F. Matthias Alexander, Dr. Alfred B. Olsen, Violet Elliott, and Major Reginald F. E. Austin

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Abstract:

This case study discusses a meeting between Tasmanian actor and voice and breathing teacher F. Matthias Alexander and Australian contralto singer Violet Elliott in 1904 and indicates that by the end of 1905 Alexander and Royal Army Medical Corps Major Reginald F. E. Austin were jointly writing a book on breathing. The purpose of this case study is to determine whether or not Alexander was a breathing teacher when he arrived in London in 1904.

Key Words: Violet Elliott (1879-1965), Frederick Matthias Alexander (1869-1955); Major Reginald Francis Edmund Austin (1866-1939); Percy Reginald Dix (1866-1917); Arthur Keith (1866-1955); Alfred Berthier Olsen (1869-1960); Robert Henry Scanes Spicer (1857-1925).

Introduction: Conflicting Early 20th Century Reports on F. Matthias Alexander

The August 27, 1910, Athenæum — “Journal of English and Foreign Literature, Science, the Fine Arts, Music and the Drama” — had a trivial review of Introduction to a New Method of Respiratory Vocal Re-education, a booklet published four and a quarter years earlier by Tasmanian/Australian actor, elocutionist, voice production and breathing instructor Frederick Matthias Alexander who had emigrated from Sydney, Australia to London in 1904 and who in the 1920s founded the so-called Alexander Technique:

[…] Mr. Alexander […] professes to follow nature, and his aim […] is to secure full control over all parts of the muscular system. But for the present he is chiefly occupied in showing “serious defects in systems employed in training students.” In a future work he hopes to deal with the scientific aspect of practical respiratory re-education. (Athenæum, 1910b).

The tiny review does not examine Alexander’s booklet in any way. It doesn’t even have a single word or syllable that refers to Alexander’s ‘own’ method of “Respiratory Vocal Re-education,” presented in his 1906 booklet (F. M. Alexander, 1906b). The review most likely reflects information Alexander himself provided about his plans for the near future when — not long before the book review was published in the
summer of 1910 — he submitted his 1906 publication on “Respiratory Vocal Re-education” for review in the *Atheneum*.

In October of that year, Alexander would publish his book *Man’s Supreme Inheritance* (F. M. Alexander, 1910b). On the 15th of that month, *Atheneum* (1910a) had a one-line estimate of the book’s contents in their list of new books: “Alexander (F. Matthias), Man’s Supreme Inheritance, 5/ net. The author puts forward a theory of the present and future trend in man’s evolution.” Cynically speaking, six months later, the same literary magazine rated the same book by title of the book in their list of new books in an (100 %) expanded version as follows:

Alexander (F. Matthias), Man’s Supreme Inheritance, 5/ net. The author puts forward a theory of the present and future of man’s evolution, and endeavours to show that the great phase in man’s advancement is that in which he passes from sub-conscious to conscious control of his own mind and body. New Edition, with Addenda. (*Atheneum*, 1911).

This is interesting. The small review states that it is a “New edition, with Addenda.” To this day, however, no copy of such an edition has been found, either in libraries, private collections, or at second-hand book markets. Perhaps the publisher had announced that a new edition would be released in May 1911, including an addenda text, at the same price as the first edition of the book in 1910 (5 shillings)? But to this day, only a separate 48-page booklet from 1911, entitled *Man’s Supreme Inheritance (Addenda)* is known, also containing 2 pages of photos — 4 photos in all (F. M. Alexander, 1911). Essentially, the real publication history regarding *Man’s Supreme Inheritance (Addenda)* is still unknown.

On the other hand, on November 5, 1910, a month after the publication of Alexander’s *Man’s Supreme Inheritance, Atheneum* had already placed an advertisement from Alexander’s publisher Methuen & Co., describing the contents of the book in more detail:

Starting from a basis of practical experience, Mr. Alexander puts forward a theory of the present and future trend of man’s evolution. In this he […] shows that the great phase in man’s advancement is that in which he passes from subconscious to conscious control of his own mind and body. (Methuen, 1910; see Figure 5).

It indubitably seems that the *Atheneum’s* (1910ab) small reviews quoted above were largely based on Methuen’s ad copy.

Methuen’s advertisement ended by citing the bulk of a line that had appeared in the first part of a tripartite review of Alexander’s book published in *The Onlooker* — a “Literary Magazine of Independent Critical Opinion on Public Affairs.” The tripartite review was written by Dr. Alfred B. Olsen (see Figures 1-3, above). Olsen, an American physician, living and working in England since the early 1900s where he was superintendent of the Surrey Hills Hydrotherapeutic Institute in Caterham, later renamed the Caterham Sanitarium and Surrey Hills Hydrotherapeutic Institution (Adams, 1905; Olsen 1907; see Figure 7), was also an editor of the British branch of the magazine *Good Health* in which he wrote articles on illness and health (e.g., Olsen, 1908; see also Note 1).

The 4 photographs that appeared in the first and last volumes of Olsen’s tripartite book review respectively (see Figure 1 and Figure 3) were later republished — not attributed — in several of Alexander books, first in the 1911 booklet *Man’s Supreme Inheritance (Addenda)* mentioned above (F. M. Alexander 1911, between pages 14 and 15), then in the 1912 *Conscious Control in Relation to Human Evolution in Civilization* (F. M. Alexander 1912, pp. i-ii), and since 1918 in all editions (from 1918) of *Man’s Supreme Inheritance*. Either Alexander gave the 4 photographs to Olsen to use in his book reviews of the 1910 edition of *Man’s Supreme Inheritance*, or Olsen gave (sold?) them to Alexander at the time to use in his later publications. It is not known exactly how it happened.

If you compare the photos by R. Haines (see Figure 1 and Figure 3) with those in an earlier work by Olsen — *Health for the Million* (Olsen & Olsen, 1908, facing p. 49; see Figure 4 and Note 2) — it is striking that the photos Olsen used for his *Onlooker* reviews show no head and no neck and no arms. This is all the more remarkable when you consider that many Alexander Technique teachers claim that Alexander taught his “technique” since he lived in Auckland, New Zealand for about 6 months in 1895 — that’s 16 years before he first used the photographs in his 1911 booklet *Man’s Supreme Inheritance (Addenda)*.
Alexander’s 1923 book *Constructive Conscious Control of the Individual* describes fully what goes into his ‘technique’ in a lesson and how the teacher should ask ‘pupils’ to give themselves the following “preventive orders:”

In the way of correct direction and guidance, HE IS ASKED TO ORDER THE NECK TO RELAX, TO ORDER THE HEAD FORWARD AND UP TO LENGTHEN THE SPINE. (F. M. Alexander, 1923, pp. 175-176; Alexander’s capital letters).

If these preemptive orders (~ auto-suggestive commands) are indeed the most central to learning Alexander’s ‘technique’ in early 1894, or in 1911 or in 1923, why would Alexander use images of people showing only their feet, legs, and torso, yet no arms, neck, and head to illustrate the result of his teaching? This does not make any sense at all.

But then it is good to know that when Alexander first used the photographs of R. Haines in his publications (that is, in his 1911 *Man’s Supreme Inheritance* (Addenda) booklet), he clearly stated that placing the feet in a certain position he described was “the primary principle involved in attaining a correct standing position” (F. M. Alexander, 1911, p. 14; italics J.S.; compare Staring, 2005, pp. 156-160). Only after the “correct standing position” had been assumed, it was “further necessary for each person to bring about the proper lengthening of the spine and the adequate widening of the back” (*ibid.*, p. 15).

In his efforts to find ways to teach others to learn “conscious control” over holding, using, moving, and behaving oneself, the preemptive orders related to relaxing the neck, rearranging the head forward and upward, and the lengthening/elongating “of the spine” clearly had not yet evolved into the essence of his method. In other words, in 1911 a preemptive “order the neck to relax, to order the head forward and up to lengthen the spine” was not yet the quintessential “primary principle” of every holding, using, moving, and behaving oneself. In 1911, Alexander described how to sit down, point by successive point:

Firstly […] rid the mind of the idea of sitting, and consider the exercise and each order independently of the final consequence they entail. […]. Secondly, stand in the position already described as the correct standing position, with the back of the legs almost touching the seat of the chair. Thirdly, order the neck to relax, and at the same time order the head forward and up. (F. M. Alexander, 1911, p. 19).

Note that only the third point pays attention to what was seen in 1923 as the quintessence of his method — later called his “Technique.” But the second point, preceding the third, concerns the acquisition of the “correct standing position” by placing the feet in a certain position; this, he described, was “the primary principle involved in attaining a correct standing position” (F. M. Alexander, 1911, p. 14; italics J.S). This indicates that Alexander was still experimenting in 1911 and had not yet taken a clear stand (excuse the pun), which apparently had happened about 1923.

Additionally, many teachers of the Alexander Technique believe that Alexander’s 1910 *Man’s Supreme Inheritance* describes the Alexander Technique, when in fact it discusses Alexander’s own (self-invented) idea of evolution; his interpretations of a rather generally used phrase “conscious control” (see *Note 3*); and his eugenic views especially related to education, echoing other eugenic authors, in particular Caleb Williams Saleeby, his editor at his publisher Methuen & Co. (Staring, 1996, 1997, 2005). In fact, in his 1910 book, Alexander outlined his eugenics-based, Samuel Butler-inspired theory of evolution (Staring, 1990, 1992, 1993, 1995), in an attempt to outsmart Charles Darwin, Thomas Huxley, and other evolutionists, and yes, on a purely eugenics level even Francis Galton and Caleb W. Saleeby themselves.

