are we to protect our children and loved ones from the vices and sins of others; yet how ruthlessly we subject them, during their most susceptible period, to the influence of our own perverted desires!

*The Crime of Christendom.*

Men, the abuse of maternity is the crime of Christendom. All nature protests against it, animals resist it to the death, savages rarely practice it and only in Christian lands is it common. What a sin! What a vice! What a crime! Think of intelligent men, even Christian men, men who have taken their vow at some church altar to "renounce the world, the flesh and the devil"; men, living in the morning of the Twentieth Century, enjoying all the advantages of our enlightened age, being so controlled by habit and dominated by passion that they will prostitute maternity, defile the creative office of the Most High and stamp the ensign of sin upon a forming soul!

Is it any wonder that children are born with vicious tendencies? Is it any wonder that the gospel of Christ fails to purify society? Is it not a wonder, that a righteous God does not smite the earth in indignation?

*Homicide and Suicide.*

Homicide and suicide are rapidly on the increase. Why? There are many causes but none greater than bad maternal impressions. Unnatural rela-

tions force maternity on to thousands of mothers. The unwelcome child she seeks to destroy. If she succeeds it is only a case of infanticide—premeditated murder. If she fails, her attempts may make her child feeble minded or epileptic. If she constantly holds in her mind the wish that she or the child were dead, she may develop homicidal or suicidal tendencies in its nature.

When men and women are willing to live pure lives and direct their creative forces to the brain, then and only then will the mass of mankind develop as they should; then, and only then, will the Divine ideal of matrimony be realized; then, and only then, will parentage become a sacred privilege, children be well born, vice and crime decline and the gospel of Christ reclaim the world from sin.

---

\*For further consideration of the subject of sex and its relation to love, marriage and parentage, also the heredity of the normal and abnormal man with statistics, see "A Child of Light, or Heredity and Prenatal Culture, Brain Building and Soul Growth," by N. N. Riddell, Riddell Publishing Co., 7522 Lakeside Terrace, Chicago.

## IV.

## DIRECTING THE FORCES.

Men, I have wandered far from my subject. You will kindly pardon the digression. I have deemed it important, yet I fear I have been guilty of following the plan of the colored preacher. He said he always divided his sermon into three heads, in de fust head was de text, under the second head he went away from it and under de third head, he neber came back to it. Well, under the fourth head, we will return to the real subject, the all important theme of the hour, namely: How can a man direct his creative forces to the brain?

*The Price of Liberty.*

“Eternal vigilance is the price of liberty.” Men, it is difficult for one who has long misdirected his forces to convert them into brain and thought. Whoever would succeed must obey nature’s laws and struggle long and patiently. The task I place before you is not an easy one. The steeps I invite you to ascend are rugged and in many places most difficult to climb; but it is the only way to reach the top. It is the only way to be free and stand on the zenith of manhood.



Whoever preaches a cheap gospel or teaches an easy way to virtue and liberty is either a fool or a fake. Nature crowns as victors only those who have conquered self. She gives the scepter of power only to those who have learned how to use it. Christ proclaims the same law: "If any man will come after me, let him deny himself, and take up his cross and follow me."

We have not the time to treat this subject as fully as we should, but if you will put the suggestions I give you into practice and faithfully carry them out, in a short time you will be conscious of increased physical power, mental vigor, feeling, sentiment and moral conviction.

### *The Hygiene of Morals.*

Men, you must live hygienically. Select the best of food, have it wholesomely prepared, then eat to live, rather than live to eat. Do not overload the stomach. It is not what you eat but what you digest that gives you strength. Unassimilated food begets disease and disease engenders vice; impure blood, impure thoughts.

Do not use too much meat, sweets or fats. Meat promotes animality while excessive carbon in the system

keeps the animal heat above normal and fires the propensities. Condiments, spices and pepper sauces have a similar effect through irritation.

Abstain from narcotics and stimulants of all kinds. Alcohol deadens the finer feelings, paralyzes the moral sentiments, weakens the self control, inflames the passions, brutalizes the man and makes chastity all but impossible.

Men, do not think that you can live a pure life and use liquor. You may resolve that you will, but you are resolving against fate. You may pledge your honor, but you will break your pledge within a month. Alcohol is the Father of Vice; if you entertain him he will beget his own. You must either cast him out or spend your days in company with an impure man.

The effects of tobacco are not unlike those of alcohol. The less you use of it the better. Students that use it never graduate in high honor. The occasional cigar may produce no perceptible evil effect, but a man saturated with tobacco is rarely pure. Christ said that His followers should be the Temple of the Living God. Shame on the professing Christian who invites the Holy Spirit into a house

filthy with tobacco juice! or burns the weed on the altar of his soul, filling the Temple with the incense of vice!

Christian men, would you invite your Christ, if he stood by your side, to have a smoke, take a chew, join you in a coarse jest, or questionable comment about women? I think not. You believe that He is ever present. You profess to be His followers; then whatsoever you would not invite Him to join you in, do it not!

Keep the body clean. Bathe frequently. Use an abundance of pure water externally and internally—it will tend to keep the blood pure. Few things are more elevating and refining than the consciousness of cleanliness. In an intimate acquaintance with thousands of men, I have never found a clean, pure mind, or a chaste, sweet soul in an unclean body. Truly, “cleanliness is next to godliness” and castile soap and hot water (I speak reverently) are a means of grace to the man who would live a pure life.

Physical exercise is indispensable. The vital forces will flow to the muscles only as we use them. The creative principle will be built into tissue just in proportion to the exercise taken. An inactive life allows the entire sys-

tem to become freighted with unused material which feeds the passions and makes restraint all but impossible. Idleness and vice go together. A brisk walk of a few miles in the fresh air in the morning, and a half hour a day in the gymnasium will convert the surplus vitality into muscle, physical strength and manly vigor.

*Strengthening the Mind.*

It is a law of physiology that the vital forces flow most fully and habitually to those organs and centers which are most used. If the sex function is frequently and habitually excited the vital forces will flow that way and their persistency will create desire. If the muscles are exercised more than any other part the vital forces will be transformed into muscular tissue and the accumulated strength will give a desire for physical action. If the brain is the organ most used the vital forces will flow most fully to this center and produce not only the desire, but the ability to think. If the creative forces have been largely directed to the sex function, by restricting their expression there and habitually and persistently exercising the muscles and brain the forces may be wholly with-

drawn from the sex function and transformed into physical strength and mental power.

This law reveals the whole secret and indicates the line of action. To call the forces to the brain that organ must be exercised. If you would have a strong mind you must use it. Exercise gives strength, inertia weakness. The athlete gains his superior strength by regular, persistent, training. A strong mind is built in precisely the same way. Put your faculties to work. Compel your senses to perceive in detail. Careful perception, close attention, hard study, vigorous thinking, deep meditation habitually practiced will call the creative forces to the brain and double your mental power. Review often in your mind what you have once read, heard, or known. Repeat to yourself names, facts, and things you would remember and the memory will be improved. Strive to create a new idea every day. Give your imagination a little vigorous exercise. Notice everything worth noticing in detail and soon you will be surprised at the keenness of your perception, the accuracy of your memory and the originality of your mind.

*Keep Your Thoughts Pure.*

No man can live a chaste life and entertain impure thoughts. Unchaste thoughts, images and pictures held in the mind produce desire, desire externalizes the forces and creates a physical necessity. Whoever continually dwells upon the obscene makes his own fall inevitable. All vice and crime begins in a suggestion—a suggestion that might easily be dismissed or controlled by the will.

*Be a Great Lover.*

Love is creative force expressed as feeling and emotion. Men, be genial, be friendly, be sociable. We are all of one family, then treat all men and women as brothers and sisters and your elders as father or mother. Don't be afraid to let men feel that you love them! We freeze our sympathies in self protection, but in doing so it becomes self destruction. It is another case of "He who would save his life shall lose it." One half of the world is dying for sympathy and the other half is dying because it does not give it. It is difficult to say which is the more to be pitied. How cold and distant we are to each other! How seldom

we meet the truly large hearted, loving man or woman! The average society hand shake is enough to give one the chills. It is very much like shaking the end of a snake's tail, you don't work at it any longer than you have to.

Men, be kind and courteous toward all. Better carry your heart on your sleeve and expose it to the selfishness of the whole world than have no heart at all, or carry a miserable little palpitator, encased in a marble shell. Keep your affections pure, but let them flow out freely toward all men and soon you will find that your creative forces are being transformed into feeling and sentiment, making you a loving, lovable man.

*Ignore the Physical.*

Finally, men in your efforts to direct your forces to the brain, it is well to ignore the physical. Let nature take care of herself. The more we think about any morbid condition, or physical ailment the worse we make it. If you will watch your stomach carefully during the hours of digestion you will soon become a dyspeptic. If you examine the pulse often the heart's action will become irregular.

If you use a proper amount of wholesome food, then let your heart and stomach alone and they will do their work perfectly. The same is true of the sex function. If you allow your mind to dwell upon its perverted state or worry about lost forces, you will only aggravate the conditions. Live hygienically, direct your mind to the higher plane and the sex function will take care of itself.

