

Charles Haanel's philosophies are found almost everywhere you turn and probably one of the better known proponents of his success teachings is none other than Napoleon Hill, author of "Think and Grow Rich".

This testimonial was written 18 years before Napoleon Hill wrote the classic Think and Grow Rich!!

**April 21, 1919.**

**Mr. Charles F. Haanel,  
St. Louis, Mo.**

**My Dear Mr. Haanel**

You probably know, from the editorial in the January issue of the Golden Rule, copy of which my Secretary sent to you, that I began twenty-two years ago as a coal miner at a dollar a day.

I have just been retained by a ten million dollar corporation at a salary of \$105,200.00 a year, for a portion of my time only, it having been agreed that I shall continue as editor of the Hill's Golden Rule.

I believe in giving credit where it is due, therefore I believe I ought to inform you that my present success and the success which has followed my work as President of the Napoleon Hill Institute is due largely to the principles laid down in The Master-Key System.

You are doing a good work by helping people to realize that nothing is impossible of accomplishment which a man can create in his imagination. Surely my own experience proves this.

I shall cooperate with you in getting your course into the hands of the many who so greatly need your message.

**Cordially and sincerely,**

**Napoleon Hill,**

**Editor The Golden Rule  
Chicago, Illinois**

# The Master Key System

Open the  Secret to  
Health, Wealth and Love

**Donald Gordon Carty**  
**Charles F. Haanel**



**INFORMATION AND EDUCATION SERVICES**

© Donald G. Carty 2006

mailto:donald@thepdi.com

Personal Development Institute

Atlanta, Georgia. 30518-7948

www.thepdi.com

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## Table of Contents

Preface	11
Introduction	15
Foreword	17
Week One	23
Week Two	35
Week Three	47
Week Four	59
Week Five	71
Week Six	83
Week Seven	95
Week Eight	107
Week Nine	119
Week Ten	131
Week Eleven	143
Week Twelve	155
Week Thirteen	167
Week Fourteen	179
Week Fifteen	191
Week Sixteen	203
Week Seventeen	215
Week Eighteen	227
Week Nineteen	239
Week Twenty	251
Week Twenty-One	263
Week Twenty-Two	275
Week Twenty-Three	287
Week Twenty-Four	297
Interpreting the Word	311
Hourly Helps – Admonitions and Instructions	317
The 12 Universal Laws	321
Authors	325

## **PREFACE**

The original "Master Key System" writings, available only through referrals from one person to another, were a closely guarded secret in Europe for decades - a century ago. They were considered essentially secret wisdom teachings amongst primarily only the very wealthy, a testament to the worth of the esoteric techniques disclosed. In 1912, Charles F. Haanel published this body of knowledge as a work which he presented as The Master Key System. This material was distributed as a weekly correspondence course. Twenty-Four parts, including a transmittal letter and questions and answers, were sent to students who sought more out of life.

The Master Key System had been out of print for some time. Except for a few copies available in rare book stores (where the prices reflect the rarity). Motivational speakers and gurus have used this material as the foundation for seminars that cost as much as \$20,000 per day to sponsor.

Aggressive companies seeing the power of the course have placed it on audiocassette, enhancing the original work, making it more "21st century" compatible, and selling this material from \$400 to over \$1,000. Some include on-site seminars and some include weekly telephone mentoring. But even with more attempts to bring this material to the limelight, only a very small percentage of the world's population has ever seen this material. It's no wonder the ultra rich and incredibly successful individuals stay that way... these secrets have been guarded since they were first introduced.

Just look at the "self improvement" section at your local bookstore, and you'd think you'd have to read a hundred self-development books to stand the slightest chance at achieving success.

Fragments of Haanel's work appear in the material and messages of present day gurus like Napoleon Hill, Earl Nightingale, Tony Robbins, Stephen Covey, and countless others. Unfortunately, these "fragments" often turn out to be just watered-down versions of Haanel's work.

But, somehow, there is a significant step beyond awakening your inner giant, finding the habits of the successful, reading the science of getting rich or listening to the strangest secret. Motivational sessions are great...

but have proven to be only temporary. That is why, after "being motivated", we find ourselves battling the same struggles when the motivational "pump you up" session wanes?