This is how Alexander’s publisher Methuen & Co. summarized and promoted *Man’s Supreme Inheritance* in the November 5, 1910, edition of *The Athenaeum*:

Starting from a basis of practical experience, Mr. Alexander puts forward a theory of the present and future trend of man’s evolution. In this he boldly throws over many academic conceptions, and shows that the great phase in man’s advancement is that in which he passes from subconscious to conscious control of his own mind and body. The application of this theory to present conditions has a remarkable bearing on the education of children, on Eugenics, and above all on physical well-being, since, as regards this last application, a proper comprehension of the theory gives the key to many phenomena of healing hitherto regarded as almost miraculous and associated with hypnotism and faith-cures. (Methuen, 1910; see *Figure 5*).
The advertisement has no recommendations to evaluate the book as an explanation of Alexander’s teaching practice like many Alexander Technique teachers believe; it clearly states — no doubt with Alexander’s approval — that Alexander was putting forward some sort of self-invented theory of evolution with implications for education, eugenics, and “physical well-being.”

On the other hand, Man’s Supreme Inheritance featured two additional texts that had come out before, both about his breathing method:

i). a reprint of The Theory and Practice of A New Method of Respiratory Re-Education (F. M. Alexander, 1907a; see Staring, 2005, pp. 88-94; 2018b);

ii). a reprint of Re-Education of the Kinaesthetic Systems Concerned with the Development of Robust Physical Well-Being (F. M. Alexander, 1908/1909; see Staring, 2005, pp. 105-109, 232-242) — a booklet printed in late 1908 but placed on the market in 1909 (see the date of Alexander’s dedication in a copy of the booklet sent to Alexander’s Melbourne, Australia client Professor Alexander Leeper: Figure 6; see Note 4).

Alexander’s views in his 1910 Man’s Supreme Inheritance were better understood during the early 1910s than nowadays. One example can be found in a small discussion of Alexander’s book in The Evolution of Educational Theory by John Adams (1912, pp. 29-30), at the time Professor of Education on the University of London. Another example is a review of Alexander’s 1910 book in the June 1911 Theosophist:

Alexander has evolved a theory of his own; he has boldly put aside the cherished pet ideas of scientists in general […] and has come to believe that “as the intellectual powers of man extend, we progress in the direction of conscious control. The gradual control of evolution by the child of its production has pointed always to this end, and by this means, and by this alone can the human race continue in the full enjoyment of its physical powers and forfeit no fraction of its progressive intellectual ideal.” He explains the principle of conscious control at length, and in doing this gives to his readers a couple of good chapters. (B. P. W., 1911).

Yet another example is a review in the December 1910 Occult Review — “A Monthly Magazine Devoted to the Investigation of Super Normal Phenomena and the Study of Psychological Problems:”

This is a book which should certainly be read by all those interested in eugenics, in education, and in that problem of physical deterioration which is so marked a feature of the age. Mr. Alexander’s contention is that evolution having brought us to a point at which it has ceased to be the ruler and become, more or less, the ruled, it behoves us to learn how best to enter upon our kingdom. And this he argues—speaking, as it is only fair to add, from the basis of personal experience acquired in a large practice—can only be efficiently done in one way, viz. by the quickening of the conscious mind. [Alexander’s theory’s] bearing upon eugenics, education and physical fitness is dealt with very clearly and concisely in the present volume and with an absence of technicalities which makes it perfectly intelligible to the average reader. (Waite, 1910).

The Opening of an “Alexander Therapeutic Institute” in October 1910?

There is another enigma in the Onlooker pages that contain Olsen’s texts. The final part of Olsen’s series of reviews of Alexander’s book is followed by an editorial from The Onlooker (1910) — notable in that it appears to indicate that Olsen spoke at the opening of a F. M. Alexander health center:

At the opening of the Alexander Therapeutic Institute in Great Portland Street, Dr. Olsen gave a very interesting address, in the course of which he reviewed the various systems of therapeutics now in vogue, and pointed out the remarkable evolution that medical science has undergone within recent years. “There is a gradual, but none the less distinct and positive, turning away on the part of the medical profession as a whole,” he pointed out, “from the large and free use of drugs which obtained a few years ago. Further, physicians are giving more and more attention to sanitation, to personal hygiene, and to the routine habits of his patients.” The restriction of the use of drugs to a “few” diseases, and the emphasis the lecturer laid on the necessity of “the correction of wrong habits,” furnish an interesting corroboration of the soundness of Mr. Alexander’s views. The doctor was inclined to look for the remedy of these evils, and more important still, for the means of their prevention, to what he called “physiological therapeutics,” such as hydropathic treatment, light
treatment, massage and electrotherapy, and in appliances for these various treatments he found The Alexander Therapeutic Institute remarkably complete. (Onlooker, 1910).

However, an Alexander Therapeutic Institute never existed! On the other hand, an Alexandra Therapeutic Institute did. The editors of the Onlooker described the Alexandra Therapeutic Institute’s opening at 126, Great Portland Street in London. According to the back of a ca. 1910/1911 postcard depicting the interior of the Alexandra Therapeutic Institute at 126, Great Portland Street, London (see Figure 8), the institute offered “electric light baths,” “electrical treatments,” “Aix & Vichy douches,” “massage,” “Plombière treatment,” “physical exercises,” “medicated baths,” and “Fango packs.”

Figure 5: Advertisement in the November 5, 1910, Athenæum (Methuen, 1910). Figure 6: Inscription in University of Melbourne Professor Alexander Leeper’s copy of Re-Education of the Kinæsthetic Systems Concerned with the Development of Robust Physical Well-Being, dated by Alexander on December 19, 1908 (F. M. Alexander, 1908/1909; with permission of Melbourne University Trinity College Archives, Melbourne, Australia). Figure 7: Advertisement for the Caterham Sanitarium and Surrey Hills Hydropathic Institution in the American October 1907 Good Health (Olsen, 1907). Figure 8: Postcard (ca. 1910/1911) depicting the Lounge Hall and Dressing Rooms of the Alexandra Therapeutic Institute, London (Jeroen Staring Collection).

Similar treatments were listed in the institute’s advertisements in the Herald of the Golden Age (e.g., Alexandra Therapeutic Institute, 1911), and in a short article in Light (1910) — “A Journal of Psychical, Occult, and Mystical Research.” The typo in the name of the institute is likely due to the similarity of the names Alexandra and Alexander, while Alexander is named in the text.

The institute remained on the postal records through at least 1917. There is no evidence that any member of the Alexander family ever taught at the Alexandra Therapeutic Institute, nor reference to Olsen or to a Great Portland Street teaching location in any Alexander Technique document known to the author. Still, it is apparent that Alexander and Olsen knew each other well since they shared photos in their publications.

Posture Metaphysics?

Looking at the above, there seem to be deviations in what many Alexander Technique teachers claim and what is demonstrable; and what at times appeared in the press and what is demonstrable. In fact, one cannot build upon Alexander Technique teachers’ anecdotes about their hero. Any claim made by Alexander Technique teachers should be taken with a grain of salt; should be thoroughly examined; should be placed in the proper time frame to expose antedating, to separate truth from fiction, to put into context what Alexander claimed, to expose the true meaning of his statements and teachings.

For example, there are anecdotes that Alexander taught well-known actors such as Henry Irving (Smith’s Weekly, 1949) and, later, other celebrities such as the authors Aldous Huxley and Bernard Shaw, and that these celebrities raved about Alexander’s teachings.

However, like many such anecdotes the one of Henry Irving is most definitely and demonstrably false (Staring, 2018c); it involves his son Harry B. Irving, described by Alexander in Case History No. 6 in his pamphlet Mr. F. Matthias Alexander’s New Method of Respiratory and Vocal Re-Education (F. M. Alexander, 1908/1909; with permission of Melbourne University Trinity College Archives, Melbourne, Australia).
Alexander, 1989 (1906?), p. 41). Much related to Alexander’s involvement in ‘treating’ of Huxley’s eyesight is fantasy as well (Staring, 2018a).

Irish writer George Bernard Shaw is portrayed in Alexander Technique literature as having been taught personally by Alexander (e.g., Staff Reporter in London, 1949). While anecdotes about Shaw and Alexander show two men laughing, understanding and respecting each other, reminiscing about previous theatrical adventures, and Shaw very pleased with the results of Alexander’s teachings, the quote below from a letter from Shaw shows what he himself thought of his own lessons with Alexander, as well as the wider importance of such lessons.

In reply to your letter […] I cannot imagine how you could expect the Veteran Affairs Department to give you £500 and three years training to become a practitioner and propagandist of the Alexander yoga. You might as well apply for training as a spiritualist medium, conjuror, or an acrobat. In 1938, at the age of 82, I took a course of treatment from Alexander himself […]. Alexander’s manipulation […] was almost imperceptible, and probably acted not physically, but by keeping my attention fixed on curing myself instead of persisting in bad habits of posture. As he had lived for many years in expensive quarters in London, charging three guineas a visit, he must have convinced his patients that they benefited by his handling. (Shaw, 1946).

Apart from noting that Shaw was surely not entirely positive about Alexander, note that he wrote about keeping focus on healing himself rather than “persisting in bad habits of posture.” The letter shows that in 1938 Alexander was a teacher who gave “treatment” regarding “bad habits of posture” (italics J.S.).