*A Modern Snake.*

Before dismissing the subject of the uses and abuses of the creative force, I wish to warn you against the seductive power of a modern snake. It is the doctrine of Dianatism, which teaches that the husband and wife may exchange their forces and gratify their desires without injury to either, by not allowing their union to culminate in coition. Advocates of this doctrine claim that the reabsorption of the chemicalized forces is of great value to the system. This theory was first introduced to the American public by Prof. O. S. Fowler, and sold by him and some of his followers as a great secret. During the last few years a number of books have been published on the subject, some of which have had



a very extensive sale. The doctrine has become widespread. It is as contagious as the smallpox. It is accepted and even advocated by hundreds of physicians and practiced by thousands of families.

Gentlemen, it is a snake. It is fundamentally wrong. It is little better and in many instances worse than unrestricted associations. If habitually practiced it shatters the nerves and keeps the sex function continually abnormal. Its hereditary effects upon offspring are most harmful. Some of the most morbid children I have ever studied were born of parents who practiced Dianaism. The whole philosophy is wrong. It is but another way of breaking nature's laws, another means of gratifying abnormal desires. Moreover it does not prevent the loss of vitality. When the forces are once chemicalized they will find a physical expression. Restraint is not only irritating, but unnatural, harmful.

Men, the law I would teach you is as far removed from Dianaism as the East is from the West, as the right is from the wrong. It is to so fully employ the creative forces in the building of muscle and thought, in the creation of ideas and sympathy, in the ex-

pression of love and kindness, that they do not become chemicalized at all, and therefore, require no expression on a physical plane.

I would not have you place a band about yourself, make a vow and then rail and chafe because you cannot completely control or because you have carnal desires. I would teach you to ignore the physical by constantly exercising the mental and moral.

“Resist not evil, but overcome evil with good.” Keep your mind away from the thought of sex by employing it on a higher plane. Avoid exciting the generative function in yourself and companion by constantly using your forces in a better way. Overcome sensuality by the cultivation and expression of spirituality.

If you make a mistake, repent, but do not lash your conscience or chafe your soul, for this deepens the impression of sin. Rise to the ideal of the true man. Reaffirm that the carnal shall not, does not, rule in your life. Trust Christ and exercise your will when in the valley of temptation. Rejoice and be glad when on the mountain top.

Be patient. Remember that you are battling against the abuse of the cen-

turies. Do not expect to overcome in a day, a month or a year an abnormal tendency that has been handed down through a thousand generations.

Have faith in God and His law of evolution. Growth is a gradual process and the animal in man can hardly be outgrown in one generation. Keep on battling, brother, every victory won means strength for the future. Every pure ideal you flash through your brain makes it easier for you to realize that ideal.

Do the best you can. Live up to the light God has given you and soon you will realize that you are gaining ground, the dawn of the new day will break upon your soul and the consciousness of freedom, of physical strength, mental vigor and moral purity will be your reward.

## V.

### CHARACTER BUILDING.

There are three ways of attainment: by hygienic living and physical culture; by education and ethical culture; by regeneration and spiritual culture or growth in grace. No one of these can take the place of another. All are essen-

tial in the development of a strong, successful, righteous character. Thus far we have spoken mainly of the conservation of forces and practical hygiene as a means to moral purity, now let us notice some of the essentials in character building and ways of realizing the higher life.

### *The True Ideal.*

In character building every man should have a true ideal. Man at his best has a strong, vigorous body; active, aggressive energies; a positive, decided will; a keen, critical intellect; strong, moral sentiments; and his whole nature animated and dominated by the Spirit of Christ. In the ideal man, the appetites and the emotions are subject to the will; the heart is warm and the nature genial; the intellect is trained to definite perception, accurate memory and clear reasoning; the soul is pure, conscientious, noble and true to the indwelling Christ.

### *Self Examination.*

Look within, where do you come short of the true ideal? Most of us have many virtues, with one or more vices. Let us square ourselves by the Man of Galilee and see wherein we

are deficient. He is not only the ideal character, but His life is the surest guide to correct conduct. When in doubt as to whether you should or should not do a certain thing, ask yourself this question, What would Christ do? Then do likewise. This is the simplest rule for correct conduct. It embodies all others; but only when Christ dwells in the heart, can you do as He would.

*Idleness Is Dangerous.*

Keep busy. An idle moment is a dangerous moment. Your brain will not remain inactive. If you do not use it the devil will. The modern custom of loafing is the mother of vice. Most of us are in favor of the eight hour labor day. It is long enough to toil. If everybody able to work would work *four* hours a day under a wisely directed co-operative system, we would all have all the necessities of life and most of the luxuries now enjoyed by the few; but if eight hours a day of labor, instead of ten as formerly, means two hours more in the pool room, the saloon, or the brothel to the laboring man, then far better return to the old system of working from sun to sun, with man's work, like woman's, never

done. Look about you and you will see that the only men who are free from bad habits are those who never loaf. When I see a crowd of young men idling on the street corners, or older ones on dry goods boxes and beer kegs, I always think what a splendid opportunity this is for the devil! I want to shout, "AN IDLE MOMENT IS A DANGEROUS MOMENT! LOOK OUT!"

*The Value of Time.*

Time is money. Time is talent. Time is opportunity. The School of the Idle Moment is open to every man. An education is within the reach of all willing to make the most of their opportunities. In a land filled with night schools, penny papers and public libraries, there is no excuse for a man remaining in ignorance, or a slave to the opinions and dictates of others. Indisposition to study, laziness, shiftlessness, carelessness, these are the causes of ignorance and slavery in America. If you lose an hour from the office, the store, or the shop, you expect its value to be deducted from your wages. Is not time as valuable to you for self-improvement as to your employer for work? Do you not need a practical knowledge of the affairs of

life and civil government to enable you to exercise an intelligent franchise and secure your rights? Not until tradesmen as a class make better use of their time, and stop banking their earnings in the saloon, will they enjoy the liberty of free men or be able to correct the industrial system that robs them of one-half the wealth they produce.

*Right Thinking.*

Physiological psychology has established the fact that all thoughts, feelings and emotions, whether good or evil, that are often repeated, form a physical center in the brain, which when stimulated tends strongly to reproduce the thought, feeling or emotion that established the center.

By our thinking today, we determine our tendencies for tomorrow. By holding pure ideals in the mind, by oft repeating the thoughts we would realize in our lives, we may so construct the brain that its action will give rise to pure thoughts only. Truly, "As a man thinketh in his heart, so is he."

"Think truly and thy thoughts  
Shall a world's famine feed;  
Speak truly and each word  
Shall be a fruitful seed;  
Live truly and thy life  
Shall be a grand and noble deed."

*Self Control.*

Learn to exercise your will. Affirm: "I will be what I will to be. I have perfect self-control. All my desires, appetites and passions are subject to my will." Repeat these suggestions several times a day. Believe what you affirm. Desire it. Will what you desire and it will become a reality. *You can resist any temptation when it first presents itself.* Decide and act promptly against temptation and it will flee from you. Virtue is not a negative condition, a passive state, but an active principle, an aggressive righteousness. Simple innocence or untried goodness is not virtue. Only when we have met temptation, mastered it, and risen above its influence, can we claim virtue.

*The Aura of Defense.*

Be pronounced on the side of right. *A pronounced character is seldom approached and never overcome by temptation.* It is possible for a man to surround himself with a mental aura, a psychic influence, an emanation from his soul, that will silently resist any approaching evil, that will control his environment, that will protect him as



a shield from the vicious thoughts and persuasive power of others.

*Origin of Temptation.*

Temptation is from within. No external evil can tempt us unless there is something in us that invites it or responds to it. The devil is a gentleman. He never goes where he is not invited. When a man is full of the spirit of Christ the devil will stay out and *vice versa*. It is the evil in a man responding to the evil that is outside that produces temptation. To illustrate: I pass one of your saloons, my senses inform me that I am where beer is to be had, but the information excites no response in me, hence no temptation. Why? Because there is no beer in me calling for more beer. It is the beer inside of a man that wants to get the beer that is outside, inside.

*Respect All Women.*

No man can live a pure life socially or grow spiritually without a due respect for women. To be a gentleman in the presence of ladies is not sufficient evidence of our respect for them. It is not how a man behaves when with ladies, but how he lives when away

from them that is the measure of his respect. Silent forces rule the world. The character of our inner lives, our sub-conscious mentations and desires determine our influence for good or evil. No man who is impure in his life can go into the presence of the pure without exerting an evil influence. Many a man has carried home from the brothel a personal magnetism, a brain filled with obscene pictures and vicious thoughts that have become the seductive power, the invisible devils, that have controlled and ruined his loved ones.

*Be a Reformer.*

If you would be free from temptation and grow strong in character, be a reformer. Begin in your own heart. When you get that right, communicate righteousness to those next to you. Talk of goodness, purity, conviction and the power of a clear conscience. Believe it, live it. Be strong, be noble. When you find those weaker than yourself, give them a boost, the exercise will do you good.

Be first to guide sweet innocence  
In paths of truth and right;  
Be first to lead the erring one  
From darkness into light;  
Be first to forgive a sin-stained soul  
When God has made it white.

*Selfishness Is Suicidal.*

He who lives for self, suffers much, accomplishes little, and dies a failure; but he who becomes regenerate and lives to serve, has found the secret of success, true happiness, soul growth, and eternal life.

