

THE  
**POWER WITHIN**



A WORK DEALING WITH THE PRACTICAL  
DEVELOPMENTS OF PSYCHIC RESEARCH,

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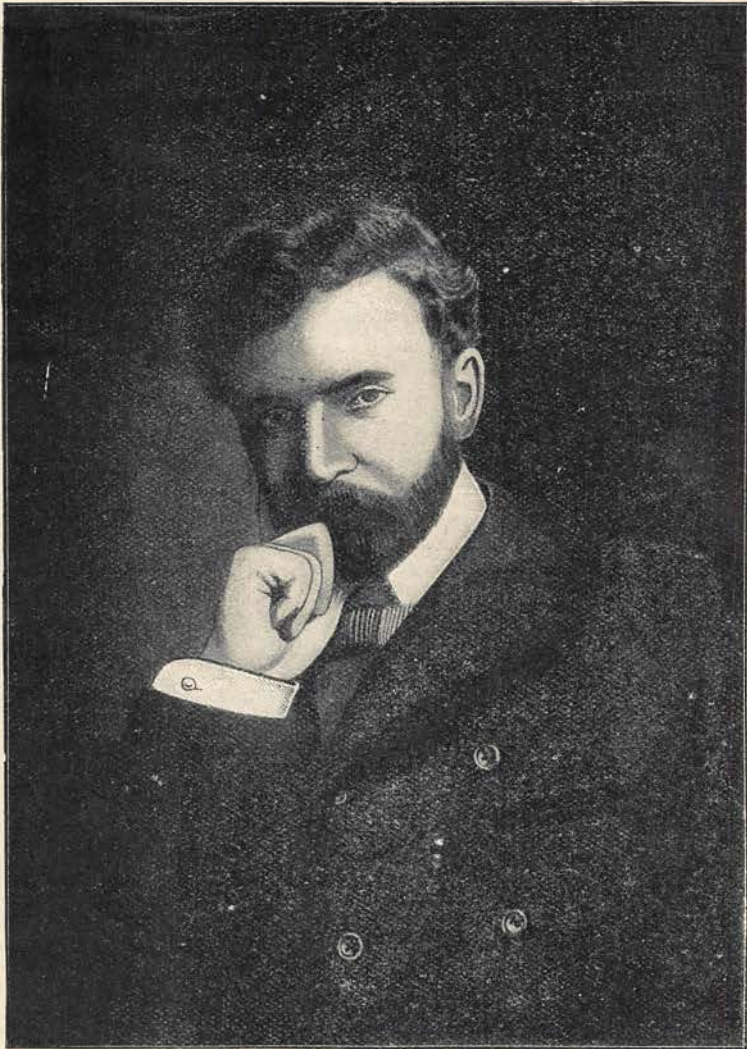
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SYDNEY FLOWER.





## INTRODUCTION.

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In presenting to the public the remarkable collection of psychic instruction which is referred to in this little book, the Research Publishing Company wishes to explain the method by which these courses were evolved.

This difficult undertaking was entirely directed by and in charge of Sydney Flower, critic and editor of all this company's works. Most students of practical occultism are familiar with the name of Sydney Flower, America's foremost investigator, lecturer and journalist in applied psychology.

For ten years he has devoted much of his time to gathering facts in psychic research, collecting and sifting the experience of others and experimenting personally in all the fields likely to yield data of value.

In the year 1895 he became editor of the first psychic magazine in America, called the Hypnotic Magazine. He afterwards became editor of the well-known psychic magazine, "New Thought," which has reached the enormous circulation of 100,000 copies per issue.

Mr. Flower has therefore been thrown into direct contact either personally or by correspondence with most of the active amateur and professional psychic demonstrators and investigators of America and many in other countries. Sources of information were thus opened up to him that no one else possessed, and with no one else in the world could we more safely place the task of selecting the very best practical psychic instruction available. We have spared neither time nor expense to get the best instruction and get it right. Mr. Flower says:

"I have gone carefully over all matter submitted to us, choosing only that which my experience told me was the very best to be procured—the most practical, the most perfect. I have been overwhelmed with much interesting but unproved and theoretical matter from our large staff of correspondents, both amateur and professional. I trust that my selections and the extensive editing which it was necessary to do will meet with general favor. I certainly have seen nothing nearly as valuable in the way of instruction during my ten years of active investigation. It seems to me that we have here the very cream of all that is generally known and much rich new material that is now for the first time made public.

"I have seen to it that the authors of the several courses kept within both the bounds of reason and of space. The courses are not too long; they are not difficult; the phrasing is as near the true Saxon as possible. The sustained idea throughout is to speak to the comprehension of all classes and not for the scientific world alone. I am convinced we have here a unique work that will do great good in the world.

"In conclusion, I may say that it is my honest opinion, after examining all other courses yet issued, that the works now offered by the Research Publishing Company are far above all in merit, style and original matter.



## A COMMON-SENSE TALK.

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BY THE PUBLISHERS.

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Psychic Science seems always to develop one of three distinct characteristics : Credulity, Common-sense, or Incredulity in the human mind.

Blind credulity and blind incredulity are equally responsible for the lack of development of psychic science. One fault is as bad as the other. It is the aim of these remarks to warn the prospective investigator against both, and to advise the medium course, common-sense, in the most interesting and most important subject in the world—the study of the effect of mind upon human life and affairs.

In the following pages you will find the personal opinion and deductions of investigators who have studied to develop certain lines of psychic phenomena for practical use. They certainly are unhampered by preconceived notions or prejudices. Their remarks show them to be of a progressive and radically original turn of mind. Whether they are right or wrong it is such minds that always stand for progress and the pursuit of happiness.

Of course, as mere publishers, we do not undertake responsibility for the statements of these authors. And furthermore, we must also frankly say that we, as publishers, cannot be expected to explain to students of these courses the various forms of surprising and interesting phenomena which may develop from the practice of the principles set forth by the authors. By experiments each student must work out his or her own opinion on these matters.

We do not pose as teachers or even experts. We are publishers only. Expert advice in this field is largely a matter of opinion based upon individual experience.

There is a distinct demand for just the kind of instructive works we are publishing. We have been in the business for eight years in America and nearly four years in England. Our long experience in psychic literature, and our connection with thousands of amateur and professional investigators, enable us now to put before you unique material in the most interesting and comprehensive form.

These lessons do not deal with "black art," whatever that is, nor do they conflict with religion. They are simply

intended to help thoughtful, earnest, unprejudiced, *common-sense* people to improve their condition along various lines, through a better knowledge of the natural forces latent *within themselves*.

The lessons are plain, simple, condensed and splendidly illustrated. They tell you just what to do and just how to do it. There is no beating about the bush.

We now respectfully call your attention to the remarks of the authors of the various courses of lessons, and to our announcement pages at the end of the book.



# PERSONAL MAGNETISM.

BY V— T—

*"Personal Magnetism is that quality of mind in man or woman which attracts the interest, confidence, friendship and love of mankind."*

I suppose that one of the most common desires of the average man or woman is the desire to be attractive; for, to the man this means power, influence, wealth or success, and, for the woman, it means popularity, charm and social prestige. There is nothing wrong about such a wish. In fact, the principle is forced upon us all from our childhood. Our parents have held up to us the lives of men and women of our acquaintance who are successful, influential, attractive and lovable, and have told us to try to attain possession of the same attributes.