British Alexander biographer Michael Bloch (2004, p. 186) wrote that in the fall of 1941, American philosopher John Dewey prompted Alexander “to address the Dutch Treat Club, a gathering of three hundred professional, literary and scientific men whom [Alexander] found [he wrote in a letter; J.S.] ‘more interested than any group I have ever talked to’.” Based in New York City, the Dutch Treat Club is a society whose members are active in the fields of art, literature, music, and theatre. It was a man’s association from its beginnings in 1905 until 1991. Pre-1991 yearbooks contain many erotic photos, photo collages, cartoons, and drawings of naked women, as well as ‘naughty’ stories. The yearbook of 1941 noted in the “Annals of the 1941-1942 Season” that on November 12, 1941, Alexander’s speech was on “Posture metaphysics” (Vir Den et al., 1942, unpaginated page; see Figure 9).

F. Matthias Alexander . . . Posture metaphysics

Figure 9: Alexander’s DTC speech mention (Vir Den et al., 1942, unpaginated page).

Since there appears to be no record of Alexander’s November 12, 1941, speech to the Dutch Treat Club, we do not know whether Alexander was talking about “posture metaphysics” expressed by others, or whether he was perhaps lecturing on his own personal ideas as a ‘postural metaphysician.’ Yet “posture metaphysics” is a perfect term to indicate what many of the Alexander Technique teachers are propagating. They claim that Alexander taught his “technique” in New Zealand as early as 1895. But what exactly was Alexander teaching when he arrived in London from Australia in the summer of 1904? What was he teaching around 1908? What was he teaching in 1910 and 1911? What was he teaching in 1923? What, in fact, is the Alexander Technique? When did it originate in its present form?

F. Matthias Alexander and Violet Elliott (October 1904)

By April 1904, Alexander secretly left Sydney, Australia. At the time he had too many outstanding debts in Sydney to pay off, including debts to his landlord; with the Sydney Morning Herald (advertising costs); and with those who had already paid for a forthcoming book by Alexander. First, in Melbourne, he said goodbye to relatives. He had probably already agreed with his brother Albert Redden and his friend Robert Young that they would both pay off his debts and settle in his name as soon as possible (Bloch, 2004; Evans, 2001). Then, on April 19, he fled from Melbourne to London (see Bloch, 2004, pp. 56-57). On June 13, 1904, he landed in England, determined to try his luck, and build a prosperous teaching practice. A few weeks later — as reported by Brisbane, Australia newspapers Telegraph (1904) and Week (1904) — he was already
spotted in London in the audience of a July 15 concert by mezzo-soprano Mdlle. Antonia Dolores (stage name of French singer Antoinette Gillebert), a former Melbourne client to whom he had sent pamphlets about his breathing method(s) (Alexander, 1903a, 1904a; McLeod, 1995ab; Staring, 2005; Sunday Times, 1903).

Three months later, on October 6, the Sydney, Australia newspaper *Daily Telegraph* reported a slightly different version of this ‘immigration to London’ — no doubt communicated by Alexander himself to the London correspondent of the *Daily Telegraph*:

Mr. F. Matthias Alexander, who is well-known in Sydney as a teacher of elocution and an exponent of breathing methods, and who arrived in London on a visit, has decided to remain here, in order to practice his profession. (*Daily Telegraph*, 1904b; italics J.S.).

In any case, this means that Alexander himself had stated that his profession was a teacher of elocution and “an exponent of breathing methods.”

Exactly a century later, in 2004, Bloch revealed he had found a thought-provoking article about Alexander that had appeared in the October 19, 1904, edition of the London local newspaper *Daily Express* (Bloch, 2004, pp. 64-65; see Note 5). The article outlines how Alexander met Australian contralto Violet Elliott (see *Figures 10-12*) at the home of a London throat specialist — Dr. Robert Henry Scanes Spicer, according to Bloch:

Mr. F. M. Alexander, the elocutionist, himself an Australian, was there to greet her [= Violet Elliott; J.S.], and incidentally to discover “how she breathed.” For Mr. Alexander, who was unknown to the specialist unto a month ago, has been working for many years on exactly the same lines as the great physician himself in respect to proper breathing. […] And while they talked, and while Mr. Alexander’s chest swelled without any partible sign upon his face of his having taken a long breath, Miss Elliott’s fresh Colonial enthusiasm rose, and she became more and more certain that she, too, did not breathe correctly. And she was partly right. (*Daily Express*, 1904).

Note that Alexander was introduced in the *Daily Express* (1904) as an elocutionist — no doubt with Alexander’s approval — as in the *Daily Telegraph* (1904b) two weeks earlier, with an interest in how Violet Elliott breathed, and that he had been working for a long time in much the same way as the medical specialist regarding proper breathing.

Elliott and Alexander undoubtedly shared memories of their theatre performances and “colonial,” down under life in general during their conversation at the throat specialist’s home. In his twenties and early thirties, Alexander had performed in Australia (between 1892 and 1894, and later between 1896 and 1904), Tasmania (between 1894 and 1895) and New Zealand (in 1895) before fleeing for London in April 1904.

*Figures 10-12: Contralto Violet Elliott. (Jeroen Staring Collection).*
It seems that Elliott and Alexander, both down under performers, were well remembered there after they left the southern continent for England in 1903 and 1904 respectively, because the London Daily Express article quoted above was discussed and quoted extensively in both New Zealand and Australian newspapers. On November 30, 1904, New Zealand Evening Star theatre critic Call Boy (1904) gave wide coverage to the Daily Express article quoting it almost in its entirety; two days later the New Zealand Times (1904) thinned it out, while the December 23, 1904, Star (1904) also referred to the London Elliott-Alexander meeting, citing various parts of the original Daily Express article. And in Australia, the Adelaide Advertiser (1904) of November 22, 1904, and the Sydney Sunday Sun (1904) of November 27, 1904, quoted the original Daily Express article almost in full.

The London Daily Express further reported on the meeting of Elliott and Alexander, describing their conversation and the outcome of the specialist’s examination:

After pouring forth a flood of deep rich notes, Mr. Alexander stopped her with the remark, “I could double your power and do away with all the physical or nervous strain you put upon yourself now.” This was too much for Miss Elliott. “Then they’ll call me the double-bass lady,” she cried, as she sank into the doctor’s chair to have her larynx examined by mirror and “searchlight.”

The examination thoroughly puzzled the specialist. “There is nothing abnormal in the vocal chords,” he said at last.

“In the case of men with deep bass voices the chords are broad, rough-edged, and unusually long. These are nearly white, clean-cut, and of the usual length. The dental arch is perfect, the chest is magnificent. The only way I can account for Miss Elliott’s phenomenal voice is that she has always breathed through her nose, has had a healthy outdoor life in Australia, and instinctively holds herself while standing in the ideal way. But she does not know how to breathe yet, or how best to use her extraordinary powers.”

At Miss Elliott’s suggestion Mr. Alexander then propounded the system which he firmly believes would regenerate the race were it universally adopted.

Briefly, it was this. The average man or woman believes that to take a long breath it is desirable to suck in air by the mouth, thereby increasing the atmospheric pressure on the lungs. Mr. Alexander says this pressure should be brought down to a minimum, that the mouth should be closed whenever possible, and that the nasal passages should be dilated to their full extent. […]

(see Note 6). Elliott had performed in both Australia and New Zealand in 1901 (see Note 7) and Tasmania in 1902 (New Zealand Mail, 1902) before leaving for England in 1903 (New Zealand Mail, 1903).

Intriguingly, they had had the same impresario in New Zealand: Percy Reginald Dix. Alexander, ‘under management of” Dix during part of his New Zealand tour in 1895, had learned much from Dix about self-aggrandizing and self-marketing in advertisements before settling in Auckland as a teacher of elocution and ‘voice culture’ (Staring, 2021), while Elliott six years later, in 1901, performed in New Zealand with Dix’s Gaiety Company (see Note 8).

Overall, Elliott only received critical acclaim in New Zealand (see Note 9). For example, the Free Lance’s theatre critic Footlight (1901) described her as follows:

Miss Violet Elliott is a gifted contralto, who infuses pathos into her singing. The quality of her voice is exceptional, the lower register being especially rich.

New Zealand theatre critic Call Boy (1901) wrote of Elliott and Dix in the Evening Star,

Miss Violet Elliott is a contralto singer who has been getting much praise from the Northern Press—

the general verdict that she is about the best vocalist Mr. Dix has yet engaged.

And Call Boy’s confere Lorgnette (1901a) wrote in the New Zealand Times,

To a winning personality Miss Violet Elliott unites vocal gifts of a rare order. The appearance of this delightful ballad singer on the music hall stage may be taken as a sign of the times, and evidence of Mr. P. R. Dix’s determination to do all in his power to give his patrons the very best that money and influence can command.

http://www.casestudiesjournal.com/
The primary movement of breathing must be thoracic, that is, the thorax or chest-box, must be expanded naturally without drawing in any breath by suction. The thorax must be made as mobile as possible.

“In so-called physical culture,’ added Mr. Alexander, “the man who develops a great chest measurement thinks he is immensely improved in health. But the very reverse is the case. The muscles over the chest are developed, but unless the man knows how to breathe the thorax remains rigid, and he is exposed to all attacks from the air. (Daily Express, 1904).

Then Alexander gained self-aggrandizing momentum as he turned his 9-month residency in New Zealand as an elocutionist, in theatres in several cities, and as a voice and breathing teacher at his studio in Auckland (Staring, 2009) into a full one-year anthropological research with the Māori’s (see Note 10):

“I studied the Maoris at close quarters for twelve months. They are magnificent specimens, and perfect breathers. The squaws of the North American Indian tribes hold their children’s lips in order to train them to breathe through the nasal passages.”