Brother, what are you doing for your age and generation? Are you a lifter or a leaner? A booster or a kicker? Does the sun shine brighter where you go, or do you cast a shadow on the earth? Do you stand for clean living, clean business, clean officials and clean government? Is your influence always on the side that makes for righteousness and true progress? If the young follow your example, are they on the safe way to noble manhood and womanhood? Have you the self-control essential for the highest success? Are you directing your forces to the highest use, and spending your money and substance where they will do the most good? Some men will never know what they might have been. Some are spending more on tobacco and other narcotics than on education and religion. Some have given more to cigar and liquor monopolies than they have to feed the hungry, clothe

the naked, or protect the weak. Some even, who have professed Christ, are far more interested in commercialism than they are in Christism.

## VI.

## ASCENT THROUGH CHRIST.

The path of ascent from the natural to the spiritual is by way of Calvary. Christ is the Way, the Truth and the Life whereby man is made free from hereditary degeneracy, evil tendencies and bad habits and prepared for regeneration, growth in grace, and holy living.

You are strong, but are you strong enough to do as well as you know? Not unless you have been born anew and have the help of Divine power. I used to think men could save themselves. I know better now. For years I tried the New Thought method of "I will be what I will to be" on myself and others and found it very helpful in correcting and in improving the natural man. I cannot commend it too highly, but it won't take the place of regeneration. "That which is born of the flesh is flesh" and you can't change its *nature* by force of will,

auto-suggestion or ethical culture; but "that which is born of the Spirit is Spirit," and to the spiritual man goodness is natural and virtue spontaneous.

*Christ Within.*

Men, what you need to enable you to follow where truth leads is Christ formed within. What a man does by force of will, he does with great effort; what he does by grace he does easily. If you try by force of will to live your own life, conserve your energies and make a great soul of yourself, you have a long, tedious task before you, with limited possibilities and are sure to come short of the Christ ideal. If you will accept Christ, and receive him as a living, vitalizing personality, He will cleanse your heart, resurrect you from the body of sin and death, and by living in you and manifesting His character through you, make you a new man.

Few professing Christians are truly saved from their appetites and carnal desires. Why are these things so? Because men have simply believed in the Christ, but have not received the Christ and embodied His character as their own. To believe is one thing, to

receive is quite another. Christ as an example is an influence for good, an ideal pattern; but Christ within means a new man; not belief but life; not an ideal but a reality; not profession but conduct; not creed but God incarnate.

### *How To Get Results.*

Self-sacrifice is the law of progress. Death is the doorway to the higher life. Every form of life from amoeba to angel, that has been transmuted to a higher plane from that upon which it was born, has had to obey the law of self-surrender and die unto self, that it might be quickened by a higher order of life or "born anew." It is foolishness for man to attempt to escape this law. Having become regenerate we should remember that it is Christ's life that we are to live and manifest, not our own; that our relations to Him are *vital*. Therefore, we should ignore the old man with his mistakes and weaknesses, forgetting him as dead and buried, and begin at once and continue to live and rejoice in the fact of the new man—the Christ within us. By this process, the old nature passes away and the Christ nature becomes permanently manifest. If we

accept Christ and then acknowledge the old self, and the power of the old temptations, we thereby deny Christ and the efficacy of His redemption. Such a course is sure to bring defeat.

*Just One Way Out.*

One Monday morning, after the Sunday men's meeting, a gentleman called at my study in great distress. The vision of the higher life had made him so dissatisfied with his present way of living that he could no longer endure himself. He said: "Look at me. Do you think a man of my temperament could live a clean life?" He was a big, carnal, whisky-soaked fellow, with strong feelings and good intentions, but sadly perverted. After looking him over I said: "No, to be honest with you, I don't believe you can. There is bad heredity and years of bad habits back of you, so there is little hope of your ever getting self-control or being able to do as well as you know."

"Right you are," he replied. "My father was a booze-fighter, and I have been at it for years. I guess the signs were not right when I was born. I have tried to straighten up for the

sake of my wife and children; I feel sorry for them. They are worthy of something better than I have given them. I have taken the gold cure. I have signed the pledge, I reckon, a score of times; but I can't hold out, and now you tell me there is no hope for me!" Here he broke down and wept as only a big man, conscious of his own defeat, can weep. Regaining self-control, he looked into my face as from the valley of despair, with the question:

"Is there no way out?"

Taking his hands in mine, I said: "Yes, my brother, there is just one way out, only one. If you will die to self, surrender your heart to Christ, accept of His love and sacrifice for your redemption and turn your whole being over to Him in complete consecration, He will come in and transform you. He will heal you soul and body. The Holy Spirit will regenerate you and by His indwelling presence, make you a new man. And, whereas, in the old life you have been subject to the heredity and nature of your earthly parents and influenced by the signs of the zodiac, this new man will have the heredity and nature of his Heavenly



Father and be governed by the sign of the cross."

Men, he found the way out and to-day he is a kind husband, a loving father, a good citizen, a loyal Christian. None of you is more degenerate than was he, but the way to freedom which he found is the only way for any of you. *Christ within is the only specific for hereditary degeneracy, evil tendencies and perverted desires.* No man is so bad that this remedy will not cure him, no man so good that he can live a holy life without it.

### *Climbing the Heights.*

You want wisdom; you want love; you want power; you want peace; you want eternal life; all of these are inherent in the Divine nature. Receive Christ and they become yours. I hear one saying: "This is not for me." The Master says: "Whosoever will, may come. Let him that heareth, come." The soul replies: "I cannot find my way." Listen. "I am the Way, the Truth and the Life." "But, I am burdened with doubt, sin and care." "Come unto me, all ye that labor and are heavy laden and I will give you rest." Watch the ascent of the tri-

umphant soul. See the transformation in his face. He is climbing the heights. He is singing: "Thy yoke is easy, Thy burden is light. I have found it so; I have found it so." He is approaching the zenith of manhood. Now, he has reached the mountain top. The world is beneath his feet. The swamps of passion and fogs of doubt lie in the valley below. He is living in the sunlight of God's love and in-breathing the breath of eternal life.

Men, have you ever stood there? Do you know what it is to be master of every passion within your breast? be conscious of freedom? hear the music of celestial hosts and feel the presence of God about you? If not, you don't know what life means. One hour on Sinai will destroy your interest in the pomp and glory or the petty pleasures of a life of sin, transform your nature, and fill you with a zeal for service.

Watch his descent. He becomes more interesting as the shadows fall toward the East. What is he saying? "All the way my Savior leads me. What have I to ask beside?" Now, he is in the valley, the storms of life are beating about him. What is his prayer? "Rock of ages, cleft for me, let me

hide myself in Thee!" He is nearing the river. He can hear the waters roar. The night of death is upon him. The sands of time are slipping from beneath his feet, but in this last hour of earth I hear him exclaiming, "On Christ, the solid rock, I stand, all other ground is sinking sand." Look! I see the boatman pale and the bark in which they sail. They are crossing the mystic river, but from the cloud o'erhead, there comes a voice, "On thy way from earth to heaven, I will guide thee with mine eye." Listen! from the other shore there comes an echo, "Drop the anchor, furl the sail. I am safe within the vale." Glad hands are waving "palms of victory, and crowns of glory" as he goes "sweeping through the gates" of the New Jerusalem to dwell in the temples of God.

This is the reward of one who dares to do right; the achievement of one who has done his best; the victory of a pure mind and a strong will; the triumph of an in-Christed soul; the realization of the *New Man*; the goal of the Knight of the Twentieth Century.

*Decisive Moments.*

Gentlemen, you have the vision;

what are you going to do with it? Will you leave it an ideal or make it a reality? These are decisive moments. Truth has unveiled her face to you and revealed her beauty and love. She speaks to you with a voice divine: "My brother, come up higher." Will you follow where she leads? Then shall you find an easy path of ascent, an open door into the promised land of peace and power, where kingly men and queenly women rejoice in the privilege of serving those less fortunate.

*Time for Consecration.*

My brother, it is time to surrender, time for consecration, time for the birth of the New Man. Are you weary of sin and its consequences? Do you want to make the most of life and realize your highest possibilities here and now? Do you want to live right, be conscious of God within and be clothed with power for service? Do you? Then let's be silent in the presence of God; ask and accept His forgiveness; consecrate our lives to His service; and henceforth, live by His grace, doing all things to His glory.

## VII.

TWENTIETH CENTURY  
PROBLEMS.

New men, consecrated men, strong men, Knights of the Twentieth Century, come, let us rejoice in His indwelling presence and communicate His life to others. Let us overcome evil with good; sadness with gladness; shadow with sunshine; error with truth; hatred with love; until the angel's song of "Peace on earth and good will to man" finds echo in every heart. Humanity is on the upward way. Righteousness is gaining ground. Character outweighs coin. The leaven of altruism is touching all hearts. The spirit of Calvary is conquering the world.

Come, you who are clothed with the Son and have power for service, it is time for action. There are world problems to be solved. There are wrongs to be righted. There are evils to be abolished. There are vices to be put away. There are hungry ones to be fed. There are weak ones to be protected. There are enslaved ones to be freed. There are wayward ones to be forgiven. There are sin-sick souls to

be healed. Christ in man and Christ in humanity, is the answer to all man's needs—the solution of all world problems. Your privilege is to be the instrument of His will, the expression of His wisdom, and the medium of His love, in solving these problems and establishing His kingdom on earth.