We can derive absolutely no benefit from books, seminars, experiences, environment, or anything else until we have created brain cells capable of receiving the thought. Our world within is an exact correspondence of our world without. Suppose for a moment that you are unfamiliar with the Hebrew language. A book might be given to you with the most beautiful thoughts written in the most wonderful language, but it would mean nothing to you until you had made yourself acquainted with the Hebrew language, and so with everything else. No thought, no idea, no experience has any value for us until we are capable of receiving it. For this reason the same thought would make absolutely no impression upon one man, while it would be received with amazement and delight by another. The first man has formed no brain cells capable of receiving it. The second man is ready for it. He understands the beauties contained in the idea.

With The Master Key System you will be amazed before you are halfway through the exercises and lessons. As you are enabled to think greater, deeper, higher, and more forceful thoughts, the brain cells are refined, they become more powerful, and they are enabled to receive finer vibrations. This is not only true in the mental and spiritual world but in the physical world. As the ear becomes trained in music it is enabled to receive finer vibrations, until the trained musician can hear harmonies of sound which the ordinary person is entirely unaware.

We do not need to laboriously shovel the darkness out of a room before letting in the light. All that is necessary is to turn on the light and the darkness vanishes. As you progress through the lessons, follow the instructions and master the exercises you will begin to show the characteristic signs of a general Awakening. You will find optimism shining through the mist of doubt and unrest. This optimism is taking the form of illumination, as the illumination becomes general, fear, anger, doubt, selfishness, and greed pass away. You will be anticipating a more general realization of the Truth, which will set you free.

With The Master Key System, you don't have to read hundreds of books... just one! Now, for the first time since Charles Haanel first

introduced this enlightening home study course material, you can now study it the way it was originally intended and distributed: one lesson per week.

In addition to the complete 24 part Master Key System you will have sections like; “Reflection” (which will serve as time markers), “Hourly Helps”(which will instruct you on how to handle the things which wear soul, spirit, and body almost to the snapping point), a section entitled “Interpreting the Word” (Glossary of certain terms) and an explanation of “The 12 Universal Laws” (as described today).

The secret to all you need to get what you want out of life; Health, Wealth, and Love, is already within you.

Now is time to open It!

Donald Gordon Carty

## FOREWORD

Some men seem to attract success, power, wealth, attainment, with very little conscious effort; others conquer with great difficulty; still others fail altogether to reach their ambitions, desires and ideals. Why is this so: Why should some men realize their ambitions easily, others with difficulty, and still others not at all? The cause cannot be physical, else the most perfect men, physically, would be the most successful. The difference, therefore, must be mental - must be in the mind; hence mind must be the creative force, must constitute the sole difference between men. It is mind, therefore, which overcomes environment and every other obstacle in the path of men.

When the creative power of thought is fully understood, its effect will be seen to be marvelous. But such results cannot be secured without proper application, diligence, and concentration. The student will find that the laws governing in the mental and spiritual world are as fixed and infallible as in the material world. To secure the desired results, then, it is necessary to know the law and to comply with it. A proper compliance with the law will be found to produce the desired result with invariable exactitude. The student who learns that power comes from within, that he is weak only because he has depended on help from outside, and who unhesitatingly throws himself on his own thought, instantly rights himself, stands erect, assumes a dominant attitude, and works miracles.

It is evident, therefore, that he who fails to fully investigate and take advantage of the wonderful progress which is being made in this last and greatest science, will soon be as far behind as the man who would refuse to acknowledge and accept the benefits which have accrued to mankind through an understanding of the laws of electricity.

Of course, mind creates negative conditions just as readily as favorable conditions, and when we consciously or unconsciously visualize every kind of lack, limitation and discord, we create these conditions; this is what many are unconsciously doing all the time.

This law as well as every other law is no respecter of persons, but is in constant operation and is relentlessly bringing to each individual exactly what he has created; in other words, "Whatsoever a man soweth that shall he also reap."



Abundance, therefore, depends upon a recognition of the laws of Abundance, and the fact that Mind is not only the creator, but the only creator of all there is. Certainly nothing can be created, before we know that it can be created and then make the proper effort. There is no more Electricity in the world today than there was fifty years ago, but until someone recognized the law by which it could be made of service, we received no benefit; now that the law is understood, practically the whole world is lit by it. So with the law of Abundance; it is only those who recognize the law and place themselves in harmony with it, who share in its benefits.

The scientific spirit now dominates every field of effort, relations of cause and effect are no longer ignored.

The discovery of a region of law marked an epoch in human progress. It eliminated the element of uncertainty and caprice in men's lives, and substituted law, reason and certitude.