Mr. Alexander has defied not only a serious nasal obstruction, but a “vaulted palate,” from which he suffered at birth, by his system of breathing.

With Mr. Alexander’s system the specialist entirely agreed. “The lung and heart troubles, the adenoids, the bronchial complaints, the spinal weaknesses, and the general defective physique of our population can in the majority of cases be attributed to ignorance of the art of breathing,” he said. […] “Take the average alderman, for instance. His mouth is open, his thorax rigid and fallen in, while his short breathing is abdominal. A puff of cold air is sufficient to lay him up with bronchitis or something worse.” (Daily Express, 1904).

It seems that Alexander never spoke of his meeting with Elliott later in his life.

The article, originally published in the London Daily Express (1904), later quoted almost in full in New Zealand by the New Zealand Times (1904) and the Star (1904), and by theatre critic Call Boy (1904) in the Evening Star, as well as by the Australian Advertiser (1904) and Sunday Sun (1904), gives the strong, firm impression that Alexander was no more than a voice and breathing teacher in October 1904.

F. Matthias Alexander Was a Voice and Breathing Teacher in October 1904

It will not surprise, but nothing in Alexander’s articles and advertisements in newspapers and magazines in Australia, Tasmania, and New Zealand before emigrating to London in April 1904 indicates that he was anything but an average elocutionist, breathing teacher, drama teacher and theatrical producer (Staring, 2005, 2009, 2021).

In December 1903, not too long before he left Australia, he advertised that he would be publishing a book. Its main topics would be:

1.—The Treatment of Disease. Prevention or Cure of Throat, Lung (Consumption, etc.), Chest, Heart, Nerve, Liver and Stomach (Indigestion, etc.) Disorders, Post-Nasal (Adenoid) Growths, the After-Effects of Pleurisy, and Impediments of Speech.

2.—The Cultivation and Development of the Human Voice. (Perfect Art in Singing and Speaking).

3.—Physical Culture and Body Building (a perfect system of Physical Development, having a correct and natural primary movement for each exercise). […]

Practical Value of the Book. This Book will prove of great value and practical assistance to Parents, enabling them to impart to Their Children a perfect breathing method, which will tend to prevent Pulmonary Diseases, Post-Nasal (Adenoid) Growths, and other defects tending to cause nasal stenosis. (F. M. Alexander, 1903a; see also Staring, 2015).

Alexander promised his book would accurately describe “Special Sets of Breathing Exercises;” “Special Sets of Nasal and Breathing Exercises;” and “Special Sets of Physical Exercises,” adding, “The author feels justified in stating that the Breathing Exercises are the Most Practical and Complete that have as far been published” (F. M. Alexander, 1903a). “The Prevention and Cure of Consumption” — an article by
Alexander that appeared in at least three newspapers (F. M. Alexander, 1903cd, 1904c) and as a separate pamphlet (F. M. Alexander, 1903b) — discussed several main breathing-related topics of the intended book.

Early in December 1903, the *Sydney Morning Herald* reported that Alexander had issued a prospectus of his book with details “of what is claimed to be a practical and perfect breathing method as imparted in connection with the prevention and cure of disease” (*Sydney Morning Herald*, 1903). And a month later, in January 1904, the *Sydney Morning Herald* related that Alexander would give a series of lectures on breathing:

> Mr. F. Matthias Alexander, of Royal Chambers, announces that in response to numerous requests he intends to give a series of lectures on breathing methods to be published in his new book on breathing and vocalization. Particulars regarding the series on specific subjects may be obtained at above address. (*Sydney Morning Herald*, 1904; see also *Daily Telegraph*, 1904a).

The book had to be ordered — according to Alexander in December 1903 and early 1904 newspaper advertisements, for example in the *Sydney Newsletter* of January 9, 1904:

> Those who desire a copy of this book—which will be published as early as possible in 1904—must sign “Order Form,” and return at their earliest convenience, as the book will NOT be “on sale” in the ordinary way. Address order to Mr. F. Matthias Alexander, Royal Chambers, cor Hunter and Castlereagh streets, Sydney, where the methods are imparted. Interviews should be arranged by letter.

ORDER FORM.

To Mr. F. Matthias Alexander, Royal Chambers, corner Hunter and Castlereagh streets, Sydney.— Please supply me with one copy of your Book on Breathing, Vocalisation, and Physical Culture, for which I agree to pay to Mr. F. Matthias Alexander, or anyone he may appoint, the sum of ten shillings and sixpence (10/6) on delivery of the Book.

Signed ……………………………
Rank or Occupation …………………
Address ……………………………
Date ……………………………
Note.—The Full Name must be Given. (F. M. Alexander, 1904a).

However, the promised book never materialized.

Interestingly, while the emphasis is on breathing, and breathing exercises, Alexander’s December 1903 and January 1904 ads quoted above seem to show that he also taught “physical exercises,” that is, “physical culture” and “body building” exercises.

Alexander had added an explanation in brackets: “a perfect system of Physical Development, having a *correct and natural primary movement for each exercise*” (italics J.S.). Does this explanatory line imply that he had some sort of secret new system of physical culture and body building exercises? What is this “primary movement for each exercise”? Is it perhaps a cryptic description of the most central preemptive orders of the Alexander Technique as exemplified by Alexander in 1923, related to relaxing the neck, rearranging the head forward and upward, and the lengthening/elongating “of the spine” (see above)?

Or is it perhaps an expression of F. Matthias Alexander’s “posture metaphysics”?

To answer these questions, Alexander’s 1900-1910 life and writings, including newspaper advertisements, will be compared with what relatives and a friend wrote in advertisements and correspondence with him. In 2016, the author of this case study acquired a cache of correspondence sent to Alexander (Williamson, 2017). Relevant letters written by his mother Betsy Alexander; his brother Albert Redden Alexander; Norman Cleland who married his sister May Alexander; and his friend Robert Young will be quoted below alongside sketches of his life and writings.

Albert Redden Alexander, who taught his brother’s breathing exercises in Melbourne, also taught, according to his stationery, physical culture, medical gymnastics, and Sandow’s System (A. R. Alexander, 1904b; see *Figure 14*). His advertisement in the Melbourne newspaper *Argus* of January 16, 1904, reads:
The Treatment of Disease By Special Respiratory Method At Mr. A. Redden Alexander’s School, Australian-buildings, 49 Elizabeth-street.

As perfected by his brother, Mr. F. M. Alexander, who has successfully treated patients suffering with Throat, Chest, Lung, Heart, Nerve and Stomach Diseases, Post-Nasal (Adenoid) Growths, and the After-effects of Pleurisy, &c.

His patients were recommended by leading members of the Medical Profession of Sydney and Melbourne. In Indigestion and other stomach troubles the treatment is most beneficial. Write for new pamphlet.

The Treatment of Disease by means of a proper respiratory method is recommended and practiced by Dr. Campbell, physician to the North-West London Hospital and the Hospital for Diseases of the Nervous System.

The Famous Delsarte System and the Sandow System imparted at Mr. Alexander’s High-class School Of Physical Culture.

Eugen Sandow’s Secretary, and personal pupil, writes:—Mr. A. Redden Alexander is not only a Thorough Master of the Sandow System, but of the highest branches of Curative Medical Gymnastics. Competent Lady Assistant. (A. R. Alexander, 1904d).

This ad was followed by an advertisement for his brother’s book to be published in Sydney in 1904 (but that never reached a printer and publisher). The ad appears to have been placed for F. Matthias Alexander by his brother in Melbourne:

A New Book on Breathing and Vocalisation. By F. Matthias Alexander.


Address: 49 Elizabeth-street., 49 Elizabeth-street. (F. M. Alexander, 1904b).

An extended advertisement, placed by Albert Redden Alexander in the September 24, 1904, Melbourne newspaper Argus, reads:

Special announcement.

The leading members of the Medical Profession of London Have expressed the opinion that Mr. F. Matthias Alexander’s Special Breathing Method, as applied in

1.—The Treatment of Disease (under medical supervision);
2.—The Cultivation and Development of the Human Voice;
3.—Physical Culture (without dumb-bells or apparatus).

Surpasses all methods at present known to them, and, in consequence, they have induced him to remain in London to receive the patients they are recommending for treatment.

The methods referred to are imparted by Mr. A. Redden Alexander, Australian-buildings, 49 Elizabeth-st., who has been associated with his brother (Mr. F. M. Alexander) in his professional work for many years. The methods are imparted in their entirety by Mr. A. Redden Alexander and Miss Alexander (a sister of A. R. and F. M. Alexander; J.S.), who have successfully treated patients suffering with Asthma, Throat, Chest, Lung, Heart, Nerve, and Stomach Diseases; Post-Nasal (Adenoid) Growths, and the after-effects of Pleurisy, &c.

References are kindly permitted to the leading members of the medical profession of this city. (A. R. Alexander, 1904).

This advertisement holds the answer to the question, put above: “What is Alexander’s ‘primary movement for each exercise’”’? It is literally “Alexander’s Special Breathing Method, as applied to 1. The Treatment of Disease […]. 2. The Cultivation and Development of the Human Voice […]. 3. Physical Culture.” So, in fact, it is Alexander’s breathing method!