*Wrongs To Be Righted.*

Class legislation is unconstitutional, then let us enforce the constitution that the interests of the weak and the poor may be as well provided for as are the interests of the strong and the rich. It is wrong that labor should receive but twenty-five per cent of the wealth it produces. Help correct the industrial system that makes such a violation of justice possible. It is crime against society to capitalize property at many times its value, then force wages down and prices up that a dividend may be paid on watered stock. It is wrong that small property owners should bear the burden of taxes while large holdings are assessed at a fraction of their worth. We each have a duty to perform in the righting of these wrongs.

*Human Parasites.*

Human parasites are on the increase. They are the product of a false industrial system. Tramps, beggars and paupers constitute a small fraction of the parasitic tribe. Grafters and the idle rich, who draw their sustenance from the toil of others, are the real problem. What selfishness it is for men and women able to do something worth while, to live in idle luxury, while thousands are starving and millions suffering for the necessities of life! Idleness is degenerating. Extravagance and luxury are demoralizing. Therefore, it is better for all that those who have been relieved from the necessity of toil should bear the burden of public institutions and be induced to work with hands or head until all are freed from the curse of ignorance and poverty.

*Dependents and Delinquents.*

It is estimated that forty-five per cent of the insane, seventy-five per cent of criminals, eighty per cent of feeble-minded and epileptics are the product of alcohol or degenerate parentage. During the last few years, the dependent and delinquent classes have

increased three and a half times as fast as the normal population. Over one-half of these unfortunates could have been prevented by wise legislation. If the State has the right and is compelled to enact and enforce laws to take care of the dependent and delinquent classes, it has the right to enact and enforce laws calculated to stop the needless production of these classes. It is crime to license crime. It is sin to promote sin. It is vice to foster vice, and no man exercising the right of franchise who casts a vote for the institutions that propogate vice, sin and crime can truly say: "I am innocent."

*An Open Pit.*

Here is an open lime pit boiling and hissing with quicklime. If a neighbor, or even a tramp, should fall in, you would risk your life to rescue him. Could the owner of the lime pit secure from you a license to keep his pit open on the main street, make it enticing with colored lights, music and women, that your neighbors and your neighbor's children might be seduced to go where they *must* fall into the seething mass? No! No amount of money could induce you to license such a



place. Quicklime destroys only the body, but your open saloons—the pits of hell—destroy both soul and body, wreck homes and hearts, produce paupers and criminals, misery and want, and curse generations yet unborn. Men, how can you be induced to keep these hell-holes open? You love men. You love children. You love your wives and dear ones. You are interested in human progress. Why will you vote to perpetuate or license the sale of intoxicants?

*Mike Finnigan's Dream.*

Mike Finnigan was as square a man as ever sold whiskey behind the bar. He prided himself in being a law-abiding citizen. He was a bitter opponent of the "joint." He kept a highly respectable place, paid his debts and contributed liberally to the campaign fund of his party. One night after a hard day's work he dreamed he died and passed to the spirit world. Here he saw the misery and ruin wrought by the rum he had sold. He felt the pinch of the poverty he had caused; the shame of disgraced women; the remorse of conscience-stricken men. He heard the cry of orphans; saw homes broken up;

heart strings torn out. The horror of death, degradation, vice and crime poured in upon his senses. Alas, he was not alone in his misery. His friends and neighbors, including many good church folks, were with him. They, too, were compelled to witness the suffering of the many and share in part the hell of the saloon keeper. In his agony he turned upon them reproachfully. "You wise ones! You keepers of the faith! You sold me into hell for the portion of the money I took from weak men and starving children! You hypocrites! Blind leaders of the blind! Go to your Christ and claim your reward. Put on a white robe of innocence to cover your sin and a fool's cap for a crown." "But," they said, "we cannot go. We dare not face our Lord and turn in the account of our stewardship. We voted your license. *Our hands are stained where yours are red.*" Brother, what are you doing to protect weak men from this curse? What are you doing to save those in the business from the realization of Finnigan's dream?

*Invested Interests.*

We hear much talk in these days about "invested interests." The brew-

ers and distillers are flooding the country with printed matter containing wonderful statements of the money invested, the labor employed, the millions of bushels of grain used in the manufacture of malt and distilled liquors. The figures are startling. Any man with common sense should be able to see that, since the traffic meets no necessity and adds nothing to humanity, every dollar invested is a dollar taken from legitimate trade. Every laborer employed weakens the power of labor just that much and is a pauper to be supported by others. Every bushel of grain used is so much of the world's produce wasted. If the money invested, the labor employed and the grain used were turned into legitimate channels, it would go a long ways toward solving the economic problems of the age.

*Farmer John's Idea.*

A brewer went autoing the other day and, meeting Farmer John, he said, "How much rye will you have to sell this year?"

"Oh, about a thousand bushels."

"Well, if you farmers all vote dry and the country goes prohibition, what are you going to do with your rye?"

“Wal,” said the farmer, “it is this way. I’ve been a readin’ the reports sent out by the brewers’ and distillers’ associations, and I see that they claim to use two and a half per cent of all the grain raised in the country. That would mean twenty-five dollars’ worth of my rye. I see’d that they convert that rye into whiskey and sell it back to we farmers for two hundred and fifty dollars; so I just decided to raise a few more shotes to eat my rye, and keep the extra two hundred and twenty-five to educate the kids and help pay for some things we need about home. Get up, Nancy, haw there!”

*Boys Wanted.*

Gentlemen, you are strong men, courageous souls, so I want to ask a favor. I want to make a plea in the interest of the liquor traffic. The brewers and distillers have plenty of money. They are able to hire all the help they want. They can buy all the grain and hops they can use, but they can’t run their business without boys. You see the old booze-fighters *WILL DIE* and *it takes one hundred and twenty-five thousand boys a year to keep the business going.* They can’t buy

these, so I am going to ask you for a donation. I want your boy to put on the altar of sacrifice. Better send your girls along, too, for drink begets sensuality, and every drunken man implies a fallen woman or a disgraced wife. Come, now; don't refuse. You voted to license, and they can't run without boys. What did you say—"Not your boy, but your neighbor's boys?" Shame on the man that will sacrifice his neighbor's child and refuse his own. Your child, my brother, your son for drunkenness, your daughter for shame. Give me that young life that you love better than your own. Go home to-night and take that innocent girl from her mother's arms and that bright-eyed boy that is the hope of your life. Take them on your knees, recall the hour that wife and mother passed through the valley of death to give them birth, recall the joy of their babyhood, the glee of their childhood, and the promise of their youth. When all their worth is in your heart, say to the mother, "I have decided to make an offering to the rum fiend. He thirsts for blood." Can you do it? No! Horrors! No! Well, then, with the children in your arms, and the lit-

tle wife by your side, swear your allegiance to the cause of temperance, and on election day put the interests of those children and that loving wife on a white ballot. Get on the firing line and do your duty and soon it will not be necessary for you, or any other father, to sacrifice his children.

*The Double Standard.*

The double standard of morals is still with us. It is a remnant of the dark ages. It holds on with the persistency of satan. It degrades manhood and enslaves womanhood. It is one of the chief causes of all the evils that curse the race. The purity, temperance and moral integrity demanded of women, have proven of priceless value to the race, a like standard for men is the crying need of the hour. Why forgive in men what we condemn in women? Why protect men by statutory law from the responsibility and crime of taking advantage of an innocent girl's love and confidence? Men, why has satan so long blinded our eyes? Have we forgotten our mother's purity? Shall we not protect our loved ones? Let us repeal every law governing the age of consent and put

the burden of moral responsibility upon man.

Try mentally reversing the double standard. What self-respecting man would seek the company of young ladies who were defiled by narcotics and the associations of the bar room? Who would have as the mother of his children a reformed woman of the world? Men argue that promiscuous associations in early life make them better husbands, but where is there a man who would favor his wife having a similar training? Think of women brutalized by rum, steeped in narcotics, who spend their evenings in places of vice, running for office and being elected by the votes of respectable citizens! How untenable are these propositions! Why? Solely because of the double standard in our minds. Come, let us put it away. Let us begin in our own hearts and from this hour ask no license and claim no indulgence which we would not approve in our sister, sweetheart, wife and mother. Having put the monster away from ourselves, let us by precept and practice, by clean living and clean speech, help all other men to put it away, until society shall be purged of

its defiling influence and shall demand the same standard of purity and morals of men that it now demands of women.

### *Marriage and Divorce.*

Marriage is on the decline. Divorce is on the increase. Intemperance, the abuse of marital rights and ignorance of the laws of life and responsibilities of marriage and parentage, are the chief causes of these evils. We need more stringent marriage laws. We need to prohibit from marriage and parentage those who are physically, mentally or morally unfit for these responsibilities. We need a law requiring all who contemplate marriage to have a fair knowledge of heredity and prenatal culture and the duties and responsibilities of marriage and parentage. To make such restriction and education possible, we should require all candidates for marriage to register their proposed marriage with the county clerk for publication at least thirty days before their marriage. Such registration would give interested parties the opportunity to challenge the eligibility of the candidates. Such a law would tend to prevent clandestine and



fraudulent marriages, protect the innocent from being controlled by magnetic and hypnotic influences, or betrayed into a life of misery by their own emotions, ignorance or improper influences. When a proposed marriage is registered, each of the parties thereto should be supplied by the State with a small book presenting, in simple language, the laws of heredity and prenatal culture and the rights, privileges and duties of marriage and parentage. This book should be read before the date of marriage and returned to the clerk when the license is issued. Such information would do much to promote domestic harmony, prevent untold misery, stop the violation of the most sacred laws of life, diminish the crime of foeticide, and give a better inheritance to three-fourths of the human race.