Men now understand that for every result there is an adequate and definite cause, so that when a given result is desired, they seek the condition by which alone this result may be attained.

The basis upon which all law rests was discovered by inductive reasoning which consists of comparing a number of separate instances with one another until the common factor which gives rise to them all is seen.

It is this method of study to which the civilized nations owe the greater part of their prosperity and the more valuable part of their knowledge; it has lengthened life, it has mitigated pain, it has spanned rivers, it has brightened the night with the splendor of day, extended the range of vision, accelerated motion, annihilated distance, facilitated intercourse, and enabled men to descend into the sea, and into the air, what wonder then that men soon endeavored to extend the blessings of this system of study to their method of thinking, so that when it became plainly evident that certain results followed a particular method of thinking it only remained to classify these results.

This is method is scientific, and it is the only method by which we shall be permitted retain that degree of liberty and freedom which we have been accustomed to look upon as an inalienable right, because a people is

safe at home and in the world only if national preparedness mean such things as growing surplus of health, accumulated efficiency in public and private business of whatever sort, continuous advance in the science and art of acting together, and the increasingly dominant endeavor to make all of these and all other aspects of national development center and revolve about ascending life, single and collective, for which science, art and ethics furnish guidance and controlling motives.

The Master Key is based on absolute scientific truth and will unfold the possibilities that lie dormant in the individual, and teach how they may be brought into powerful action, to increase the person's effective capacity, bringing added energy, discernment, vigor and mental elasticity. The student who gains an understanding of the mental laws which are unfolded will come into the possession of an ability to secure results hitherto undreamed of, and which has rewards hardly to be expressed in words.

It explains the correct use of both the receptive and active elements of the mental nature, and instructs the student in the recognition of opportunity; it strengthens the will and reasoning powers, and teaches the cultivation and best uses of imagination, desire, the emotions and the intuitional faculty. It gives initiative, tenacity of purpose, wisdom of choice, intelligent sympathy and a thorough enjoyment of life on its higher planes.

The Master Key teaches the use of Mind Power, true Mind Power, not any of the substitutes and perversions; it has nothing to do with Hypnotism, Magic or any of the more or less fascinating deceptions by which many are led to think that something can be had for nothing.

The Master Key cultivates and develops the understanding which will enable you to control the body and thereby the health. It improves and strengthens the Memory. It develops Insight, the kind of Insight which is so rare, the kind which is the distinguishing characteristic of every successful business man, the kind which enables men to see the possibilities as well as the difficulties in every situation, the kind which enables men to discern opportunity close at hand, for thousands fail to see opportunities almost within their grasp while they are industriously working with situations which under no possibility can be made to realize any substantial return.

The Master Key develops Mental Power which means that others instinctively recognize that you are a person of force, of character - that they want to do what you want them to do; it means that you attract men and things to you; that you are what some people call "lucky", that "things" come your way; that you have come into an understanding of the fundamental laws of Nature, and have put yourself in harmony with them; that you are in tune with Infinite; that you understand the law of attraction, the Natural laws of growth, and the Psychological laws on which all advantages in the he social and business world rest.

Mental Power is creative power, it gives you the ability to create for yourself; it does not mean the ability to take something away from some one else. Nature never does things that way. Nature makes two blades for grass grow where one grew before, and Mind Power enables men to do the same thing.

The Master Key develops insight and sagacity increased independence, the ability and disposition to be helpful; it destroys distrust, depression, fear, melancholia, and every form of lack limitation and weakness, including pain and disease; it awakens buried talents, supplies initiative, force, energy, vitality - it awakens an appreciation of the beautiful in Art, Literature and Science.

It has changed the lives of thousands of men and women, by substituting definite principles for uncertain and hazy methods - and principles for the foundation upon which every system of efficiency must rest.

Elbert Gary, the chairman of the United States Steel Corporation, said "The services of advisors, instructors, efficiency experts in successful management are indispensable to most business enterprises of magnitude, but I deem the recognition and adoption of right principles vastly more importance." The Master Key teaches right principles, and suggests methods for making a practical application of the principles; in that it differs from every other course of study. It teaches that the only possible value which can attach to any principle is in its application. Many read books, take home study courses, attend lectures all their lives without ever making any progress in demonstrating the value of the principles involved. The Master Key suggests methods by which the value of the principles taught may be demonstrated and put in actual practice in the daily experience.