Note further that it is as if one and the same person wrote Alexander’s advertisement in the Sydney Morning Herald of December 5, 1903 (F. M. Alexander, 1903a; see above), and his brother’s advertisement
in the Melbourne Argus of September 24, 1904 (A. R. Alexander, 1904). These two ads become even more intriguing when we read the following advertisement published in the September 3, 1904, Sydney newspaper Daily Telegraph from Robert Young, a former performing associate and intimate friend of Alexander. Young’s ad reads:

Mr. R. F. Young’s School of Physical Culture, Royal Chambers, Castlereagh-street.

Special announcement.

The Leading Members of the Medical Profession of London Have expressed the opinion that Mr. F. Matthias Alexander’s Special Breathing Method, as applied in The Treatment of Disease (under Medical Supervision) surpasses all methods at present known to them, and, in consequence, he has induced to remain in London to receive the patients they are recommending for treatment. The Methods referred to are imparted by Mr. Young, who has been associated with Mr. Alexander in his professional work for many years. The Methods are imparted in their entirety by Mr. Young, who has fully treated patients suffering with Asthmatic, Throat, Chest, Heart, Nerve, and Stomach Diseases; Post-Nasal (Adenoid) Growths, and the after-effects of Pleurisy, &c.

Medical References, Write for Pamphlet. (Young, 1904a; see also Young, 1904b).

It is genuinely striking that two near identical advertisements, one by Albert Redden Alexander in Melbourne and the other by Robert F. Young in Sydney, which were placed in local newspapers in the same month in 1904, are very similar to Frederick Matthias Alexander’s advertisement in a local Sydney newspaper in December 1903 (before he left Australia). Apparently the Alexander brothers and Robert Young communicated with each other and matched strategies to advertise their schools and services. This collaboration goes a long way, literally and figuratively. And it is clear who the strategist was who concocted and designed the best ad copy for everyone. In 1895 and 1896, F. M. Alexander had learned all kinds of marketing tricks from his New Zealand impresario Percy Reginald Dix; from the so-called memory expert “Professor Alphonse Loisette;” and from former politician Charles Edwin Jones (Staring, 2021). He learned their lessons well, it turns out.

Anyway, we now know that Alexander applied his breathing method to “the treatment of disease;” “the cultivation and development of the human voice;” and “physical culture and body building.” Alexander would later more or less explain his breathing method in 1906 and 1907 booklets entitled Introduction to a New Method of Respiratory Vocal Re-education (F. M. Alexander,1906b) and The Theory and Practice of A New Method of Respiratory Re-Education, published in England (F. M. Alexander, 1907a) and in Australia (F. M. Alexander, 1907b). These booklets also contain no trace whatsoever of preemptive orders of the Alexander Technique as exemplified by Alexander in 1923, related to relaxing the neck, rearranging the head forward and up, and the lengthening/elongating “of the spine” (see above).

Also notable is the fact that both Albert Redden Alexander and Robert Young state in their September 1904 advertisements that “the” “leading members” of “the medical profession in London” “expressed the opinion” that the “special breathing method” of Frederick Matthias Alexander (who had arrived in London three months earlier) “surpasses all methods at present known to them,” and that Alexander must remain in London to serve their patients. In an undated pamphlet, issued in London, Alexander let know:

Leading members of the Medical Profession in London, before whom the method has been demonstrated, consider that it is the most effective that has been brought under their notice […] (F. M. Alexander, n.d. 2, p. 2).

This undated pamphlet was almost certainly written by Alexander not long after he arrived in London in June 1904, as both his brother’s and Robert Young’s advertisements in September 1904 Australian newspapers already contained nearly identical lines, evidently based on Alexander’s ‘original’ in this undated pamphlet (F. M. Alexander, n.d. 2).

In November 1905, Young advertised that he taught the Sandow System and “Alexander’s Full-Chest Breathing Method pronounced by leading Medical Men in London as surpassing all others in the treatment of diseases” (Young, 1905i). Two years later, in an advertisement in the Sydney Morning Herald
of April 6, 1907, Young still reported teaching his friend’s breathing method: “Sandow’s System, Alexander’s Breathing Method, and the American Model System (the most recent Training for the Body)” (Young, 1907; italics, J.S.).

In an advertisement in the Melbourne Argus of July 18, 1908, Albert Redden Alexander stated that he still taught his brother’s “Special Respiratory Method” which had been pronounced “the most efficient known” by “leading London medical men:”

The Alexander Special Respiratory Method,

As introduced by Mr. F. M. Alexander in June, 1904, to leading London medical men, pronounced “the most efficient known to them.” Since imparted to their patients and eminent members of vocal profession. Copies of eulogistic letters from eminent London and Australian students may be seen at Mr. A. R. Alexander’s School, Australian-buildings, 49 Elizabeth-street. Melbourne. […]. (A. R. Alexander, 1908b).


Contents:—1. The theory of respiratory re-education. 2. Errors to be avoided and facts to be remembered in respiratory re-education. 3. The practice of respiratory re-education.

Copies of the above publication may be had (post free 1+2), at Mr. A. R. Alexander’s School of Respiratory and Medical Gymnastics, Australian buildings, 49 Elizabeth-st., Melbourne. […]. (A. R. Alexander, 1908a).

Although he advertised in the Argus in early March 1909 with only the headline “Physical Culture, Medical gymnastics, Respiratory Re-Education” and his address (A. R. Alexander, 1909c), later that month Albert Redden Alexander would again list his brother’s breathing method by name:

Breathing. — Breathing.

The Breathing Method associated with the name of Mr. F. M. Alexander (London), as imparted in its entirety by his brother, Mr. A. R. and Miss Alexander, Australian-buildings […]. (A. R. Alexander, 1909a).

On Christmas Day 1909, his advertisement in the Argus is again only a headline and his address. The headline reads: “Breathing, Medical, Physical Exercises.—The Alexander (London) Respiratory Method” (A. R. Alexander, 1909b; see Note 11).

Robert Young continued to refer to the “Leading London Medical Men” well into 1909. On January 30, 1909, his advertisement in the Sydney newspaper Daily Telegraph contained the following reference to Alexander’s breathing method: “Latest Methods, including Alexander’s Respiratory Re-education, pronounced by Leading London Medical Men superior to all others” (Young 1909a). Another example of his 1909 ads, placed in the Sydney Morning Herald of May 8, 1909, reads:

Physical Culture.

Mr. R. F. Young’s School, Angel Place, off 137 Pitt-Street, Established 1909.

Latest Methods, Medical Gymnastics, Spinal Curvature, Weak Hearts, etc. Alexander’s Breathing Method pronounced by London Medical Men, surpassing all others. Write for Pamphlet or Interview, Tel., City No. 2. (Young, 1909b).

If Alexander had already developed some sort of ‘posture/poise/balance method’ in mid-1909, he would have written about it to his brother in Melbourne and his friend Robert Young in Sydney; he would have taught them both by long-distance correspondence; he would have told them what to advertise; and
both his brother and Robert Young would then certainly have instructed such a method themselves, given the very intimate collaboration in advertising their teaching practices, as demonstrated above.

_Ergo_, because Albert Redden Alexander as well as Robert Young only and merely advertised that they taught F. M. Alexander’s _breathing_ method, and because they did _not_ advertise that they did instruct some sort of ‘Alexander posture/poise/balance method,’ there was no method of Alexander that had the preemptive orders of the Alexander Technique, as illustrated by Alexander in 1923 (regarding relaxing the neck, rearranging the head forward and up, and the lengthening/elongating “of the spine”) in 1904, in 1905, in 1906, in 1907, in 1908, and even well into 1909 for both Albert Redden Alexander and Robert Young.

There were others than Albert Redden Alexander and Robert Young in Australia who advertised in the early 20th century teaching Alexander’s breathing methods.

First there was Lilian Twycross, who had assisted Alexander in his Melbourne studio during the years 1896-1900 (Bloch, 2004). Since she appears to have quarreled with Alexander family members (Evans, 2001, p. 137), and/or have been shut out of new developments by them after the turn of the 20th century, she taught Alexander’s breathing method(s) in and around Melbourne independently of members of the Alexander family (_Broadford Courier and Reedy Creek Times_, 1904; _Long_, 1998; _McLeod_, 1995ab; _Mornington Standard_, 1900; _Twycross_, 1904, 1906, 1910, 1912, n.d. 1, n.d. 2).

And secondly, in 1905, there were anonymous advertisements in the Adelaide, Australia newspapers. For example, the _Express and Telegraph_ had such an advertisement on February 11, 1905, that reads:

Special announcement.

Leading London Medical Men Eulogise Mr. F. Matthias Alexander’s New Breathing Method, As Applied in

1.—The Treatment of Disease (under medical supervision).
2.—The Cultivation and Development of the Human Voice.
3.—Physical Culture (without dumb-bells or apparatus).

The following are Excerpts from their Letters:—

Dr. ______, Cavendish-square, London, W., writes:—“Having devoted some months to the examination and practical testing of your methods (both in members of my own family and in patients requiring such assistance). I am of opinion that they are More Efficient Than Any Systems that have hitherto been brought to my notice. Wishing you all success in your valuable work.”

Dr. ______, Hartley-street, London, W., writes:—“Very many thanks for the great help you have already given me.”

Mr. Alexander wishes to announce that the above methods, by which patients suffering from Asthmatic Throat, Chest, Lung, Heart, Nerve, and Stomach Diseases, Post Nasal (Adenoid) Growths, and the after-effects of Pleurisy, Stammering, &c., have been successfully treated, will be imparted in their entirety at Citizen’s Buildings, 131, King William-street, (Second Floor). (F. M. Alexander, 1905d).