### *The Public School.*

Our public school system is morally defective. President G. Stanley Hall, in a recent address before a body of teachers, said: "The American public school system is the most extensive, the most expensive, the best equipped, and the least effectual morally of any

public school system in the world." This is a startling statement to come from so high an authority. During the last decade the increase of crime among children has been two and a half times as fast as among adults. Judges of juvenile courts tell us that criminal children are, as a class, above the average in intelligence. This indicates that intellectual training without morality is dangerous. An educated villain is a greater menace to the commonwealth than an ignorant one. In cities only a small per cent of the school population receives moral or religious training at home; therefore, the curriculum of the public school should include such training. Character is of greater value than mental equipment. Moral training is of more importance than mind training. It is a sad commentary on our civilization that moral delinquents can graduate in high honor from our institutions. It is time for a radical change. Every pupil should receive systematic training in practical hygiene, personal purity, self-respect, honesty, kindness, charity, and reverence for law and things sacred. No commonwealth can long maintain law and order that neglects the moral train-

ing of its youth. No republic can long survive, whose citizens lack faith in God.

*Christian Realism.*

The church needs revitalizing and spiritualizing. It needs reorganizing and unifying on practical lines calculated to help solve the great social, economic and industrial problems. It is here and now that men need Christ. This is the time of personal influence. It is in the present life that we are determining the hereditary tendencies of offspring, modifying the character of others, helping or hindering the world's progress and deciding our future destiny; therefore, let us put aside our denominational differences, get right with God, and combine the forces of the organized church for the world's redemption.

*America's Responsibility.*

The time is gone and I have not even touched on the world's problems. There is the problem of caste, of race prejudice, of government and international relations. In the solution of these problems America has grave responsibilities. We have wealth, wisdom, culture, Christian ideals, power

and opportunity, but what are we doing for those less fortunate? We are great, rich and powerful, but when will we be great enough to be modest, and powerful enough to control our own appetites that we may feed the hungry and protect the weak?

During the last twenty-five years, while America has enjoyed the greatest prosperity ever known to a republic, twenty-five million persons have starved to death in India. What America has spent during that time for tobacco, opiates, intoxicants and other harmful indulgences would have fed and fattened every hungry man, woman and child in the world. Men, think about it. If these unfortunate ones were placed side by side as soldiers are buried in a ditch, they would fill two graves stretching from New York to San Francisco. If laid head to toe in a direct line, their bodies would belt the earth. Think of the cost of our self-indulgence! the savagery of our civilization! Man's inhumanity to man is enough to challenge the admiration of devils and drape all heaven in mourning!

*Get Under the Cross.*

Friends, time forbids the further

consideration of these vital questions. In conclusion, permit me to be personal. Only by saving others can we save ourselves; only by helping redeem humanity from ignorance, poverty, sin and death, can we be redeemed. No man lives to himself, and not until humanity is free can the individual enjoy perfect freedom. Therefore, my brother, the world's problems are yours and mine. Have you ever really taken them to heart? Can you feel the hunger of the starving multitudes? Do you know the pinch of poverty? Have you suffered under the injustice of our industrial system? Have you felt the tyranny of human slavery and oppression? Have you seen the crime, misery, want and woe wrought by rum? Have you been pierced by the pangs of manhood's remorse and sensed the shame of woman's depravity? Have you heard the pitiful cry of innocent children, dammed into the world and doomed by heredity and environment to a life of degredation? Have you put your heart close to the heart of the Master, gotten under the cross and felt the crush of the world's sin and suffering? Have you? Brother, listen! Not until you have taken the

world and its sorrows into your heart, loved and suffered with men, passed your Gethsemene and your Calvary will you realize humanity's needs, appreciate the mission of Christ, or know the glory, peace and power of the resurrected life. When you have suffered with the suffering, been redeemed by the Redeemer and shared His grace, then shall you have the love of a Savior, know the joy of doing good, and be clothed with power for service. Men, the hour has come. Let us be about our Father's business. You who have received the life, pass it on. You who know the joy, communicate it. You who have been saved, save others. You who have had your crosses lifted by the cross of Calvary, get under the crosses of struggling humanity. Lift, and you will grow strong. Cheer and you will be happy. Lift and cheer, cheer and lift, until want and misery are no more, until every burden-bearer has become a crown-wearer; until Christ's kingdom is established on earth, humanity is transformed, and love rules the world.

---

Help circulate one million copies of the New Man. For particulars see next page.

**HELP CIRCULATE  
ONE MILLION COPIES  
OF THE NEW MAN**

Dear Friend:

Have you enjoyed reading "The New Man"? If so, would you not like to share with me the joy of circulating a million copies? This little book has transformed hundreds of homes, and been helpful to many thousands of men. You like to do good. You are interested in human progress. Here is a chance to do something worth while, with little outlay of time, effort, or money. As a part of my life work, I have undertaken to distribute a million copies of "The New Man," to be loaned and reloaned until worn out. In this way I hope to reach ten million men and influence directly and indirectly five times as many. I am putting much of my time and earnings into this work and find that the investment pays a very rich dividend. It beats mining stock or even Standard Oil. You can share in this investment in human progress in any one of the following ways:

1. By taking any number of the books and loaning them among your friends, or distributing them where you feel they will do the most good. I will furnish the books for this purpose at the net cost of publication.

2. By supplying all the men in a factory, store, business or some society or religious organization with copies. I want someone to supply all the pastors of every religious denomination.

3. By giving me helpful suggestions of ways and means, or making direct contributions to the circulating fund, with names of parties to whom you would have the books sent. Address me in care of the publishers, 7522 Lakeside Terrace, Chicago.

Faithfully yours in service,

NEWTON N. RIDDELL.

## APPENDIX NO. 1.

### **AN INFALLIBLE REMEDY.**

(The following prescription, if taken faithfully, with Divine help, is a sure cure for every form of vice, sin and human depravity. It has cured thousands. It will cure YOU.)

“If any man hath sinned, he hath an advocate with the Father.” This is a sublime fact. There is a way out of bondage for every penitent soul. Every drunkard can be cured. Every sensualist can be healed. Every wayward one can be reclaimed. Every criminal can be transformed. Every degenerate can be regenerated. Every bad habit can be broken. Every vice can be stopped. Every evil propensity can be controlled. Every weakness can be overcome. Every one willing to meet the conditions can be transformed, realize the higher life, and enjoy its freedom, peace, and power.

#### *Hope Sees a Star.*

Have you lost your way, my brother? Have you been caught in the jungle of desire? Have the serpents of lust or intemperance coiled their slimy forms about you? Have the demons of habit chained you to the rock of despair? Has the night of sin fallen upon your soul? Look up! Hope sees a star. God LOVES YOU. His mercy endureth forever. The great physician can cure you, soul and body. The Father has provided a way out from where you are, to where He is. Listen, no man has gone too far



in sin to be saved, who is willing to turn back and follow the trail that leads to righteousness. Come, let me show you the trail.

*Guide Boards on the Way.*

First.—Stop the willful violation of law. You might as well try to be free from pain with your hand in the fire as to try to get freedom from the effects of sin while continuing in sin. If you would be whole, strong, and healthy, you must be temperate in all things and obey the laws of health and hygiene. If you would be free from vice or sin, you must be willing to put them away and obey the laws of virtue and morality. If you have been going in the wrong direction you must be willing to face about and go the other way; otherwise, you will never find your way out. God is not mocked, and nothing short of a willingness to stop doing wrong and a sincere desire to do right can start man Godward.

Second.—Having repented of your sins, faced about and decided to do right, ask the Father, in the name of Christ, by the power of the Spirit, according to His will, to forgive your sins, heal and make you whole, soul and body. Remember that Christ is the healer, the physician of the Godhead, and that the Holy Spirit is your personal teacher and guide. If you lack wisdom in the wording of your prayer, or if you lack faith in Christ, ask the Holy Spirit. He is ever present. He will hear the sincere appeal of the most unworthy mortal. Do not ask in your own name or strength, but in the name of Christ. He is your advocate; it is through Him that your appeal reaches the Father. Christ loves you with an infinite love. He has borne testimony to His love by His death on the

cross. What greater evidence could you ask? **DON'T DOUBT HIM.** If you loved a friend well enough to die for him, how would you feel if he doubted your sincerity? No greater evidence of love is possible than this, that a man will lay down his life for his friend. *Christ is more willing to help you than you are to be helped.* Accept of His sacrifice as atoning for your sins. Accept of His love that it may make you whole. *Trust in His righteousness to make you right with God.* Compensate Him by loving Him with all your heart and surrendering your life to His keeping. Open your heart that He may come in and abide with you. By His indwelling presence He will cleanse you from all sin, strengthen you from within, set you free from the old self, and create within you a character like His own.