There is a change in the thought of the world. This change is silently transpiring in our midst, and is more important than any which the world has undergone since the downfall of Paganism.

The present revolution in the opinions of all classes of men, the highest and most cultured of men as well as those of the laboring class, stands unparalleled in the history of the world.

Science has of late had such vast discoveries, has revealed such an infinity of resources, has unveiled such enormous possibilities and such unsuspected forces, that scientific men more and more hesitate to affirm certain theories as established and indubitable or to deny certain other theories as absurd or impossible, and so a new civilization is being born' customs, creeds, and cruelty are passing; vision, faith and service are taking their place. The fetters of tradition are being melted off from humanity, and as the dross of materialism is being consumed, thought is being liberated and truth is rising full orb'd before an astonished multitude.

The whole world is on the eve of a new consciousness, a new power and a new realization of the resources within the self. The last century saw the most magnificent material progress in history. The present century will produce the greatest progress in mental and spiritual power.

Physical Science has resolved matter into molecules, molecules into atoms, atoms into energy, and it has remained for Sir Ambrose Fleming, in an address before the Royal Institution, to resolve this energy into mind. He says: "In its ultimate essence, energy may be incomprehensible by us except as an exhibition of the direct operation of that which we call Mind or Will."

Let us see what are the most powerful forces in Nature. In the mineral world everything is solid and fixed. In the animal and vegetable kingdom it is in a state of flux, forever changing, always being created and recreated. In the atmosphere we find heat, light and energy. Each realm becomes finer and more spiritual as we pass from the visible to the invisible, from the coarse to the fine, from the low potentiality to high potentiality. When we reach the invisible we find energy in its purest and most volatile state.

And as the most powerful forces of Nature are the invisible forces, so we find that the most powerful forces of man are his invisible forces, his spiritual force, and the only way in which the spiritual force can manifest is through the process of thinking. Thinking is the only activity which the spirit possesses, and thought is the only product of thinking.

Addition and subtraction are therefore spiritual transactions; reasoning is a spiritual process; ideas are spiritual conceptions; questions are spiritual searchlights and logic, argument and philosophy is spiritual machinery.

Every thought brings into action certain physical tissue, parts of the brain, nerve or muscle. This produces an actual physical change in the construction of the tissue. Therefore it is only necessary to have a certain number of thoughts on a given subject in order to bring about a complete change in the physical organization of a man.

This is the process by which failure is changed to success. Thoughts of courage, power, inspiration, harmony, are substituted for thoughts of failure, despair, lack, limitation and discord, and as these thoughts take root, the physical tissue is changed and the individual sees life in a new light, old things have actually passed away, all things have become new, he is born again, this time born of the spirit, life has a new meaning for him, he is reconstructed and is filled with joy, confidence, hope, energy. He sees opportunities for success to which he was heretofore blind. He recognizes possibilities which before had no meaning for him. The thoughts of success with which he has been impregnated are radiated to those around him, and they in turn help him onward and upward; he attract to him new and successful associates, and this in turn changes his environment; so that by this simple exercise of thought, a man changes not only himself, but his environment, circumstances and conditions.

You will see, you must see, that we are at the dawn of a new day; that the possibilities are so wonderful, so fascinating, so limitless as to be almost bewildering. A century ago any man with an aeroplane or even a Gatling gun could have annihilated a whole army equipped with the implements of warfare then in use. So it is at present. Any man with a knowledge of the possibilities contained in the Master Key has an inconceivable advantage over the multitude.

# WEEK ONE

Open the  Secret to  
Health, Wealth and Love

## INTRODUCTION - PART ONE

*It is my privilege to enclose herewith Part One of The Master Key System. Would you bring into your life more power, get the power consciousness, more health, get the health consciousness, more happiness, get the happiness consciousness. Live the spirit of these things until they become yours by right. It will then become impossible to keep them from you. The things of the world are fluid to a power within man by which he rules them.*

*You need not acquire this power. You already have it. But you want to understand it; you want to use it; you want to control it; you want to impregnate yourself with it, so that you can go forward and carry the world before you.*

*Day by day as you go on and on, as you gain momentum, as your inspiration deepens, as your plans crystallize, as you gain understanding, you will come to realize that this world is no dead pile of stones and timber, but that it is a living thing! It is made up of the beating hearts of humanity. It is a thing of life and beauty.*

*It is evident that it requires understanding to work with material of this description, but those who come into this understanding, are inspired by a new light, a new force, they gain confidence and greater power each day, they realize their hopes and their dreams come true, life has a deeper, fuller, clearer meaning than before.*