Three days later, the Adelaide _Advertiser_ contained an almost identical advertisement, but this time the address read “Citizen’s Buildings, Opp. Town Hall (2nd floor)” and ended with the mention of “Lady Assistant” (F. M. Alexander, 1905a). Nearly identical advertisements in the Adelaide _Register_ and _Evening Journal_ of March 11, 1905, ended with “Ladies’ attention is called to the teaching of Physical Health, Deportment, and Graceful Exercises. Call or write for instructive pamphlet (free). Competent Lady Assistant. 21 and 22 (2nd Floor) Citizen’s Building, Opp. Town Hall” (F. M. Alexander, 1905bc).

These anonymous ads appear to have been placed for F. Matthias Alexander, perhaps by his brother Albert Redden in Melbourne, but more possibly by their sister May and/or her husband Norman Cleland. May Alexander was married to Norman Cleland on 1 February 1905. After their Melbourne wedding, attended by nearly all the Alexander family, the newly married couple travelled to Adelaide, “where Norman hoped to teach” (Evans, 2001, p. 143), and where, according to advertisements in Adelaide newspapers, May acted as “Lady Assistant.” Albert Redden Alexander had trained Norman Cleland to teach the breathing method(s) his brother had taught him during the late 1890s. Norman in turn assisted Albert
Redden teach at his studio in Melbourne. Bloch (2004, p. 44) wrote that Albert Redden had “quickly grasped the essentials of F.M.’s method,” and in an explanatory footnote he recounted an Alexander Technique anecdote that Albert Redden Alexander needed only 6 lessons from his brother to become an accomplished teacher. Bloch also recounted the anecdote that he boasted that his brother never “put his hands on him” (Bloch, 2004, *footnote* p. 44) — hands-on teaching is an essential part of the (current) Alexander Technique.

It is actually not that special that Albert Redden Alexander needed only a few lessons to become an accomplished teacher when you consider that F. Matthias Alexander had *not* developed hands-on instruction by around 1896-1897 when he trained his brother and their sister Amy to teach his method(s) in Melbourne; or from 1900 until April 1904 in Sydney; or for almost the first decade after the turn of the 20th century (see below).

Furthermore, Albert Redden Alexander and his sister Amy used their brother’s booklet *The Human Voice Cultivated and Developed for Speaking and Singing by the New Methods!* (Alexander, n.d. 1) to assist their clients:

Amy kept a copy of the document for the rest of her life. The Work [= F. M. Alexander’s method(s); J.S.] developed over the years but to Amy this pamphlet detailed her brother’s thoughts when she began teaching and breathing exercises formed such a major part of her life. (Evans, 2001, p. 130).

The booklet, published in Sydney around 1900, does not contain an ‘Alexander posture/poise/balance method’ with preemptive orders of the Alexander Technique, as Alexander illustrated in 1923 (concerning relaxing the neck, repositioning the head forward and up, and the lengthening/elongating “of the spine”). Its content is purely and solely about breathing and voice production (see *Note 12*). All this means: any claim propagated by many teachers of the Alexander Technique that F. Matthias Alexander taught his “technique” (the current “Alexander Technique”) in New Zealand as early as 1895; then in Melbourne; and at the turn of the 20th century in Sydney, can, and should, be categorized as “posture metaphysics.” Alexander was just a teacher of *breathing* methods and voice production at the time!

On February 23, 1905, Norman Cleland wrote to Alexander in London that he — “your new brother” — and his wife May had been living in Citizen’s Building in Adelaide for two weeks already; that he had placed advertisements; that he had interviews with prospective clients; and that he was eager to receive Alexander’s pamphlet: “I am badly in need of it at present” (Cleland, 1905a). Cleland was most likely referring to the undated pamphlet entitled *F. Matthias Alexander — Specialist in Respiration* — (F. M. Alexander, n.d. 2). Between February 17, 1905, and June 9 of that year, at least 15 advertisements placed by him (and/or his wife May) for F. Matthias Alexander in the Adelaide *Quiz* largely matched the advertisements placed in the other Adelaide newspapers *Advertiser, Evening Journal, Express and Telegraph,* and *Register* in those months (see above), but ended as follows:

Head Studio—109, Victoria St., Westminster, S.W. London. Branches—Melbourne and Adelaide. Mr. Alexander wishes to announce that the methods by which patients suffering with Asthmatic, Throat, Chest, Lung, Heart, Nerve, and Stomach Diseases, Post-Nasal (Adenoid) growths and the after effects of Pleurisy, Stammering, and Spinal Curvature have been successfully treated will be imparted in their entirety at Citizen’s Buildings, Opp. Town Hall, 2nd Floor, Rooms 21 & 22. Lady Assistant. (e.g., F. M. Alexander, 1905efgh).

This strongly suggests that F. M. Alexander’s intention was building some sort of international family firm from London. This also strongly suggests that Robert Young’s business was not included in the family firm. This was not apparent from the Albert Redden Alexander or Robert Young ads, but it seems it can, and perhaps should, be inferred from the (additional) ads in the Adelaide *Quiz.* Do we see here the birth of a large family business in the international provision of breathing instruction methods?

On June 27, 1905, however, Norman Cleland wrote from Ballarat, near Melbourne, to his brother-in-law F. Matthias Alexander in London:

As you know Fred by now I was not successful in Adelaide. It is a beast of a place. I worked hard but it was no use. It fairly broke me up to work hard & spend money all for nothing. […]. I am none the worse for my failure except in the way of money. It is all very well for Ab [= Albert Redden Alexander; J.S.] to say, as he has said, that I did not advertise enough. I would like to see him there for a while trying to get business, he would know if advertising is any use or not. I did everything I
think that was possible to do. The Drs. there are a measily [sic.; J.S.] lot all think of their own pockets first. (Cleland, 1905b).

It seems F. M. Alexander’s megalomaniac dreams did not match reality. The Adelaide branch of the dreamed international family firm failed.

Letters to F. Matthias Alexander from His Brother “Ab,” His Mother, His Friend “Bobba” Young

In addition to his 1910 book Man’s Supreme Inheritance (F. M. Alexander, 1910b), Alexander published between 1904 and 1911 the following 16 booklets, pamphlets, brochures, and letters to the editors of a newspaper and a medical journal:

i.) F. Matthias Alexander — Specialist in Respiration — (Founder Of A Respiratory Method Which has been imparted for Ten Years In Australia And Since June, 1904, in London, To Patients of Leading Members of the Medical Profession Of Melbourne, Sydney and London; and successfully applied in the Cultivation & Development of the Human Voice, And in Physical (Body) Development). (F. M. Alexander, n.d. 2; presumably 1904; see Note 14).

ii.) Mr. F. Matthias Alexander’s New Method of Respiratory and Vocal Re-Education (F. M. Alexander, 1899(1906?); presumably 1906).

iii.) Disciplinary Singing and Heart Disease (F. M. Alexander, 1906a).

iv.) Introduction to a New Method of Respiratory Vocal Re-Education. London (F. M. Alexander, 1906b).


vi.) The Theory and Practice of A New Method of Respiratory Re-Education (F. M. Alexander, 1907a).

vii.) The Theory and Practice of A New Method of Respiratory Re-Education, (Method imparted in its entirety by Mr. A. R. & Miss Alexander, Australian Buildings, 49 Elizabeth Street, Melbourne) (F. M. Alexander, 1907b).

viii.) The Dangers of Deep Breathing (F. M. Alexander, 1908a; see Note 15).

ix.) Why “Deep Breathing” and Physical Culture Exercises do more Harm than Good (F. M. Alexander, 1908b).

x.) Re-Education of the Kinæsthetic Systems Concerned with the Development of Robust Physical Well-Being (F. M. Alexander, 1908/1909).

xi.) Breathing and Cancer (F. M. Alexander, 1909a).

xii.) Letters from Eminent London Artistes concerning Mr. F. Matthias Alexander’s New Method of Re-Education of the Kinæsthetic Systems concerned with The Development of Mental, Vocal, and Physical Well Being (F. M. Alexander, 1909b).

xiii.) Why We Breathe Incorrectly, (Some Points in connection with a Scientific Explanation of the Latest Developments in Breathing, Physical Culture, and Voice Production) (F. M. Alexander, 1909c).

xiv.) A Protest against certain assumptions contained in a Lecture delivered by Dr. R. H. Scanes Spicer, B.Sc., M.D. (F. M. Alexander, 1910a).

xv.) Supplement to Re-Education of the Kinæsthetic Systems Concerned with the Development of Robust Physical Well-Being (F. M. Alexander, 1910c).

xvi.) The Open Mind (F. M. Alexander, 1910d).

Publications i to xiv relate to breathing. Publication xvi relates to philosophical and economic opinions. Only publication xv pays partial attention to what has been seen since 1923 as the quintessence of the Alexander Technique: preemptive orders related to relaxing the neck muscles, rearranging the head forward and upward, and the lengthening/elongating “of the spine” (see above). The text of this long flyer, dated April 28, 1910, entitled Supplement to Re-Education of the Kinæsthetic Systems Concerned with the Development of Robust Physical Well-Being is an explanation of three exercises: a “Chair Exercise (Standing);” a “Door Exercise (Standing);” and an exercise concerning opening the mouth. The description of the second exercise that begins with a pupil standing 15 to 30 centimeters from a door, then moving his/her hips towards the door until the door supports his/her body, ends as follows:

When the body, in region of the hips, has touched the door and the torso is leaning forward at the angle of about 25 to 30 degrees, the teacher should then ask the pupil to order his neck to relax and his head to move forward, while the teacher causes the torso to move backwards until it is supported by the door. The pupil should then be asked to order the body and neck to relax and the head to move forward and upward, while he (the teacher) causes the body to be correctly supported by the door and brings about the correct and adequate movements of the different muscular mechanisms. (F. M. Alexander, 1910a; italics J.S.).