Third.—Having asked God, by the power of the Spirit, for Christ's sake, to forgive your sins and make you whole, **BELIEVE THAT THE THING ASKED FOR IS GRANTED.** Accept it as a reality. Rejoice in the assurance of the answer. Begin at once and continue to praise God that His will is done in you. Keep at it. **DON'T WAVE OR DOUBT THE SPIRIT'S WORK.** Never mind what the senses say, how the body complains, what your feelings are, or what the carnal mind thinks. **HAVE FAITH IN GOD.** Listen only to His Spirit. Trust Christ to complete His work in His own time and way. Hold fast to the promise of God to forgive and make you whole until you realize your freedom and *demonstrate* Christ's power within you. The prayer of faith is the main guide-board on the way out. Diseased nerves, bad habits, and wrong mental pictures persist long after the

soul has responded to the healing power of Christ. The objective or mortal mind believes in error, resists the truth, and doubts God. Perverted desires demand their old expression, fight for life, and cry out against the work of the Spirit. A degenerate will resist the will of God and serves Satan. Inflamed nerves are super-sensitive to physical stimuli, and quickly respond to unholy desires, evil passions, or the voice of the tempter; but all of these are to be overcome by the prayer of faith and the power of the Holy Spirit. Brother, having asked in faith, **PERSIST** in the power of the Spirit, declare the truth, hold fast to Christ until victory comes and the physical man, with all his senses, desires, and passions, has surrendered to the Spirit and acknowledged Christ as Lord and Master.

Fourth.—Having found your way out of the jungle and realized your freedom, keep on going Godward. If you stop to idle along the trail, evil will overtake you. Life is a mode of motion. Inactivity is sure death. **KEEP BUSY FOR GOD.** Tell everybody what Christ has done for you. Communicate His love and life to those nearest to you. Do all the good you can, to every one you can, in every way you can, and you will grow in divine wisdom and power. **BE AGGRESSIVE IN RIGHTEOUSNESS.** Positive virtue precludes vice. Pronounced goodness shuts out evil. Temptation comes only to the man whose goodness is negative. Shadows never attack an arc light at full blaze, nor temptations a soul that is glowing with God. Find good and advertise it; deny weakness, affirm strength; ignore vice, exalt virtue; suppress sorrow, express joy; forget self, serve others; renounce Adam, live Christ.

*Danger Signals.*

Signal 1.—Don't depend upon leaflets, books, creeds, friends, teachers, or preachers for your transformation. They may guide and help you, but the Holy Spirit is the great teacher. Christ is your healer and redeemer. The whole transaction is a **PERSONAL matter between you and God**. He alone can give you life and transform you. Don't depend upon others. Don't be discouraged because you fail to find God at your first attempt. Seek Him with your whole heart, mind, and strength. Cry unto Him from the depths of your soul and He will hear.

Signal 2.—Don't think you can reform yourself by force of will. You can no more transform yourself by volition than an ape can transform himself into a man by volition. You must be healed by Christ and be quickened by the Spirit, before you can enjoy freedom and live the higher life.

Signal 3.—After you have been healed from sin and set free from the old self don't try to live the higher life in your own strength. You can't do it. The Christian life is a life of **FAITH**. Even as the natural man draws his sustenance from the earth so the spiritual man must draw his strength from God. Keep your trolley on the wire if you want power to propel your car along the King's highway.

Signal 4.—Don't be discouraged because of occasional defeats. Keep up the fight. Port Arthur was not taken in a day or without sacrifice. Surrender never. Resist not evil with evil, but overcome evil with good. **KEEP AWAY FROM TEMPTATION**. Boast not in your own strength or goodness, but in the name of Christ and in the power of the Spirit, resist even unto

death. You had better die victorious than live in defeat, a conquered slave of sin.

Signal 5.—Don't attempt to taper off a bad habit. **BREAK ITS NECK.** Don't compromise with sin. Satan is a great diplomat. He will promise you anything for a slight concession on your part. He will tell you that you can entertain evil thoughts and desires without sinning. It is untrue. As a last resort he will say, "You are strong, you are free; '*once more*' can't hurt you." Brother, remember, "Once more, just once more," is the cry of every tempting devil. Resist him and he will flee from you.

Signal 6.—Don't contemplate your past errors or rehearse them to others. *Every time you form a mental image or hold an evil desire you give it life and clothe it with power.* Ignore the past with all its mistakes; banish it from mind and heart. What Christ has made whole is whole indeed; therefore, acknowledge nothing that is contrary to His perfect will.

Signal 7.—Don't stumble over other people's mistakes or the shortcomings of professing Christians. **MAKE CHRIST YOUR IDEAL.** Look for God and you will see Him everywhere. Listen for His voice in the depths of your soul and you will hear Him. Rejoice in His love and your love and life will be multiplied. Hold communion with His Spirit, and your spirit will grow strong. Let not your heart be troubled, neither be afraid, for the Father is with you always. His love is your everlasting shield.

## APPENDIX NO. 2.

### MARITAL RELATIONS.

In delivering the foregoing lecture the question is frequently asked, "How can a husband and wife put the ideals presented into practice and live the higher life?" This question is so vital to the welfare of all that we deem its answer worthy of publication. We shall present the answer in a few concise statements, each of which should be carefully considered, if the desired results are to be obtained.

(1) Love is the creator of all life. It is through the expression of God's infinite love that the universe is created and perpetuated, filled with life and clothed with beauty. The chaste, continent expression of love between husband and wife, if mutual and spontaneous, is vitalizing, recreative and life-giving. It is conducive to health and harmony. It promotes mental vigor, volitional power, moral purity and spiritual activity.

(2) Lust, carnal desire, is the opposite of love. Its expression is destructive to health, degrading and deadening to mind and morals. It is the old serpent that beguiles innocence, seduces virtue, and betrays the spirit into the bondage of the flesh. It is the forbidden fruit of which if any man eat he shall surely die to purity, be turned out of Love's Paradise and lose the consciousness of his spiritual reality and oneness with God. Love and lust are the deadly foes of each other. They are the white angel and the black devil that battle for the

supremacy of power in a man's soul. The victory of either means the defeat of the other, therefore love, holy love, is the cure for lust—carnal lust.

(3) The race is afflicted with hereditary, abnormal desires. "The parents have eaten sour grapes and the children's teeth are set on edge." The degree of abnormality varies with individuals, but all are under the law of perverted desire, therefore the first and all important essential to the realization of pure love is REGENERATION. To get away from the old inheritance we must be born anew. "A corrupt tree cannot bring forth good fruit, neither can a good tree bring forth evil fruit." Until the heart is cleansed and sanctified by the indwelling Christ it is irrational to expect pure love, chaste desire, or holy living. Christ formed within makes purity natural, virtue spontaneous, and pure love a fountain of joy whose sparkling flow floods the soul with light and life.

(4) To realize pure love: First, Become a Christian that you may have a clean heart and be free from the law of hereditary degeneracy. Second, Put your appetites and sense desires all on the altar of sacrifice that they may be purified by the fire of the Spirit and sanctified to His glory. (To be sanctified means: (a) To be cleansed and made pure; (b) to be consecrated and set apart to be used only for holy purposes; (c) to be anointed with the Spirit and thereby clothed with power for service.) Third, When cleansed by Christ and purified and sanctified by the Spirit, rejoice in His holiness within you. Deny the old self, manifest the new. If you recognize the desires of the flesh you will become subject to them, but if you

hold to the vision that you are a spiritual being, the image of God, and strive to express your love in spirit and in truth—in kindness, gentleness, tenderness and holy communion—then shall the Spirit gain dominion over the flesh.

(5) The husband and wife who would reach the true ideal must work in harmony. They should recognize themselves as one being. The desire and effort for the higher expression of the love-life should be mutual. It is dangerous for either to attempt it without the other. Such efforts tend to separate and whatever separates is fundamentally wrong. If one gains freedom from unnatural desire, in advance of the other, it is better to meet the mate's requirements sufficient to maintain harmony and unity, until both come into the perfect way.

(6) Beware of any radical course that separates. Remember that the physical, mental and moral effects of an act depend largely upon the motive. If husband and wife truly love each other, but differ in their moral status, the goodness in one tends greatly to sanctify the other. By maintaining perfect unity and harmony the spiritual life of the one is communicated to the other until both shall finally reach the true ideal; but if one make an inflexible law and insists upon the other conforming to that law, a degree of separation usually follows which makes mutual helpfulness impossible.

(7) By giving full and free expression to love, with the thought that it is the gift of God that is being communicated to the companion; by rejoicing in the consciousness of purity, the sweetness and holiness of the re-



generate love-life, forces that have heretofore been chemicalized and physicalized, are transmuted to the higher plane and find expression in a far more satisfactory way. It requires regeneration, time, and growth in grace, to enable one to transmute the forces. But if the effort is mutual and the in-Christing complete the path of ascent is not difficult.

## Notice

He who places a good book in the hands of another, renders a most helpful service. The books listed in this catalogue have been carefully selected by specialists as among the very best of their class. We commend them to the careful consideration of patrons. We especially invite your attention to the Riddell Publications. These books are all sold under a positive guarantee. Send us an order for one or more of Mr. Riddell's books at once. Read carefully and if not satisfied with your bargain return the books and your money will be refunded without question.

