

*Q* Your admission interests me. Go ahead now and tell me how you make use of flattery.

*A* I make use of it in so many ways it is difficult to know where to begin. I warn you, before I answer in detail, that publishing my answers will bring down an avalanche of ridicule on your head for bringing up the question.

*Q* I'll take the responsibility. Proceed.

*A* Well, I may as well here admit that you have stumbled onto the major secret of how I convert people to the habit of drifting!

*Q* That is a startling admission. Go ahead with your confession, and stick strictly to this subject of flattery. No more side remarks and no more facetiousness for the present. Tell me all about your use of flattery in gaining control over people.

*A* Flattery is a bait of incomparable value to all who wish to gain control over others. It has powerful pulling qualities because it operates through two of the most common human weaknesses: vanity and egotism. There is a certain amount of vanity and egotism in everyone. In some people these qualities are so pronounced they literally serve as a rope by which one may be bound. The best of all ropes is flattery.

Flattery is the chief bait through which men seduce women. Sometimes—in fact, frequently—women use the same bait to gain control of men, especially men who cannot be mastered through sex appeal. I teach its use to both men and women. Flattery is the chief bait with which my agents weave their way into the confidence of people from whom they procure information needed to carry on warfare.