\* \* \*

## A Strange Oversight.

But the strange part of it is that while men and women have striven for results, they have never endeavored to ascertain the law governing the approach to those results. In other words, they have neglected to discover and understand the law of Personal Magnetism, the attracting and attaining force.

## A Course of Lessons Prepared.

The object of my Course of Lessons in Personal Magnetism is, therefore, to teach how to acquire and how to use this mysterious power.

\* \* \*

## The Right Principle Found.

I know that I have found the right principle, because I have tried it; and I speak not only from my own experience, but from the unanimous testimony of those who have followed these instructions. I have given the subject a lifetime of study, first as a sufferer, next an observer, and lastly as a practical experimenter. Even in my schoolboy days I felt and wondered at and suffered from an unconscious violation of the beautiful principles governing the power of personal magnetism. I believe that I am in a better position to write upon this subject because I was not one of the favored few who possessed the precious gift of "natural magnetism." My personality was not naturally



magnetic because I did not instinctively recognize the immutable laws which govern the force of personal attraction.

I yearned and struggled and sought actively, through conventional methods, for the affection, popularity and more material influence for which I had the normal and healthy desire. But the more I strained and the more I tried the more did this influence—the birthright of every man, woman and child—seem to drift from me. I saw others, whom I knew instinctively and without conceit were not as good as myself in any sense of the word, receive these little blessings which go to fortify and comfort a man's existence and through which he may bring light and comfort to others.

\* \* \*

### **An Unfortunate Condition.**

The natural result of such a mental condition is to gradually draw a man within himself, under a morbid cloak of melancholia, crabbedness, irritability and resentment. As a man discovers that he is not possessed of the power of attraction he naturally drifts rapidly further and further from it, owing to the belief in his mind that it is not for him to have. He becomes a malcontent, a source of distress both to himself and to his friends.

In speaking of the student I refer to him as of the masculine gender merely for the sake of convenience. What I have to say applies equally to women as to men, and is also applicable to those of all ages.

\* \* \*

### **The Revelation Comes After Years of Study.**

It was not until I was over 30 years old that the truth, the immutable law governing the power of Personal Magnetism, began to unfold to me, and even then it was only the result of persistent investigation, with a firm determination to solve what I rightly considered to be merely a scientific problem. I have solved it. I say this because I have demonstrated it to my own satisfaction, in my own life, and because students of my work have done the same. While the discovery, if I may call it such, at last came to me quickly and was formulated in my mind in a few days, that result was only brought about, as I say, after years of determined and unbiased investigation.

\* \* \*

### **Result of Investigation Placed Before You.**

The result of this investigation I have put in the form of fifteen condensed lessons. I have wasted no time on theory, although I have outlined the nature of the principles with which



THE LAW OF MENTAL CURRENTS COMES LIKE A REVELATION TO  
THE STUDENT.



we have to deal. With that as a basis I have explained clearly, using the well-known law of electrical currents as a basis of comparison.

### **The Examples of Great Leaders.**

Let us look back into history at the lives and characteristics of the great self-made men and women. Thousands of their contemporaries were far more clever in every way, but they lacked that mysterious force of attraction—that power to influence and to impress others; they lacked personal magnetism. It is unnecessary for me to point out these great leaders. Almost any one of them you may care to select is a good example of personal influence.

Look about among your own acquaintances. You see men and women not at all clever attaining success and popularity, while others far more clever are compelled to stand in the background. You may have discovered that it is not enough to cultivate a pleasant manner, to be polite, to be witty or to possess grace and beauty—there is a subtle force lacking.

\* \* \*

### **Emerson Describes It.**

The great Emerson, in his immortal essay on "Character," or Personal Magnetism, says:

"I have read that those who listened to Lord Chatham felt that there was something finer in the man than anything which he said. It has been complained of our brilliant English historian of the French Revolution that when he has told all his facts about Mirabeau, they do not justify his estimate of his genius. The Gracchi, Agis, Cleomenes, and others of Plutarch's heroes, do not in the record of facts equal their own fame. Sir Philip Sydney, the Earl of Essex, Sir Walter Raleigh, are men of great figure, and of few deeds. We cannot find the smallest part of the personal weight of Washington in the narrative of his exploits. The authority of the name of Schiller is too great for his books. This inequality of the reputation to the works or the anecdotes is not accounted for by saying that the reverberation is longer than the thunder-clap; but somewhat resided in these men which begot an expectation that outran all their performance. The largest part of their power was latent. This is that which we call character—a reserved force which *acts directly by presence, and without means*. It is conceived of as a certain undemonstrable force, a familiar or genius, by whose impulses the man is guided, but whose counsels he cannot impart; which is company for him, so that such men are often solitary, or if they chance to be social, do not need society, but can entertain themselves very well alone.



The purest literary talent appears at one time great, at another time small, but character is of a stellar and undiminishable greatness. What others effect by talent or by eloquence, *this man accomplishes by some magnetism*. 'Half his strength he put not forth. His victories are by demonstration of superiority, and not by crossing of bayonets.' "

\* \* \*

### **The Law of Mental Currents.**

Mental science has discovered the laws governing that force. It is the law of mental currents. These mental currents can be generated and applied precisely like electrical currents, although we do not know the nature of the force any more than we do that of electricity. Under given conditions these laws work as accurately as the laws of electric attraction.

\* \* \*

### **Some Pertinent Questions.**

Are you not at times conscious that you are swayed by this subtle force? Do you not instinctively like one person more than another without any particular reason save that one irritates or bores you, while the presence of the other seems to soothe you? Would you not like to be able to intentionally and intelligently produce this latter effect whenever and wherever you chose?

\* \* \*

### **Unlimited Possibilities Develop.**

By a clear understanding of the law of mental currents this becomes a possibility. You at once see where your mistake has been. Everything seems refreshingly clear and easy and you start at once upon the practical application of the law so clearly unfolded. You become, as it were, a storage battery, accumulating power from the sources you discover to possess it. You radiate according to fixed laws of attraction and revel in your new knowledge and the sense of power which it brings to you at once.

\* \* \*

### **An Immediate Sensation of Power**

I say at once, for, after the very first exercise, you can actually feel the power within you. It is not a comfortable sensation at first. You get the impression of a fullness in your brain and nerves. You feel the yearning and the struggling of a force within. This is because you have formed the habit of releasing and wasting the mental currents which you are now learning to store up, and you must break this habit before the



retention of the force becomes a physical as well as a mental pleasure.

\* \* \*

### **Fascinating From the Start.**

I venture to say that no earnest student would willingly give up his study after having tried it even for one day, as the evidence of results in accumulated force is so palpable. In all probability you will not notice its effect upon others for several days, but you can feel its effect upon yourself at once, and, when you have stored a sufficient quantity, the practical results will quickly follow.

\* \* \*

### **Best Studied In Secret.**

The study of Personal Magnetism is, to me, the most fascinating thing in the world. It is best developed secretly, in the privacy of your own room, and no one ever need know that you are so engaged if you wish otherwise. In fact, the less interest you arouse on this point the better you can work. You will be charmed with the accurate working of the law of mental currents, just as I was, and I dare say you will surprise yourself in the same way I did by finding that, after you have discovered how to get the treasure you do not care to use it as you thought you would. You will find that it is more in *your sense of power* that the satisfaction lies, and not so much in the material results which can be produced by the power.