N. B. Chicago banks charge for the collection of all outside private checks; therefore, please remit by bank draft, postal, or express money order. Small amounts may be sent in coin or stamps at sender's risk.

THE LIBRARY OF THE

APR 14 1932

UNIVERSITY OF ILLINOIS.

# Selected Books

For Sale by Riddell Publishing Co., 7522 Lakeside Terrace, Chicago

The list price as here given does not include postage or cost of shipment, except on Mr. Riddell's books; therefore, in ordering books by mail, 10% of the list price should be added to defray these expenses. Thus, the \$1.00 books would be \$1.10, etc. Please remit by bank draft, postal, or express money order. Chicago banks charge for collecting all outside private checks; therefore, if private checks are used, 10 cents should be added to cover collection.

## Books on Christian Realism, the Higher Life and How to Live It

Immanuel, or Christian Realism, Riddell .....	\$1 25
The New Evangelism, Drummond.	1 50
The Ascent of Man, Drummond...	1 00
The Greatest Need of the World, Drummond .....	20
Scientific Faith, Johnson.....	1 50
For Faith and Science, Woods....	1 20
The Spirit of God, Morgan.....	1 25
God's Perfect Will, Morgan.....	50
Life's Problems, Morgan.....	50
Discipleship, Morgan .....	50
The Crisis of the Christ, Morgan..	1 50
Great Books as Life Teachers, Hillis	1 50
A Man's Value to Society, Hillis..	1 25
The Investment of Influence, Hillis.	1 25
Paths to Power, Gunsaulus.....	1 25
Grinding at the Mill, Gunsaulus...	1 25

### SELECTED BOOKS—Continued

Paths to the City of God, Gunsaulus..	\$1 25
The Loom of Providence, Mackenzie	1 00
The Spiritual Life, Coe.....	1 00
Religion of a Mature Kind, Coe...	1 35
The Spiritual Life, Murray.....	75
The Life of the Spirit, Mabie.....	1 25
The Holy Spirit, Johnson.....	1 00
The Meaning and Message of the Cross, Mabie .....	1 25
Regeneration, Riddell .....	50
Quiet Talks About Jesus, Gordon...	75
Quiet Talks About Power, Gordon..	75
Quiet Talks About Service, Gordon.	75
Quiet Talks About Prayer, Gordon..	75
Why is Christianity True? Mullins.	1 50
The Fact of Christ, Simpson.....	75
Christianity as Taught by Christ, Bradley .....	1 25
Christ and Science, Smith.....	1 25
Christ and Life, Speer.....	1 00
Things Fundamental, Jefferson....	1 50
Philosophy and Religious Expe- rience, Clark .....	1 25
Loyalty, McClure .....	1 00
Christ and Men, Burrell.....	1 20
Humanity and God, Chadwick....	1 50
The Baptism with the Holy Spirit, Torrey .....	50
The Inner Chamber, Murray.....	75
The Reproach of Christ, Dawson..	1 00
Living in the Sunshine, Smith....	1 00
The Education of the Heart, Wat- kinson .....	1 00
Royal Manhood, Vance.....	1 00
The Rise of a Soul, Vance.....	1 00
An Outline of Christian Theology, Clark .....	2 50
Christ and Science, Smith.....	1 25
Listening to God, Black.....	1 25
Through Man to God, Gordon.....	1 50
The Inward Light, Bradford.....	1 20

## SELECTED BOOKS—Continued

The Duty of Imperial Thinking, Watkinson .....	\$1 00
Christianity and Socialism, Gladden	1 00
Jesus Christ and the Christian Character, Peabody .....	1 50
The World's Redemption, Riddell..	25
Young Men Overcame, Speer.....	1 00
A Young Man's Questions, Speer..	80
Memorial of a True Life, Pitkin..	75
Christian Faith in an Age of Sci- ence, Armstrong .....	1 50
The Power of the Spirit, Law.....	75
The Holy Spirit, Ewer.....	50
The Spirit in Man, Bushnell.....	1 25
Answers to Prayer, Muller.....	50
The Devout Life, Meyer.....	1 00
The Revelation of the Holy Spirit, Weldon .....	1 75
How to Pray, Torrey.....	50
The Inner Chamber of the Inner Life, Murray .....	75
In Answer to Prayer, McClaren and Others .....	50
Acts of the Holy Spirit, Pearson..	75

### New Thought, Metaphysics, and Psychic Phenomena

The New Evangel, Dewey.....	\$2 00
The Pathway of the Spirit, Dewey.	1 00
The Open Door, Dewey.....	1 00
New Testament Occultism, Dewey.	1 50
Esoteric Christianity, Evans.....	1 25
Soul and Body, Evans.....	1 00
Divine Law of Cure, Evans.....	1 50
What All the World's Seeking, Trine .....	1 25
In Tune With the Infinite, Trine..	1 25
In the Fire of the Heart, Trine...	1 10
The Law of Psychic Phenomena, Hudson .....	1 50
Mental Medicine, Hudson.....	1 50
Life Beyond Death, Savage.....	1 50

### SELECTED BOOKS—Continued

Can Telepathy Explain? Savage..	\$1 00
Dissociation of Personality, Prince	2 75
The Widow's Mite, Funk.....	2 00
The Occult World, Sinnett.....	1 25
Esoteric Buddhism, Sinnett.....	1 25
The Great Psychological Crime, Huntley .....	2 00
The World Beautiful, Whiting...	1 00
From Dream to Vision of Life, Whiting .....	1 00
Living by the Spirit, Dresser.....	75
The Power of Silence, Dresser....	1 25
Health and the Inner Life, Dresser	1 35
Your Forces and How to Use Them, (in 3 vols.) Mulford.....	2 00
Ideal Suggestion Through Mental Photography, Wood .....	1 25
God's Image in Man, Wood.....	1 00
Metaphysical Phenomena, Maxwell	3 50
Proofs of Life After Death, Thompson .....	1 50
Magic Black and White, Hartman.	2 00
Border Land of Psychic Research, Hyslop .....	1 50
Science and a Future Life, Hyslop	1 50
Life and Doctrine of Paracelsus, Hartman .....	2 00
Paths to Power, Wilson.....	1 00
Idyll of the White Lotus, Collins..	1 00
The Great Religions of India, Mitchell .....	1 50
Ancient Wisdom, Besant.....	1 50
Esoteric Christianity, Besant.....	1 50
Thought Power—Its Control and Culture, Besant .....	75
Bhagavad Gita, translated by Be- sant .....	50
Unpanishads, Mead and Chatterjii (Vols. I and II).....	1 00
Reincarnation, Walker .....	1 50
Raja Yoga, Vivekananda.....	1 00
Karma Yoga, Vivekananda.....	75
Occult Science in India, Jacoliot..	2 50

## SELECTED BOOKS—Continued

### Psychology and Child Culture

Psychology (two volumes), James.	\$4 80
Adolescence (two volumes), Hall..	7 50
An Outline of Psychology, Tichner	1 50
Outline of Descriptive Psychology, Ladd .....	1 50
Psychology, Dewey .....	1 25
Psychology, McCosh .....	2 00
Brain Building, Riddell.....	25
The Mind and the Brain, Gates..	50
The Psychology of Mind, Mauds- ley .....	2 00
How to Acquire a Good Memory, Boyd .....	2 00
Facts and Fable in Psychology, Jastraw .....	2 00
The Subconscious, Jastraw.....	2 50
The Psychology of Suggestion, Sidis .....	1 75
Child Culture by Suggestion, Rid- dell .....	65
Auto-Suggestion, Parkyn.....	75
Studies of Childhood, Sully.....	2 50
A Study of the Child Nature, Har- rison .....	1 00
Hints on Child Training, Trumbull	1 25
Children's Rights, Wiggins.....	1 00
Pedagogics of the Kindergarten, Froebel .....	1 50
The Child as God's Child, Rischell	75

### Heredity, Marriage, and Parentage

Heredity and Parental Culture, Rid- dell .....	2 00
The Science of a New Life, Cowen	3 00
Modern Research, Bayer.....	2 00
The Way of God in Marriage, Teats	1 25
Hereditary Genius, Galton.....	1 20
Heredity, Ribot .....	2 00
The Man of Genius, Lombroso...	1 20
Education and Heredity, Guyon...	1 20
Tokology, Stockham .....	2 25
Home Culture, Holbrook.....	1 00

## SELECTED BOOKS—Continued

### Personal Problems

The New Man, Riddell.....	\$0 25
Chastity, Holbrook .....	1 00
True Manhood, Shepherd.....	1 00
A Young Man's Problems, McLeod	50
Manhood Wrecked and Rescued, Hunter .....	1 00
What a Young Man Ought to Know, Stall .....	1 00
What a Young Husband Ought to Know, Stall .....	1 00
What a Man of Forty-five Ought to Know, Stall.....	1 00
What a Young Girl Ought to Know, Wood-Allen .....	1 00
What a Young Woman Ought to Know, Wood-Allen .....	1 00
What a Young Wife Ought to Know, Mrs. Drake.....	1 00
For Girls, Shepherd .....	1 00
Womanly Beauty, Turner.....	1 00

### Health and Hygiene

Vitality (Edited from the world's best authorities) .....	\$1 00
The Exact Science of Health, Walter .....	2 00
Health for Women, Taylor.....	75
The Food Value of Meat, Latson.	50
How to Live Forever, Gaze.....	1 25
Uncooked Foods, Christian.....	1 00
What Shall We Eat? Andrews....	75
No Breakfast Plan and Fasting, Dewey .....	1 00
Strength from Eating, McFadden.	1 00
Fasting, Hydropathy and Exercise, McFadden .....	1 00
Health Hints for Busy People, Schmidt .....	1 00
Health by Exercise, Taylor.....	1 00
The Master Method of Physical Culture, Johnson .....	1 00



# IMMANUEL

OR

## CHRISTIAN REALISM

---

### THE RIDDELL LECTURES

as given at Chautauqua Assemblies on

**Science and Religion  
From Nature to Nature's God  
Brain Building and Soul Growth  
From Adam to Christ  
God, Faith and Prayer  
The World's Redemption  
The Higher Life**

Mr. Riddell has been before the public for eighteen years. He has filled over thirty-five hundred lecture engagements. His lectures have been given at many Chautauqua Assemblies and in the principal cities throughout the country. They have been attended by thoughtful audiences that have filled the largest auditoriums available. They have received the highest commendations from educators, men of science, the clergy, and the press. They have been published at the request of thousands of grateful souls who have urged that the messages that had proved so helpful to them be put in a more abiding form and given a wider circulation.