And the third exercise ends as follows:
the pupil’s) mouth, while all the parts concerned are caused to co-ordinate correctly. (F. M. Alexander, 1910a; italics J.S.).

The sequence of movements is certainly not how the Alexander Technique is taught today. It shows that Alexander was still experimenting in April 1910.

Earlier, the author of this case study analyzed Alexander’s pre-1918 writings in the context of discussions about breathing in the medical, Swedish gymnastics, singing and elocution literature of the time (Staring, 1996, 1997, 2005). Alexander’s ideas, for example, in Introduction to a New Method of Respiratory Vocal Re-Education (F. M. Alexander, 1906b) and The Theory and Practice of A New Method of Respiratory Re-Education (F. M. Alexander, 1907ab) did not differ much from various insights from the body of knowledge of these disciplines. He followed texts from others during that time in his writings. As far as the medical aspects of his ideas are concerned, Alexander can be categorized as a follower of Arthur Keith’s view, which fits well with the following statement (simply spoken): ‘Improve a person’s breathing and improvements in the affected person’s posture, balance and coordination will follow as a cart follows the horse.’

Analysis of Alexander’s texts issued since he arrived in London in 1904 and texts by Royal Army Medical Corps (RAMC) physician Major Reginald F. E. Austin (see Note 16) strongly suggest that both men must have known each other’s works and most likely shared the same views as regarding breathing. On the other hand, the analysis also shows that Alexander very gradually started to “insert” ideas of poise, balance, coordination, and equilibrium into his breathing-related views. It seems that he has been experimenting with suggestions about those ideas since the time he presumably knew Austin in 1905 and 1906 (see Note 17). However, a personal connection between Alexander and Austin could not be established or proven (Staring, 2005, p. 98).

Lastly, in 1910, Alexander’s 1904-1909 London medical friend Scanes Spicer (1910fij) defended the position which could be categorized as the opposite of Arthur Keith’s in terms of breathing and posture/poise (see above): ‘Improve a person’s posture, balance and coordination, and improvements in the affected person’s breathing will follow as a cart follows the horse.’ Keith accepted Spicer’s viewpoint and withdrew his own (see Note 18). At that time Alexander had fallen out with Scanes Spicer (Staring, 2005).

Figure 13 (left): Front cover of envelope sent from Melbourne, Australia by A. R. Alexander to his brother F. M. Alexander, “Breathing Expert,” in London, England, on September 7, 1904 (Jeroen Staring Collection). Figure 14 (middle): Letterhead of letter (in envelope shown in Figure 5) sent from Melbourne, Australia written by A. R. Alexander to “Dear Fred,” that is F. M. Alexander (Jeroen Staring Collection). Figure 15 (right): Front cover of envelope sent from Melbourne, Australia by A. R. Alexander to his brother F. M. Alexander, “Expert in Respiration,” in London, England, on June 28, 1905 (Jeroen Staring Collection).

An interesting question in this regard is of course: “How did members of his family and friends address mail to Alexander at the time?” In 1904 and 1905, Alexander’s brother Albert Redden (“Ab”) sometimes addressed letters to his brother in London without any suffix; sometimes with the suffix “Breathing Expert” (e.g., A. R. Alexander, 1904c; see Figure 13), or “Expert in Respiration” (e.g., A. R. Alexander, 1905b; see Figure 15); but usually with the suffix “Specialist in Respiration” (e.g., A. R. Alexander, 1905acdefgh; see Figure 16). It must be clear: Albert Redden Alexander knew his brother as no other than a breathing teacher, a breathing expert, an expert in breathing, a specialist in respiration!
In his letter of September 7, 1904, to his brother “Fred,” “Ab” wrote that he earned well; that he had a new “asthma case;” and he claimed co-authorship of the breathing method taught by his brother, in London:

Business is still good. I think I beat all records last month. I did £100 worth of business so that was good […] Our method is favourably known in Melbourne, I can assure you […]. I got another asthma case today, a patient of Dr. Hamilton & I think she is certain to get good results from what I can see at present. (A. R. Alexander, 1904b; italics J.S).

A year later, in his letter of August 29, 1905, to his brother “Fred,” he wrote that he did not earn well anymore. And he congratulated “Fred” with a special client:

That is splendid to get one of Holbrook Curtis’s pupils especially when he says your work is so much ahead of theirs.” (A. R. Alexander, 1905d).

In London, Alexander had become acquainted with several doctors since mid-1904, including Dr. Robert Henry Scanes Spicer, mentioned above (see also Note 13), and Dr. Henry Holbrook Curtis. These medical specialists sent patients with respiratory problems to him for additional breathing instruction and practice (see Note 19).

Two months later, in his letter of October 4, 1905, to “Fred” in London, “Ab” asked his brother to send money because he was not earning well at all:

I am very sorry Fred but you will have to send out some cash to keep things going. I have been putting off writing to you with the expectation that things would improve, but so sorrow they have not […]” (R. A. Alexander, 1905e).

Again, two months later, on December 6, 1905, he wrote to “Fred:”

I received the £5.0.0. you cabled, but I had to borrow another £10.0.0. to square things up and then couldn’t manage it properly. I have been going backward for months, as I have told you in my letters. […]. We aren’t getting any inquiries […]. My own judgement is the people haven’t the money.” (A. R. Alexander, 1905g).

Conditions became much worse in the following weeks, for in his December 20, 1905, letter to “Fred” he asked not to accuse him of “neglect & lack of ability.” He added, “It is bad enough for me to be stranded without a shilling, without being written to in such a strain.” However, he suggested a solution for business in 1906: “To make a move in business it needs a good pamphlet next year” (A. R. Alexander, 1905h).

Albert Redden Alexander’s correspondence with his brother in London at the time seems to predominantly revolve around income rather than teaching practice.
Unlike Albert Redden Alexander, Robert Young, Alexander’s close friend since ca. 1894, did not address letters to Alexander in London with a suffix. And his letters, at times, specifically discussed breathing instructions. For example, in his letter of July 31, 1905, to “FM,” Robert (“Bobba”) Young wrote about a client of his and asked Alexander for advice:

My pupil Miss Champion has just begun to keep her chest poise while singing. I have had trouble with her but think I have got her “under the whip” fairly well now. The teacher who was teaching her constant keep her upper chest from falling all the time she was singing. The girl has a good voice, beautiful quality, but her breathing was all wrong. Any help you can give me re this case will be of great service. Her top chest falls—She then does a sort of a heave to get breath in the top and even then (of course not) cannot hold on to a note. I am doing well with her but anything you suggest will be valuable. (Young, 1905d).

Just like A. R. Alexander, however, he liked to write about his successes. On September 26, 1905, “Bobba” wrote that he had met “Doctor McKay” who told him that a “Colonel Stanley” was seeking “lessons in Breathing.” “[He] has given me his Card of introduction to the Colonel. I will call as it may be good business” (Young, 1905e).

All this indicates that F. Matthias Alexander in 1904, in London, was nothing but a breathing teacher.

F. Matthias Alexander and Dr. Austin

Betsy Alexander, F. M. Alexander’s mother, also did not address letters to Alexander in London with a suffix. In her letters, she showed that she was immensely proud of her son and his growing success in London; she often congratulated him. For example, on November 28, 1905, she wrote to her “darling son:”

The Drs [= Doctors; J.S.] are very enthusiastic about your method so just think the Dr Austin knows what he is talking about. I am pleased he is taking lessons. The good news you always have gives me great joy […]. (B. Alexander, 1905; italics J.S.)

Now this is revealing!

Betsy Alexander mentioned a certain “Dr Austin” who “knows what he is talking about” and who was “taking lessons.” On December 5, 1905, “Bobba” Young also wrote about “Dr Austin:”

I’m so glad to hear that you are in touch with Dr Austin. I am sure he will be a valuable colleague — I do hope old man that the book will be a success but don’t got [sic; J.S.] knock yourself up over it. (Young, 1905f).

Less than a week later (see Note 20), Young again commented about “Dr Austin.” He probably had received more info from Alexander about what looks like a partnership with “Dr Austin” and about jointly writing a book. In his letter of December 10, 1905, to “FM,” Young wrote:

Now to other subjects: —In your investigations about the breathing & your new Book with Dr Austin don’t forget a point […]. Viz: The expansion anterior — I find in my own body that after I have taken
my lateral expansion — I can then bring the chest forward (by bony thoracic movement) a considerable distance — Do you see what I mean. (Young, 1905g).

Indeed, “Dr Austin” and F. M. Alexander apparently wrote a book together; Young wished to give advice; and it seems it was going to be about breathing methods. Was “Dr Austin” the same person as Major Reginald F. E. Austin? All signs, reproduced above and elsewhere (Staring, 2005), point to it.

Figure 20: Major Reginald F. E. Austin. (Jeroen Staring Collection).
As already stated above: Analysis of Alexander’s texts issued in London since 1904 and texts by Royal Army Medical Corps (RAMC) Major Reginald F. E. Austin (see Note 16) strongly suggest that both men must have known each other’s works and most likely shared the same views as regarding breathing.