\* \* \*

### **But Few Will Accept the Truth.**

Some one may say: "Suppose everyone should develop personal magnetism, where would be the advantage?" This will never be. In the first place, only a few, comparatively, will have it brought to their attention in this manner, and many of them will not interest themselves in what seems "too good a thing to be true." That is where you who take up the study will have the advantage. But even if everybody did so the world would be all the better off, and everyone would be much happier.

\* \* \*

### **The Only Thing of Its Kind.**

The course of fifteen lessons in Personal Magnetism, published for me by the Psychic Research Company, is without doubt the only thing of its kind in existence. The ideas are absolutely new and original. It is not confounded in any way with hypnotism and it has been proved a success. The exercises



PERSONAL MAGNETISM WORKS THROUGH PERFECT LAWS MADE EVIDENT  
ONLY BY THEIR EFFECTS.



and work laid out are not at all arduous or unreasonable. There is nothing that anyone cannot do with ease; nor does it require much time. You can practice the instruction at home, or anywhere you happen to be, no matter what you are doing. At the very beginning you feel a new sense of increased mental power, of self-respect, poise, dignity and a loss of apprehension and embarrassment. You feel more self-confident. One of the several exercises described is the greatest cure for embarrassment in the world. You will be delighted when you read it, and will seek the earliest opportunity to put it into practice.

Not only do the Lessons deal with the problem of making yourself generally attractive to others who are neutral, but they show you how to deal with "unapproachable" people when you have a favor or concession to ask.

\* \* \*

### **An Illustrated Course.**

The course is splendidly illustrated with high-grade pictures, which impress the points more clearly upon the student's mind. Each lesson is divided into headline paragraphs and plainly indexed.

I may be accused of praising my work too unreservedly, but I assure you that I am thoroughly sincere, and believe every word I say. I feel perfectly justified in referring unreservedly to the good things this course contains. Believe me, you never will regret having taken up this most fascinating study.

\* \* \*

### **Better Than a Fortune.**

The man or woman possessing what is known as a magnetic personality and the knowledge of how to use it intelligently is more to be envied than the possessor of a fortune. Everyone is susceptible to the influence of personal magnetism, even though he may know he is being influenced.

To the magnetic person are attracted those conditions which he desires. In all countries at the present time the ordinary avenues to success, or even comfort, are overcrowded. Fierce competition necessitates the use of every force of intellect and subtle resource at the command of man. Money is not everything in the struggle—rather seek *the power to succeed*. Money is an incidental though certain result of *the use* of this power. The power, the ability, is the real treasure, for it cannot be lost, and can always create or modify conditions in a manner which will bring success.

### A Popular Error.

The history of self-made men and women proves all this. People sit back and wonderingly remark of some shining example:

"How did he do it? How could he get and hold the attention of the people whom he used as stepping stones?"

Then everyone agrees that "personal magnetism" explains it. With a sigh the matter is then dropped as settled *just when it should be taken up and investigated*. Inductive reasoning from results and conditions leads to the discovery of cause. On that basis was the theory and practice of personal magnetism evolved.

This remarkable work is guaranteed to satisfy you. What I have discovered and proved true I give you in this course that you may profit by my knowledge at once without spending weary years as I did in uncovering the secret.

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## MIND READING.

By B—— F——.

The subject of mind-reading has ever been of interest to the human race because its occasional development by some highly sensitive personality has brought out such wonderful phenomena, that it is easy to realize the vast importance of anything approaching a universal system of thought-transference. If such a general condition were to be brought about, it would, of course, render most of our modern institutions absolutely useless and change human life radically.

Although this, in all probability, will never come to pass, much has been done in the way of successful individual experiment, and it is in this line that I have written my course of twenty-one lessons in Mind-reading for the Psychic Research Company.

### Sir William Crookes' Opinion.

The reader may be interested to know that all the great scientists of the day who have thoroughly investigated the matter, declare the existence of telepathy. In this connection I quote from an article which appeared in the "London Times" regarding the views of Sir William Crookes:

It is a long time since the scientific world has been so electrified as by the outspoken utterances of Sir William Crookes, F. R. S. V. P. C. S., on the subject of thought transference. Sir William is a leader in the ranks of scientists before whom all bow as the ablest and boldest of researchers. \* \* \* The great scientist has come out boldly with the statement that:

"Outside our scientific knowledge there exists a force exercised by intelligence, differing from the ordinary intelligence common to mortals. \* \* \* To stop short in any research that bids fair to widen the gates of knowledge, to recoil from fear of difficulty or adverse criticism, is to bring reproach on science. \* \* \*

"It would be well to begin with telepathy; *with the fundamental law, as I believe it to be, that thoughts and images may be transferred from one mind to another without the agency of the recognized organs of sense; that knowledge may enter the human mind without being communicated in any hitherto known or recognized way. If telepathy take place, we have two physical facts—the physical change in the brain of A, the suggester, and the analogous physical change in the brain of B, the recipient of the suggestion. Such a sequence can only occur through an intervening medium. All the phenomena of the universe are presumably in some way continuous, and it is unscientific to call in the aid of mysterious agencies when, with every fresh advance in knowledge it is shown that ether vibrations have power and attributes abundantly equal to any demand—even to the transmission of thought. \* \* \**

"We must beware of rashly assuming that all variations from normal waking or sleeping conditions are necessarily morbid \* \* \* it is henceforth open to science to transcend all we now think we know of matter and to gain glimpses of a profounder scheme of cosmic law."

\* \* \*





TELEPATHIC MESSAGES ARE NOW-A-DAYS INTENTIONALLY DISPATCHED AND RECEIVED ACROSS GREAT DISTANCES. THE YOUNG MAN IS SENDING AND THE YOUNG WOMAN RECEIVING A THOUGHT MESSAGE.

### *What Is Meant By Mind-reading.*

By mind-reading I do not mean universal mind-reading. I do not mean that you, as my student, will be able to meet your friend upon the street, look him fiercely in the eye, and read his inmost thought. That is a ridiculous claim. But I do mean to say that, with intelligent preparation, experiments between individuals may be arranged, by agreement, by means of which definite thought-messages may be intelligently and intentionally projected and received. This is a matter of common knowledge among investigators, among whom are the greatest thinkers and scientists of England and America. The English Society for Psychical Research, than which there is no more conservative and select scientific body in the world, has officially recognized *intentional* thought-transference.

\* \* \*

### *The Object of the Lessons.*

My object, therefore, is simply to instruct the student in the best and simplest methods of producing the phenomena; to outline and describe experiments and their necessary conditions. That I have succeeded, is amply evidenced by the numerous testimonials of success received from my students.

The course of lessons is divided into two parts, the first dealing with what is called "Muscle-reading," and being merely a preparation for the higher form of thought-transference, Telepathy, which constitutes the second part.

\* \* \*

### *Sensational Experiments.*

The experiments in Muscle-reading, or the contact system, as it is sometimes called, are exceedingly showy and full of exciting interest and amusement for all parties concerned, but, of course, are not to be compared in scientific value, or in personal satisfaction, to the higher feats of actual thought-transference over great distances.

