

Ex change Dept
candy
tea + cake

~~cigarettes~~ - performed

It is the need of servitude not
liberty that is always predominant
in the souls of a crowd

Idiosyncratic sentiments involve beliefs
possess a contagious power
as that of microbes

a small number of individuals
react upon the remainder &
one imitated by the numerous
Prestige = irresistible force - result of
constant repetition affirmation + contagion

The will of the leader, becomes
the nucleus about which
the opinions of the crowd
are grouped & attain to identity.
A crowd is a servile flock
that is incapable of doing without
a master.

Intensity of faith gives power
of suggestion to your words.

Men in crowd lose force of will
& turn to one who is strong-willed

Arouse in a crowd that tremendous
power called faith and he becomes
the slave of the ~~design~~ of the leader