We can now safely assume that Major R. F. E. Austin is one and the same person as “Dr Austin” in the letters addressed to F. Matthias Alexander in London in late 1905 and that Alexander very gradually began to “insert” ideas of poise, balance, coordination, and equilibrium into his breathing-related views ever since, suggested by interaction with Major Austin (see Note 17).

Therefore, it is also likely that F. Matthias Alexander and Major Reginald F. E. Austin in late 1905 had a disagreement and ended their partnership. Their joint book has never been published. There was no wider knowledge about it before this case study came out. On the other hand, the contents of the book seem to have somehow been preserved in the 1906 and later writings of both Alexander and Austin; that of Austin in medical journals and that of Alexander in the form of booklets, letters to the editor of a medical journal and newspaper, and pamphlets (see Note 21).

Notes.

1. By 1896 Olsen had translated Hartelius’s (1896) Swedish Movements or Medical Gymnastics from Swedish into English and with his wife M. Ellsworth Olsen he also published in 1906 The School of Health (Olsen & Olsen, 1906) and Health for the Million two years later (Olsen & Olsen, 1908).

2. The 4 photographs are also reminiscent of photos that regularly appeared in the press when discussing consequences of “civilization.” For example, fashion journalist M. Lardon Reed wrote in the September 5, 1909, New-York Daily Tribune:  

    Civilization is responsible for most of woman’s awkwardness, fashion requiring her to wear clothing that prevents the free action of the joints. […], every woman needs a lesson in poise, and incidentally she should be reminded a good poise is essential to a well fitting or hanging gown. The very word poise suggests lightness, balance, grace, freedom and control, yet few women suggest these in their movements. The expression “how badly she carries herself” is very apt, for the spirit often seems to be supporting a body which bears no relation to it. Correct poise means merely adjusting the weight over the feet so that the other parts of the body are in right relation to one another. […]. One has only to look at the women in the street to see the tendency to depress the chest, thus preparing the way to the weak lungs that are the dread of our civilization. […]. A few moments’ conscious control of the muscles each day will soon result in the habit of grace, for all movement is habit. (Reed, 1909; italics, J.S.).

The following 4 photographs illustrate Reed’s 1909 article in the New-York Daily Tribune:

3. The 1910 Man’s Supreme Inheritance depicts a mishmash and amalgam of influences from different disciplines that Alexander did not acknowledge. Possible other influences regarding (his use of) the phrase “conscious control” may have been: Angell, 1908 (psychology); Bagley, 1907 (education); Brown, 1906 (auto-suggestion); Bryan, 1905 (pedagogy); Froebel, 1887 (education); Hulbert, 1903 (breathing/voice production); Jones, 1909 (diction); Kingsland,

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1909 (philosophy); Kirkpatrick, 1907 (education); Larson, 1907 (poise); Mills, 1907 (kindergarten education); Morgan, 1896ab, 1906b (evolution, psychology); Russell, 1905 (diction); Schofield, 1902 (“mental therapeutics”); Stevens, 1907 (philosophy); Swift, 1909 (psychology); Untermann, 1905 (philosophy).

And we can include French literature because Alexander had been learning French since about 1905. See, therefore, for example: Myrial (1907).

Of these, the most likely influence may have been zoologist and psychologist C. Lloyd Morgan, as Alexander later used Morgan’s phrase “conscious guidance and control” in his 1918 and later editions of Man’s Supreme Inheritance. Before Alexander started using the term in his publications, it was used exclusively by Morgan (e.g., 1896ab, 1905, 1906ab; 1907) in his theory of evolution — see also Read (1905, 1908).

4. Earlier in 1908, Leeper attended an Anglican Conference in London (see M. Leeper, 1908). Because he was a representative of the Victorian Teachers and Schools Registration Board, he was commissioned to also report on various systems of physical training and on the qualifications of gymnastics teachers in England and other European countries. In his report, presented to the Board in March 1909, Leeper gave “first place” on the list of competing breathing instruction systems “to the system associated with the name of Mr. F. Matthias Alexander” (A. Leeper, 1909, p. 185; see also Advertiser, 1909; Age, 1909; F. M. Alexander, 1909ac, 1910a. Consult also Bloch, 2004; Evans, 2001; Staring, 2005).

5. On October 18, 1904, the Daily Express had already published an article about Violet Elliott’s voice — entitled Not A “Lady Bass.” Australian Singer’s Success, Phenomenal Voice.


7. See also: New Zealand Herald, 1901d; New Zealand Times, 1901.

8. See: Auckland Star, 1901; Evening Star, 1901ab; Lorgnette, 1901b; New Zealand Herald, 1901abc; Otago Daily Times, 1901.


10. In an undated pamphlet, previously believed by the author of this case study to have been published in 1906, but now believed to date from 1904, Alexander wrote:

It may here be mentioned that Mr. Alexander remained in New Zealand for twelve months; his chief reason being that he wished to study that wonderful race, the Maoris—from a breathing standpoint—in their native haunts, and, in this way he acquired knowledge that has proved of the greatest value to him in his study of respiration. (F. M. Alexander, n.d. 2, p. 4).

A pamphlet which was published in Australia states that Alexander “was led by his own observations on the physical differences between the so-called civilised white races and the refined Englishman in particular, and that most perfect race, the Maoris” (Alexander & Alexander, n.d., p. 3). And in a pamphlet, presumably also published in 1906, Alexander wrote:

That wonderful race, the Maoris, offered a splendid example of natural endowment from a breathing point of view, so Mr. Alexander lingered in New Zealand for a year acquiring knowledge from which his pupils now daily profit (F. M. Alexander, 1989 (1906?), p. 39).

11. In January 1910, after the Christmas and New Year holidays, Albert Redden Alexander stated in an advertisement that he and his sister would resume teaching the “Alexander (London) Breathing Method” at the Australian Buildings in Melbourne (A. R. Alexander, 1910a). Until August of that year, he regularly advertised that he and his sister were teaching his brother’s “Alexander (London) Breathing Method” (e.g., R. A. Alexander, 1910b).

12. Were Alexander’s booklet The Human Voice Cultivated and Developed for Speaking and Singing by the New Methods! and his training of both his brother Albert Redden and his sister Amy, as well as Albert Redden’s later training of Norman Cleland, unambiguous and clear enough? In November 1905 Norman Cleland sent a letter from Auburn, near Sydney, to F. M. Alexander in London, asking:

I want you to send me a few hints about the correct breathing for singing. My voice & control have improved a lot since I have done some of the work. I do not know which is correct. To keep the U. C firm and contract the lower to form the sound or to [keep the U. C firm] and expand [the lower] as in the puff. However I have been doing each & you can tell me which is correct or best. (Cleland, 1905c).

In this paragraph, Cleland refers to the peculiarity of Alexander’s breathing method, namely, the conscious contraction of the head of the musculus rectus abdominis during the inspiratory phase of the breathing process and the conscious relaxation of the head of the same muscle during exhalation, while keeping the upper chest (Cleland’s abbreviation: “U. C.”) firm (see Staring, 2005, pp. 91-92). It seems that correctly performing Alexander’s breathing method was confusing for Cleland.
13. Alexander must have written to family and friends in Australia that he had become friends with Dr. Scanes Spicer sometime during the summer of 1904. For example, in a letter from Sydney, dated January 14, 1904 (but written January 14, 1905) Alexander’s friend Robert Young (1904=1905) discussed Scanes Spicer’s writings and views, knowing that Alexander had befriended Scanes Spicer not long after arriving in London in June 1904. Scanes Spicer favourably judged Alexander’s breathing method in Alexander Leeper’s 1909 Victorian Teachers and Schools Registration Board report (A. Leeper, 1909; see Note 4, above, and F. M. Alexander, 1909ac, 1910a).

14. On December 18, 1905, Robert Young (1905h) answered the news in a letter F. Matthias Alexander wrote to him on November 10, 1905. In his letter, Alexander had mentioned that he had written an article “Stiffness the Forerunner of Awkwardness.” To date, the author of this case study has not found any publication of Alexander with this title.

15. To get an idea of the context of this letter, consult Staring, 2003.


17. Until 1910 Austin published the following texts on breathing and posture/poise: Austin, 1904, 1905abcde, 1906abc, 1907abcd, and 1909ab. After that he mainly published about diet and vaccination: Austin, 1918ab, 1919, 1920, 1922b, 1927. He also published a book on, among other things, (“back”) breathing and posture/poise: Austin, 1922a, 1924, 1926. In a 1932 letter to the editor of Medical World he first mentioned Alexander: Austin, 1932; see also Douglas, 1932ab.

Some of the other doctors who took part in the breathing and posture/poise discussions that influenced Alexander’s views were: Keith, 1903abcdef, 1908, 1909, 1910b; Pembrey, 1907, 1908; and Spicer, 1909abc, 1910abcdefijk.

18. See Keith 1910a; Spicer, 1910gh. It is possible that Alexander implicitly commented on this episode in a 1953 letter, but misspelled Keith’s name as “Keath” (F. M. Alexander, 1953).

19. It is, of course, notable in this regard that Curtis did not mention Alexander in his works, for example in the 1909 and 1914 editions (Curtis, 1909, 1914) of his well-known Voice Building and Tone Placing Showing a New Method of Relieving Injured Vocal Cords by Tone Exercises (Curtis, 1896).

20. Please note that such information by letter took approximately 4 to 6 weeks to travel from London to Sydney. For example, on December 18, 1905, Young (1905h) responded to a letter he had just received from Alexander in London, written on November 10.

21. The author appreciates the assistance and permission given to cite a letter addressed to F. M. Alexander, ‘Private Collection’ as in Bibliography below.

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