In the Contact System, the student is shown how to reproduce all the apparently marvelous feats of public or stage mind-readers, such as finding hidden articles, driving through streets blindfolded, deciphering safe combinations, etc.

\* \* \*

### *A Fascinating Study.*

Great acuteness of perception, or, rather, receptivity, is developed by these interesting experiments, and then the student is taken on to the higher plane of Telepathy. It is a fascinating work, full of great satisfaction. Many of my students have quickly reached a state of high perfection in sending and receiving messages accurately across great distances. Of course, the



unlimited uses to which such a power could be put suggest themselves at once. The value of such an accomplishment to close friends is too evident to need comment.

\* \* \*

*The Only Course Extant.*

So far as I know, the lessons I have prepared are the only exercises of their kind in the world. I have resisted the temptation to go into the theory of Telepathy in order to make these lessons thoroughly practical and condensed, so that even a child might understand them. Although these lessons were written some time ago, I do not think that I could, even now, add anything of value to them, as they cover the field quite to my own satisfaction and to that of my students.

Telepathy, between properly attuned personalities, is, and has long been, reduced to a practical working basis of great value in affairs of mutual interest.

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## HYPNOTISM.

By H—— J——.

Hypnotism is the art of intentionally subduing the conscious, and stimulating the sub-conscious, or dream mind.

Hypnotism is greatly misunderstood through misrepresentation but, though both overrated and underrated, it has its uses.

Intentional deception by charlatans has blackened its character and shrouded it in mystery. They have given the impression that the phenomena are evoked by a power in the operator, whereas the power is entirely resident in the person hypnotized.

They have sought to make people believe that this power could be used by any one to dishonestly take advantage of a hypnotized person in various ways. This, also, is untrue, and has never been proved true, sensational stories to the contrary notwithstanding. Try to investigate one of these reports for yourself, some time, and see how quickly it melts into mist.

Some teachers of hypnotism have sought to obtain pupils at high prices by glittering inducements in the nature of cleverly-worded intimations that said pupils could wander at large through the land, hypnotizing any one and every one, instantaneously, at first sight. Absurd!

All this sort of thing has hurt hypnotism as a popular study, though it has put money in the pockets of the charlatans. The result is that respectable people often hesitate to identify themselves with a subject which appears so dark to the superficial gaze.

\* \* \*

### *The Uses of Hypnotism.*

But hypnotism has its uses, and they are valuable ones too. By means of hypnotism, or even plain suggestion, diseases can be cured, pain relieved, bad habits corrected, mental delusions and depression removed, memory and intellect stimulated, character strengthened and numerous other benefits brought about



USING HYPNOTISM AND SUGGESTION IN THE CURE OF NERVOUS DISORDERS,  
BAD HABITS, ETC.



which could often not be accomplished by other means. Nearly every up-to-date physician in all modern countries uses hypnotism, or suggestion, to some extent, in his practice, realizing full well its value where more material means fail.

\* \* \*

#### *Hypnotism Has Suffered.*

Perhaps hypnotism has suffered the most through the disgustingly vulgar stage exhibitions which have been given throughout the land. The operators who give these performances are usually showmen, pure and simple, and think nothing of the importance of the force they are directing, other than as a means to an end—money—the money which the people are willing to pay for sensationalism.

\* \* \*

#### *A Legitimate Amusement.*

Nevertheless, there is a legitimate field for entertainment in the phenomena of hypnotism. Vulgar exhibitions are always to be deprecated, of course; but, still, there is harmless amusement in the mental side of the entertainment question. Just as much merriment, and just as much interest, can be developed from unique and refined mental phenomena resulting from hypnotism as from the coarse and more revolting physical phenomena such as catalepsy, etc. It is simply a question of good taste.

\* \* \*

#### *Wonderful Phenomena Developed.*

Another legitimate use of hypnotism is its employment in the way of psychological experiment. It is often the gateway to important discoveries of peculiarities of the laws governing psychic phenomena. Sometimes remarkable cases of clairvoyance are developed through hypnotism. The intensity and accuracy of telepathy is often increased, and greater sensitiveness and acuteness of the normal senses are frequently manifested through the stimulation afforded by hypnotism. All these things are educational, harmless, and tend to elevate and assist the beneficial work of psychical investigation.

\* \* \*

#### *Hypnotism Harmless in Itself.*

In a foregoing paragraph I have endeavored to make plain that the chief objection to hypnotism lies in the violation of good taste in the matter of exhibitions. To be more precise, I mean to say that thoroughly-hypnotized persons can be made to do ridiculous and absurd things; but they can never be made to do things which they would not do in their normal state—to injure themselves or others in any way. They can be



made to go through a farcical imitation of such an act; for instance, as to stab a man with an imaginary knife, to steal an imaginary packet of money, to sign away rights, etc., but when it comes to the real thing, the act never was accomplished through hypnotism, and never will be. Refusal or awakening inevitably result.

\* \* \*

### Auto-Suggestion Protects.

This point is most ably covered by the famous psychologist, Thomson J. Hudson, in his scholarly work, "The Law of Psychic Phenomena," as follows:

"The following propositions, therefore, will not be disputed by any intelligent student of hypnotism:

1. That the objective mind, or, let us say, man in his normal condition, is not controllable, against reason, positive knowledge, or the evidence of his senses, by the suggestions of another.

2. That the subjective mind, or man in the hypnotic state, is unqualifiedly and constantly amenable to the power of suggestion.

That is to say, the subjective mind accepts, without hesitation or doubt, every statement that is made to it, no matter how absurd or incongruous or contrary to the objective experience of the individual. If a subject is told that he is a dog, he will instantly accept the suggestion, and, to the limit of physical possibility, act the part suggested. If he is told that he is the President of the United States, he will act the part with wonderful fidelity to life. If he is told that he is in the presence of angels, he will be profoundly moved to acts of devotion. If the presence of devils is suggested, his terror will be instant, and painful to behold. He may be thrown into a state of intoxication by being caused to drink a glass of water under the impression that it is brandy; or he may be restored to sobriety by the administration of brandy, under the guise of antidote to drunkenness. If told that he is in a high fever, his pulse will become rapid, his face flushed, and his temperature increased. In short, he may be made to see, hear, feel, smell or taste anything, in obedience to suggestion. He may be raised to the highest degree of mental or physical exaltation by the same power, or be plunged by it into the lethargic or cataleptic condition, simulating death.

These are fundamental facts, known and acknowledged by every student of the science of hypnotism. There is another principle, however, which must be mentioned in this connection, which is apparently not so well understood by hypnotists generally. I refer to the phenomenon of auto-suggestion. Professor Bernheim and others have recognized its existence, and its power to modify the results of experiments in one class of hypnotic phenomena, but apparently have failed to appreciate its full significance. It is, in fact, of coextensive importance with the general principle, or law, of suggestion, and is an essential part of it. It modifies every phenomenon, and sometimes seems to form an exception to the general law. Properly understood, however, it will be seen, not only to emphasize that law, but to harmonize all the facts which form apparent exceptions to it.