*And, now, Part One....*

## **PART ONE**

1. That much gathers more is true on every plane of existence and that loss leads to greater loss is equally true.
2. Mind is creative, and conditions, environment and all experiences in life are the result of our habitual or predominant mental attitude.
3. The attitude of mind necessarily depends upon what we think. Therefore, the secret of all power, all achievement and all possession depends upon our method of thinking.
4. This is true because we must "be" before we can "do," and we can "do" only to the extent which we "are," and what we "are" depends upon what we "think."
5. We cannot express powers that we do not possess. The only way by which we may secure possession of power is to become conscious of power, and we can never become conscious of power until we learn that all power is from within.
6. There is a world within – a world of thought and feeling and power; of light and life and beauty and, although invisible, its forces are mighty.
7. The world within is governed by mind. When we discover this world we shall find the solution for every problem, the cause for every effect; and since the world within is subject to our control, all laws of power and possession are also within our control.
8. The world without is a reflection of the world within. What appears without is what has been found within. In the world within may be found infinite Wisdom, infinite Power, infinite Supply of all that is necessary, waiting for unfoldment, development and expression. If we recognize these potentialities in the world within they will take form in the world without.
9. Harmony in the world within will be reflected in the world without by harmonious conditions, agreeable surroundings, the best of everything. It is the foundation of health and a necessary essential to all greatness, all power, all attainment, all achievement and all success.



10. Harmony in the world within means the ability to control our thoughts, and to determine for ourselves how any experience is to affect us.

11. Harmony in the world within results in optimism and affluence; affluence within results in affluence without.

12. The world without reflects the circumstances and the conditions of the consciousness within.

13. If we find wisdom in the world within, we shall have the understanding to discern the marvelous possibilities that are latent in this world within, and we shall be given the power to make these possibilities manifest in the world without.

14. As we become conscious of the wisdom in the world within, we mentally take possession of this wisdom, and by taking mental possession we come into actual possession of the power and wisdom necessary to bring into manifestation the essentials necessary for our most complete and harmonious development.

15. The world within is the practical world in which the men and women of power generate courage, hope, enthusiasm, confidence, trust and faith, by which they are given the fine intelligence to see the vision and the practical skill to make the vision real.

16. Life is an unfoldment, not accretion. What comes to us in the world without is what we already possess in the world within.

17. All possession is based on consciousness. All gain is the result of an accumulative consciousness. All loss is the result of a scattering consciousness.

18. Mental efficiency is contingent upon harmony; discord means confusion; therefore, he who would acquire power must be in harmony with Natural Law.

19. We are related to the world without by the objective mind. The brain is the organ of this mind and the cerebro-spinal system of nerves puts us

## **PART ONE - Study Questions**

1. What is the world without in its relation to the world within?
2. Upon what does all possession depend?
3. How is the individual related to the objective world?
4. How is he related to the Universal Mind?
5. What is the Universal Mind?
6. How can the Individual act on the Universal?
7. What is the result of this action and interaction?
8. How are harmonious and desirable conditions secured?
9. What is the cause of all discord, inharmony, lack and limitation?
10. What is the source of all powers?

## **PART ONE - Study Questions with Answers**

1. What is the world without in its relation to the world within?

*The world without is a reflection of the world within.*

2. Upon what does all possession depend?

*All possession is based on consciousness.*

3. How is the individual related to the objective world?

*The individual is related to the objective world by the objective mind; the brain is the organ of this mind.*

4. How is he related to the Universal Mind?

*He is related to the Universal Mind by the subconscious mind; the Solar Plexus is the organ of this mind.*

5. What is the Universal Mind?

*The Universal Mind is the life principle of every atom which is in existence.*

6. How can the Individual act on the Universal?

*The ability of the individual to think is his ability to act upon the Universal and bring it into manifestation.*

7. What is the result of this action and interaction?

*The result of this action and interaction is cause and effect; every thought is a cause and every condition an effect.*

8. How are harmonious and desirable conditions secured?

*Harmonious and desirable conditions are obtained by right thinking.*

9. What is the cause of all discord, inharmony, lack and limitation?

*Discord, inharmony, lack and limitation are the result of wrong thinking.*

10. What is the source of all powers?

*The source of all power is the world within, the Universal Fountain of Supply, the Infinite Energy of which each individual is an outlet.*