---

**The book contains over 300 pages, 12mo.,  
cloth. Price by mail, postpaid, \$1.25**

---

**RIDDELL PUBLISHING CO.**

**7522 Lakeside Terrace**

**CHICAGO, ILL.**

# **Brain Building and Soul Growth**

A Lecture by

**NEWTON N. RIDDELL**

This lecture contains many valuable facts and experiments from Professor Elmer Gates. It explains the laws and method of brain building by suggestion. It tells how to overcome all bad habits and evil tendencies; how to improve the memory, strengthen the will, and control the emotions; how to embody the spirit of Christ and live the higher life. It is one of a series of seven on Christian Realism, all of which are published in the book, "Immanuel."

**Price, 25c. Postpaid.**

---

# **THE World's Redemption**

A Lecture by

**NEWTON N. RIDDELL**

This lecture is a vision of the Larger Christ and His embodiment in humanity. It reveals the Way, the Truth, and the Life whereby man is to become in-Christed. It offers a feasible solution for all personal, social, industrial, commercial, and governmental problems. It should be read by every truth seeker and Christian worker.

**Price, Postpaid, 25c.**

**RIDDELL PUBLISHING CO.**

**7522 Lakeside Terrace  
CHICAGO, ILL.**

# Regeneration

—OR—

## The Way of Attainment

THREE LECTURES ON

### From Adam to Christ God, Faith and Prayer The Higher Life

These three lectures are a part of a series of seven on Christian Realism, all of which are published in the book "Immanuel."

These lectures are pre-eminently practical. They are based upon experience, demonstrable facts, laws, and phenomena. They explain the psychological changes necessary in making the transition from Adam to Christ. They reduce the whole process of regeneration to definite steps, each of which is clearly defined and a positive proof given whereby one may know when each step has been successfully taken. They explain the secret of prayer and communion with God, the law and power of faith, the gift of the Holy Spirit. They make plain the Way of Attainment, show how to embody the Spirit of Christ, and live the Higher Life.

This book is of priceless value to all who would be free from the carnal self, and enjoy the peace and power of the In-Christed life. Anyone ordering this book may return it within thirty days and price will be refunded.

---

120 Pages, 12mo., Leatherette  
Price by mail, postpaid, 50c.

---

**RIDDELL PUBLISHING CO.**

7522 Lakeside Terrace  
CHICAGO, ILL.

# HEREDITY

The Cream of Twenty Chautauqua Lectures on Heredity, Prenatal Culture, Psychology, Brain Building and Soul Growth.

By **NEWTON N. RIDDELL.**

**This Work is Not Only Authentic but Rich in Original Matter.**

Mr. Riddell is a recognized authority on Heredity. In gathering the subject matter for this book and his lectures he has consulted every meritorious work on the subject published in the English language. He traveled constantly for fifteen years, visiting nearly all of the principal cities on the continent, consulting with hundreds of educators, prison wardens, physicians and detectives. He personally examined the psychology and heredity of several thousand persons, including nearly ten thousand children, representing all classes and conditions, over five thousand convicts, and as many more insane and feeble-minded patients.

### **Heredity Explained.**

Mr. Riddell reduces all the laws, facts and phenomena of reproduction and heredity to a definite science and explains them in language so simple that a child can comprehend them.

### **The Book is Well Made.**

It contains 350 large octavo pages, 6x9, weight 2 lbs. It is printed from new type on heavy rag paper of good quality. It is substantially bound in silk finished cloth, with gold stamp on side and back.

### **Over 1200 Marginal References.**

Every one of its 1,164 paragraphs contains a concise statement of a fact, law or proposition and is supplied with one or more legal side heads. *The work is fully indexed.* Making it the most complete book ever published on the subjects treated.

**Price by Mail or Express, Postpaid, \$2.00.**

**RIDDELL PUBLISHING CO.**

7522 Lakeside Terrace

CHICAGO, ILL.

## Comments of the Press.

"A profoundly interesting and instructive book, treating of subjects clearly and modestly. \* \* \* If millions, instead of thousands, could take in its lessons the world would be benefited."—*The Inter Ocean*.

"It is evident from a perusal of this volume that the author is a close student of nature. The practical truths contained in his book make it a valuable addition to any library."—*New England Journal of Education*.

"Parents and those who may become parents, will find much in this book which will command their attention."—*The Congregationalist*.

"It is written with great discretion and much tact and presents the subject in an interesting and instructive way."—*New Orleans Daily Picayune*.

"The book is reliable, up-to-date and easy of comprehension."—*Union Signal*.

"It has evidently been prepared with much carefulness of observation and of statement. Infinite misery might be prevented if the facts given were commonly understood and duly heeded."—*Chicago Tribune*.

"The author's ideas are presented in a clear and logical manner, with an earnestness which should carry with it the lessons the work is intended to convey."—*Toledo Blade*.

"The author's conclusions are drawn from a wide range of facts coming under his own observations, both of well born and ill born children."—*The Outlook*.

"It is a work in which any student of human nature, pastor, educator or professional man will find unlimited source of desired information."—*Denver Republican*.

"He is considered the foremost authority in the country on Heredity, Psychology and kindred topics. His work abounds in first hand facts and original matter."—*Omaha World-Herald*.

"It is a work of mature thought and cultured style."—*Medical Science*.

"It should be read by every man and woman in America. Its style is clear, untechnical and entertaining as it is instructive. The book is a model of the printer's art."—*Human Nature*.



BY NEWTON N. RIDDELL,

This is a practical book based on sound psychological principles, and the critical study of over ten thousand children.

**Comments of the Press.**

Every leading educational magazine published in the U. S. and scores of daily papers have given most complementary reviews of "Child Culture" without a single adverse criticism.

**Expert Testimony.**

We are constantly receiving letters from the foremost educators of the land commending this book in the highest terms. We have scores like the following:

Prof. W. B. Watt, A. M., Ph. D., Principal of Graham School, Chicago: "Child Culture" is a book with a real message. Every parent and teacher in the world should read it. None can afford to be without it. I would not take from my stock of knowledge what I learned from the chapter on "Mental Suggestion" for any price that could be named.

Dr. John P. D. John, D.D., LL. D., Ex-President of DePauw University: "Child Culture" is a book of absorbing interest and great value. It is rigidly scientific and eminently practical. It deals with vital truths and deserves the widest circulation among the homes and schools of our country.

"Child Culture" contains 130 pages, bound in cloth.  
Price only 65c Postage Free.

**RIDDELL PUBLISHING CO.**

7522 Lakeside Terrace

CHICAGO, ILL.

# The New Man

OR

## Knights of the Twentieth Century

By **Newton N. Riddell**

A Twenty-Five Cent Book of One Hundred Pages  
that has Transformed the Lives of Ten  
Thousand Men and Put Half a  
Million to Thinking.

### One Hundred Thousand Men

Have attended Mr. Riddell's lecture on "The New Man," of which this book is an enlarged version. It is uniformly conceded to be the most refined, instructive and inspiring lecture on the subject of man's creative forces before the public. No man can listen to or read it without being materially benefited. It was published at the request of thousands of professional men and is being circulated for the good it may do.

**EVERY BRAIN WORKER IN AMERICA SHOULD HEAR IT.**—*Judge John Maxwell.*

It moved Grand Rapids as no other lecture ever has.—*J. K. Johnson.*

Words are inadequate to express the moral and spiritual value of this lecture.—*W. B. Edmonds, Gen. Sec. Y. M. C. A., Jacksonville, Ill.*

I never listened to such a story from human lips. If Andrew Carnegie should endow this lecture with \$100,000, and send Prof. Riddell forth, the inspired prophet to the masses, he would do more good than by building twenty libraries.—*Rev. Chas. W. Whorrall, D.D.*

### Publishers' Guarantee.

Buy it at once. Read it: if not satisfied with your bargain, return the book in saleable condition and we will refund your money.

Price by Mail, Postpaid, 120 Pages.  
Cloth 50c, Paper 25c.

**RIDDELL PUBLISHING CO.**

7522 Lakeside Terrace

CHICAGO, ILL.