"The two minds being possessed of independent powers and functions, it follows as a necessary corollary that the subjective mind of an individual is as amenable to the control of his own objective mind as to the objective mind of another. This we find to be true in a thousand ways. For instance, it is well known that a person cannot be hypnotized against his will. As the hypnotic condition is usually induced by the suggestion of the operator, his failure is due to the contrary auto-suggestion of the subject. Again, if the subject submits to be hypnotized, but resolves beforehand that he will not submit to certain anticipated experiments, the experiments are sure to fail.

"One of the finest hypnotic subjects known to the writer would never allow himself to be placed in a position before a company which he would shrink from in his normal condition. He was possessed of a remarkable dignity of character, and was highly sensitive to ridicule; and this sensitiveness stepped in to his defense, and rendered abortive every attempt to cause him to place himself in a ridiculous attitude. Again, if a hypnotic subject is conscientiously opposed to the use of strong drink, no amount of persuasion on the part of the operator can induce him to violate his settled principles. And so on, through all the varying phases of hypnotic phenomena, *auto-suggestion plays its subtle role*, often confounding the operator by resistance where he expected passive obedience. It does not militate against the force of the rule that suggestion is the all-controlling power which moves the subjective mind. On the contrary, it confirms it, demonstrates its never-failing accuracy. It shows, however, that the stronger suggestion must always prevail. It demonstrates, moreover, that the hypnotic subject is not the passive, unreasoning, and irresponsible automaton which hypnotists, ancient and modern, have believed him to be."



### *Some Important Points.*

I think I have now made the position of hypnotism clear:

First, it cannot be used for a really bad purpose, because the subject either refuses when this is attempted, or awakens, and the operator finds himself in a most embarrassing position.

Second, the only objection to it is its showy misuse by vulgar operators, who experiment with subjects as vulgar as themselves.

Third, it is the best and only means to many desirable results.

Therefore, any objection to the dissemination of a general knowledge of hypnotism would be just as reasonable as to object to a knowledge of writing on the ground that it might be used in an offensive manner.

As a matter of fact, the greatest protection which the public could have against the meager objections to hypnotism is a thorough knowledge and a general understanding of its nature and laws.

\* \* \*

### *"Success" Through Hypnotism.*

When certain professors of hypnotism advertise that you can gain success—business and social success—by hypnotism, you may be led to think that this is brought about through the ability to hypnotize people and make them pay money or be otherwise coerced while under the hypnotic influence. We have already seen that this cannot be the case. But there is an element of truth in the claim for success nevertheless.

It lies in the fact that the practice of hypnotism by an intelligent operator gives him the clue to the art of being impressive. That is, he gets used to giving suggestions in a positive tone and manner. This may easily become habitual with him, and a part of his daily life. With a knowledge of the power of suggestion—the power to state a thing forcefully, as though he were sure that it would be believed and acted upon—the experimenter in hypnotism gains an aggressive force that is surprisingly effective, if applied in the daily walks of life. This is the "secret" of business success through hypnotism.

The claim for "social" success lies in the demand for refined amateur hypnotists as drawing-room entertainers.

I think I have here covered the most important points bearing upon the generally misunderstood attributes of hypnotism, and I may now refer to the *course of instructions in the art of hypnotizing*, which I have written for the Psychic Research Company.



*A Course of Lessons in Hypnotizing.*

My new course of instruction in hypnotism consists of 112 pages, splendidly illustrated and divided into two parts. The first is a short elementary course for the benefit of those absolutely in ignorance of the first principles of hypnotism. It consists of experiments with subjects in the normal, or waking state. Certain phenomena can be produced in any normal wide-awake person, provided he follows the directions of the operator. From these simple experiments, which are rarely unsuccessful, the young student gains familiarity with detail that enables him at once to proceed to the regular practice of hypnotism without unnecessary loss of time, and with the necessary confidence to accomplish what he sets out to do. These preliminary lessons also show him how to pick out good subjects from among his friends, and in that alone is his task half done.

Some students are so fortunate as to at once catch the knack and proceed to hypnotize from the very start; but, for the average student, this will require several careful experiments with people in the waking state before it becomes possible to produce the deeper and more genuine phases of hypnotism. Success then comes rapidly.

\* \* \*

*It Is the Best Course.*

I know that my course is the best that has been written up to date. I have seen all the others, and they do not cover the essential points—the bothering little details and the proper explanations of principles—as this course does. In fact, some of these courses are laughable in their weakness, their lack of comprehension, and some of them are merely books, or rather, a re-hash of old books, which give practically no instruction at all, but only a poor history of the development of hypnotism, and not even a paragraph of what could be called intentional and definite instruction.

\* \* \*

*It Really Instructs.*

This course of mine was written with only one object in view—to instruct. There is nothing else in it but instruction. It tells you just what to do and how to do it.

It tells you how to put your subjects into the hypnotic condition and how to awaken them.

It shows you how to handle your subject after hypnosis has been accomplished.

It shows that women are as good hypnotists as men.

It shows you, in detail, how to relieve pain and various diseases by hypnotism.





THIS HYPNOTIZED SUBJECT IS DESCRIBING A COACH RIDE IN WHICH HE BELIEVES HIMSELF TO BE PARTICIPATING, BECAUSE THE HYPNOTIST HAS TOLD HIM SO.

It shows you how to cure bad habits, illusions, weak will, weak memory and hundreds of other failings which can often be affected or benefited in no other way.

It tells you how to hypnotize yourself, and how to thus treat yourself for pain, disease or any other affliction.

It teaches you how to operate the sleep cure. This involves the direct transfer of a sleeping person into the hypnotic or suggestible state. This is particularly valuable information for parents who wish to correct the character of their children.

It tells all about post-hypnotic suggestion, the influencing of persons even several months after the hypnosis has passed.

It tells how to give an interesting and amusing entertainment in an inoffensive and instructive manner.

It teaches how to hypnotize more than one person at a time.

It shows you how to hypnotize by telephone or letter, through having first hypnotized your subject in the usual way. *This can be done in no other way.*

It tells you fully about the best methods used by the most famous hypnotists, so that you can easily duplicate them.

In short, it tells you everything in the line of facts that there is known of hypnotism up to the present time.

If there were anything in any other course which would add to the value of these instructions, I would have experimented and proved its truth, and put it in this course, but there is nothing of value in any other course that is not already covered fully in this course, and, in addition, these lessons go far beyond any other in the line of practical information.

\* \* \*

### *Some Absurd Claims.*

I have known traveling hypnotists of the mountebank type to offer for sale, in the various towns in which they exhibited, pamphlets purporting to give "all the secrets of hypnotism, and how to make people sign wills, notes, etc., in your favor; how to secure the affection and obedience of any person and make them do anything you want them to do."

What disgusting and silly claims are these! Stop and think a moment. Suppose this were true. Such offers have been made for years, and have been accepted by the credulous public. If they were true, society would have been revolutionized by this time. Pupils of these mountebank professors would be walking the streets, waving their hands at this person or that, and bowling them over like ten-pins. These "professors" would either own untold wealth themselves or be in prison.

If this were true, why should these professors sell the secret?

Why not use the power for their own ends instead of work-



ing hard to make a few shillings by telling other people the secret?

Nonsense! Absurd! Use your reason in dealing with such charlatans. Strengthen your reason by good reading and personal investigation of the subject.

#### *A Plain Statement.*

Taken as a whole, then, hypnotism is a good thing. It is used by good men—physicians mostly. There are good works written on hypnotism. I think mine is the best, because it is the latest, the fullest, and is devoted entirely to instruction in the form of carefully graded lessons.

\* \* \*

#### *How Hypnotism Works.*

By suggestion, passes, glittering objects or various other means, a hypnotist is enabled to produce in his subject a condition closely resembling natural sleep. In this condition the subject believes and obeys the directions of the hypnotist implicitly. He will, for the time being, accept any suggestion given him unless it seriously conflicts with his moral principles, his rights or personal safety.

If you are the hypnotist, you can make him believe that he is wide awake. He will open his eyes and appear so. If you tell him a chair is a dog, he will pat the chair and talk to it as if it were a dog. If you tell him the dog is barking loudly, he will stop his ears. If you tell him he has the toothache, he will have it. If he has been suffering from rheumatism or other pain, it will cease or be greatly relieved when you tell him so. If you tell him that he will never have rheumatic pains again it will probably be true. Sometimes several hypnotizations are necessary to cure severe cases. On the other hand, severe and chronic ailments are often cured at a single sitting, even after they have been declared incurable by the usual means.

In brief, this subject is absolutely under your control, within certain limits. If you told him to put his hand in the fire, he would not do it; yet, at the same time, you could, with a word, stop his toothache.

\* The foregoing are but crude illustrations of the nature of hypnotic phenomena. You can see at once the unlimited possibilities of such a force under the direction of an intelligent operator.

The universal tendency of Nature to protect the individual, even in his sub-conscious state, leads the experienced hypnotist to a profound reverence for this force. It is a good force. Evidently Nature intended it to be used and hedged it about with proper protection against gross misuse.

REMARKS BY GREAT PHYSICIANS.

"The old notion that only weak-minded persons are hypnotizable has long since gone by the board; the reverse, certainly, is nearer the truth, for only a small percentage of the mentally unsound can be hypnotized. The stronger the mind the better the subject, is the result of my experience."

ALVAN C. HALPHIDE, M. D., A. B., B. D.  
"Almost any sane person may be brought into a hypnotic condition of objective passiveness by a skillful and persevering operator."

JOHN DUNCAN QUACKENBOS.  
"Legs may be amputated, children born, teeth extracted, in short, the most painful experiences undergone, with no other anæsthetic than the hypnotizer's assurance that no pain shall be felt. Similarly, morbid pains may be annihilated, neuralgias, toothaches, rheumatisms cured. The sensation of hunger has been abolished, so that a patient took no nourishment for fourteen days."

WILLIAM JAMES, Ph. D., M. D.  
Professor of Psychology, at Harvard University.  
"It is not only in hysteria, in neurosis, and in pure functional nervous maladies that hypnotism finds an application. We have seen the cures which it has brought about in organic affections of the nervous system, in chronic articular rheumatism, paralysis, gastric troubles, etc."

H. BERNHEIM, M. D.,  
Professor in the University of France.  
"Disease is accompanied by either excess or deficiency of nerve energy in the centers enervating the affected organs, and hypnotism enables us to check and correct this disarrangement and thus cure the disease."

C. LLOYD-TUCKEY, M. D.,  
Physician to the Margaret Street Infirmary, London.  
"Hypnotism as a therapeutic agent will outlive many remedies whose praises fill the columns of medical journals at present."

ALBERT MOLL, M. D., Berlin.

\* \* \*

Hypnotism is a grand and fascinating study. It affords a splendid opportunity for men and women to do a great amount of good in the world, and at the same time benefit themselves.

Even a very ordinary hypnotist can earn a good income by teaching his art to others. I used to get £10 from each of my students whom I taught personally. The instruction was well worth the money, but it was no better than I now give in my course of illustrated lessons, and my personal students felt the need of a reference book which the lessons now supply.

It will pay any one to take up the study of hypnotism. Its principles are often of use in daily life, and, in itself, it is a fascinating, elevating, and scientific study, by which you can gain satisfaction, through increasing your influence and usefulness among your fellow men.

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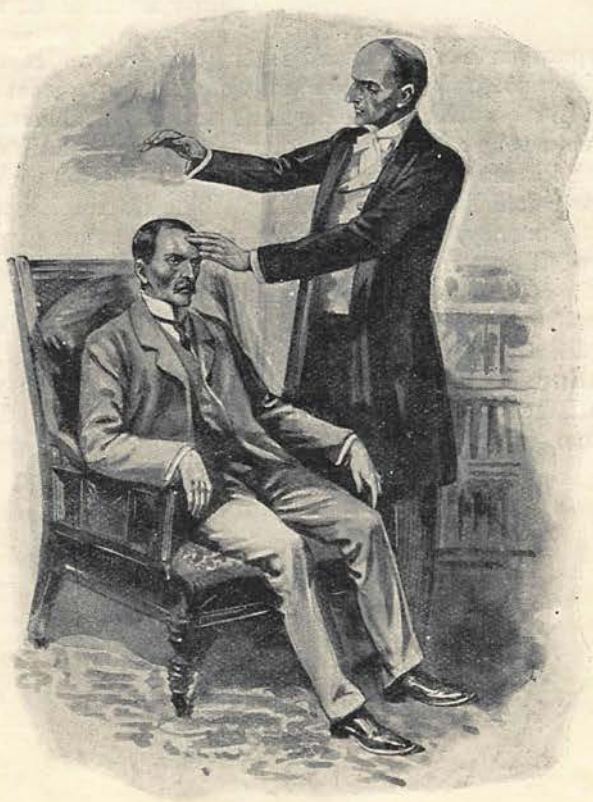
## MAGNETIC HEALING.

By V. N. S.

Magnetic Healing is the art of relieving disease by the transmission of vital force, through the medium of the hands, from healer to patient.

### *A Very Old Art.*

For ages past the cure of disease by "the laying on of hands" has been frequently seen. Until recent years, the cures so wrought were accounted for on the theory that some divine influence worked directly through the healer to bring



MAKING FIRST PASSES IN A MAGNETIC TREATMENT.

about the desired result. Many still adhere to this belief, and they call the phenomena "Divine Healing."

Scientific investigators, however, recognize Magnetic Healing as an intentional and intelligent transmission of human vitality from healer to patient.

\* \* \*

### *Its New Popularity.*

Since it was discovered that the power to heal is given to every one, and that it only lies dormant in most people, great development has taken place in this line of work. In America, this is particularly true. Magnetic healers are developing all over the country by hundreds and thousands.

Although the great English physicians, famous doctors of medicine, were the first to openly declare the falsity of their drug practice, the American people are the foremost in the movement to eliminate drugs as far as possible, and seek a more rational and less dangerous method of cure of disease.

\* \* \*

### *Any One Can Develop It.*

Years ago the only magnetic healers were "natural healers." They seemed to possess and use this power by instinct. It has now been known for about four years that any one can develop this power.

And to show you just how to develop and how to use this power, is the purpose of the *Course of Lessons in Magnetic Healing* which I have written for the Psychic Research Company.

\* \* \*

### *How Medicine Cures.*

Ask any physician whether it is his medicine or the forces of Nature that cure disease. If he is honest, he will tell you that all his medicine can do is to irritate certain organs into an abnormal activity, thus arousing the subtle force of Nature into activity and producing the cure. This is, obviously, a clumsy method, and it is a good thing that it is rapidly on a decline in popularity. Physicians do not give as much medicine as they used to.

Even when a drug is administered successfully, the most it can accomplish is to make the overworked system throw it off and in the effort of throwing it off, to create enough surplus energy to cure the disease.

\* \* \*



### *How Magnetic Healing Cures.*

The Magnetic Healer works on a very different plan. He uses no drugs, and, aside from a strict insistence upon hygienic methods, he uses no material remedies of any kind. His idea is to stimulate the natural force of the patient's body directly, or rather, to supply it with the necessary recuperative force from his own body, through the medium of his hands.

\* \* \*

### *A Noble Work.*

It is certainly a noble profession, if one wishes to take it up as such, and it is a noble accomplishment, if one merely wishes to use it not as a business, but for the pure pleasure of relieving suffering.

Would you not give a great deal to know that you possessed the power to cure disease at will merely by placing your hands on the sufferer? Would you not exult in such a knowledge of power, and would you not seek to use it whenever opportunity offered?

### *A Great Opportunity.*

There is a great field for professional magnetic healers at present; a crying need for good, intelligent, scientific magnetic healers. All such who are now practicing have their hands full of work, and are meeting with splendid success. Thousands of men and women in America, who have until recently been engaged in other pursuits have given up all to take up the work of magnetic healing.

Anyone who is willing to follow out the simple instructions outlined in my Course of Lessons, can be, and will be, a good, strong magnetic healer at the end of that time, and can start practice at once.

\* \* \*

### *The Course of Instruction.*

This Course of Lessons is fully illustrated and can be easily understood and digested by any person of ordinary intelligence.

Everything is made perfectly plain and clear and easy. All the questions which at once rise in your mind are answered in this course.

It gives invaluable information that no other course contains.

It is the only course which tells you how to generate more power than you naturally possess.

It tells you how to create, in a few moments, a tremendous store of vital energy in your system, in order that you may not





be drained and weakened by its transfer to your patients, as some magnetic healers are.

You can actually feel this force tingling in your veins after practicing these generating exercises, which I have outlined fully.

As I have said, these Lessons are well illustrated and divided into head-line paragraphs, to assist the student in selecting and finding special points of interest.

The Lessons go into careful detail in the matter of just how to apply your hands and just how to treat various common diseases specially named therein.

You are given some valuable practical advice about beginning and carrying on practice as a professional healer, if that is the line you wish to take up.

My students are about equally divided between the professional and the private, or amateur, practitioner. Both kinds have sent me such glowing testimonials and words of thanks for the instructions in my Course of Lessons, that I have no hesitancy in saying that I know you will be delighted with these Lessons when you see them.

#### *Absent Treatment.*

So far as I know, these are also the only lessons which give you full instructions in "Absent Treatments." That is, treatment to patients who cannot come to your office. At a certain hour in the day or evening, you can send to these patients a beneficial mental treatment, even though they may be hundreds of miles away. I have conclusively proved this to be a fact by thousands of experiments, the correspondence for which I have on file.

If you want great vitality for yourself; if you want to be able to cure the sick, as if by magic; if you want to be a conscious power of vital force; if you want an elevating and profitable profession—take these Lessons.

---

## ZOISM.

By S—— B——.

*I am owner of the sphere,  
Of the seven stars and the solar year,  
Of Caesar's hand and Plato's brain,  
Of Lord Christ's heart and Shakespeare's strain.*—EMERSON.

Zoism means—the science of Life.

Zoism is an ideal yet practical scheme of life, drawn up to meet and satisfy the yearning of those higher souls among us who instinctively feel the bitterness, the emptiness and the uselessness of modern life stifled as it is with the smothering religious, social and material conventionalities.

Zoism is born of a heart-yearning for the inherent rights of every human being to Peace, Plenty and Spiritual Satisfaction.

It is a bee-line: the shortest cut possible: avoiding the devious ways dear to those whose eyes are fixed upon the earth. It is practical communion with the highest power our understanding is able to recognize—the Individual Soul.

\* \* \*

### *The Origin, Aims and Results.*

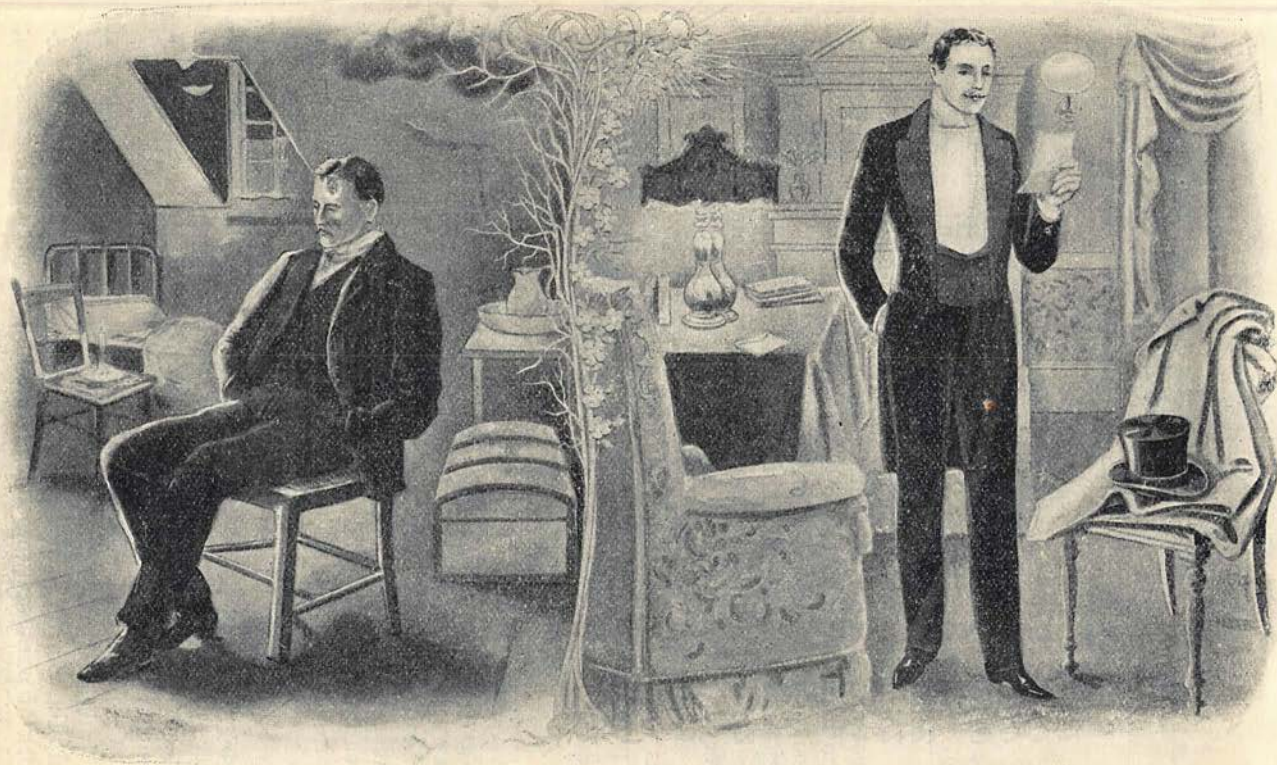
I have been asked by the publishers of the Lessons in Zoism to give a brief description of its origin, aims and results. I may say, at the start, that I did not undertake the compilation of Zoism until I had thoroughly mastered and digested the underlying principles of all philosophies of life, from the dreamy Adeptship of India to the harsher but well meaning and more practical Mental Science of America. In and between these extremes there is the same undercurrent of Truth dimly perceived. Each sect sees the truth from different points of view and in different lights. But the truth is there, and the ever present fungous growth of creed and dogma which attaches itself to every sect of truth-seekers is the only stumbling block.

One aim I have kept always in mind—to remain impartial in judgment; to separate the wheat from the chaff, and adopt only the worthy principles common to all these sects as a framework of philosophy upon which to build a practical, satisfying and abiding faith.

### *The Basic Principle.*

The basic principle of Zoism is the fact that every human





POVERTY CHANGES TO WEALTH, SICKNESS TO HEALTH, WEAKNESS TO STRENGTH, AND ANXIETY TO PEACE,  
UNDER THE BENIGN LAWS OF ZOISM.



being is entitled to Peace, Plenty and Spiritual Satisfaction, and can obtain these things if he intelligently departs from the distorting conventionalities of the present day sufficiently to follow the delightful, uplifting and fascinating principles of Zoism.

### **Mistaken Efforts.**

The people of all ages have cried out against their bondage. The most common method of revolt is to work directly upon external material conditions. The leaders of these well-intended movements have sought aid from without, when they should have sought it within.

They seek to reorganize distressing material conditions affecting the great mass of people, and expect thus to work down to the benefit of the individual.

They should begin with the individual, and thus work out to the masses.

When each man knows his own unlimited power, then, and then only, is society perfectly reorganized.

"All that we wish  
may be obtained by  
knowing how to think."  
Ella Wheeler Wilcox.

Every human being has, potential within himself, the power to change his environments, to bring to himself a plentiful supply for his material needs: to relieve disease and depression and to acquire happiness.

It is the object of Zoism to teach you what this power is and how to develop it.

The ideals of the great philosopher, Ralph Waldo Emerson, were distinctly Zoistic, but he made no effort to bring forth a scheme of life to make them practical. The time was not yet ripe.

Zoism provides the practical and material means, the definite instruction to the people, for making real Emerson's ideal, when he says:

"Let man then learn the revelation of all nature and all thought to his heart; this, namely: that the highest dwells with him; that the sources of nature are in his own mind, if the sentiment of duty is there. But if he would know what the great God speaketh, he must go into his closet and shut 'the door,' as Jesus said. God will not make himself manifest to cowards. He must greatly listen to himself, withdrawing himself from all the accents of other men's devotion. Their prayers even are hurtful to him, until he have made his own. \* \* \* Thus revering the soul, and learning, as the ancient said, that 'its beauty is immense,' man will come to see that the world is the perennial miracle which the soul worketh, and be less astonished at particular wonders; he will learn that there is no profane history; that all history is sacred; that the universe is represented in an atom, in a moment of time. He will weave no longer a spotted life of shreds and patches, but he will live with a divine unity. He will cease from what is base and frivolous in his own life and be content with all places and any service he can render. He will calmly front the morrow in the negligency of that trust which carries God with it and so hath already the whole future in the bottom of the heart."

\* \* \*



*Zoism is Simple and Practical.*

Beneath all the confusing tangle of the dogma of various beliefs, the real truth is very simple. Zoism is not a complex plan. It does not require a long course of profound and intricate reading to understand Zoism. The whole practice and



FROM THE ADEPTS OF INDIA, AND FROM THE SEERS OF THE WEST, COMES  
THE SAME UNDER-CURRENT OF TRUTH.

philosophy is contained in ten lessons. These lessons can easily be read through in two hours. But there is a lifelong scheme of existence outlined in those lessons.

The student is taken, step by step, from his present condition to higher and still higher planes in order that he may reach, while still on this earth, ecstatic conditions: the perfect, independent soul-bliss of the Yogi, if he so desires.

\* \* \*

### *The First Steps.*

But the first steps are, of course, the only ones that interest the beginner. His material needs appeal to him the most at this time, and I could not hope that he would follow Zoism beyond that point if it did not meet his immediate demands. Therefore the Lessons are arranged with that in view.

When a man once discovers that he has the power to acquire—that the power is everlastingly, indisputably his own—then he does not care to acquire. It is not that people really want superabundant supplies of health and wealth; it is rather a fear that they may be deprived of a comfortable sufficiency of these things.

And so it is, that, when the Zoist finds that he has discovered the law of attraction his desire for excess of material things gradually melts away, and he seeks the higher satisfaction of perfect peace of mind, a state of beatitude and of conscious oneness with his immortal soul.

\* \* \*

### *A Crying Need.*

I wish again to impress upon you the fact that before entering on this work I was convinced of the need for it. It is in answer to the great cry of the people for something plain, something simple, something practical, yet for something beautiful and uplifting. There is never an instinctive yearning unless there exists the thing yearned for. And the satisfaction of the desire can always be found by intelligent and energetic search. Zoism fills the demand.

In offering Zoism to you I claim no credit for myself other than that due to years of painstaking research, and the ability to resist the attractiveness of glittering dogmas and beautiful visionary theories, which were constantly forced upon me. I have earnestly sought the truth, and I have found it. I have left out nothing of value employed by existing sects, and to these universal principles are added the new facts which were developed in the laborious research and experiment.



## THE KILL-FEAR SECRET—A FREE GIFT.

By W. M. B.

You need not suffer from fear.

It is possible for the most timid and nervous person to absolutely control such distressing emotions as fear, apprehension, acute worry, anger, grief, hate, "stage-fright," excitement, etc.

Moreover, these emotions can be suppressed instantly, at any time and place, whenever the occasion arises.

Stop and think a moment. How much suffering could be avoided if people did not worry—if they did not allow fear to take full possession of them and sap their vital nervous energy. "Fear kills more people than consumption."

This is the *only* cure for "stage-fright"—that awful bug-bear to public speakers. Is it worth anything to you to be able to get up before an audience of any size and speak calmly and coolly? How many men and women can do it? Not one in a hundred. Yet stage-fright is a foolish nervous affection which can be relieved in an instant.

The exercise involved is purely a physical one. There is nothing psychic or mental about it except its effect. The effect is to instantly suppress or drive away the undesirable emotion, restoring perfect calmness. It is now accepted by many leading physicians that the solar plexus or great nerve centre at the back of the stomach is the seat of, or rather, the organ of, the emotions.

Did you ever notice that when you were frightened or affected by any serious emotion there was a peculiar and disagreeable sensation seemingly at the pit of your stomach? It was nothing more or less than a disturbance of the nerve currents there, and there is a way to stop it instantly, subduing the distressing mental and physical effects of the emotion.

This exercise is so simple that a Course of Lessons could not be devoted to it. In fact, the directions and the reasons for their use are printed on a neat folded card that can be thoroughly read and understood in ten minutes.

No one who habitually suffers from any distressing acute emotion can afford to be without this information.

---

### Given Away Free.

We do not sell the Kill-fear secret, but we *give it away free* with every complete set of the courses mentioned in this book.

We have many testimonials from grateful people who have been relieved of a great burden by this simple little secret.

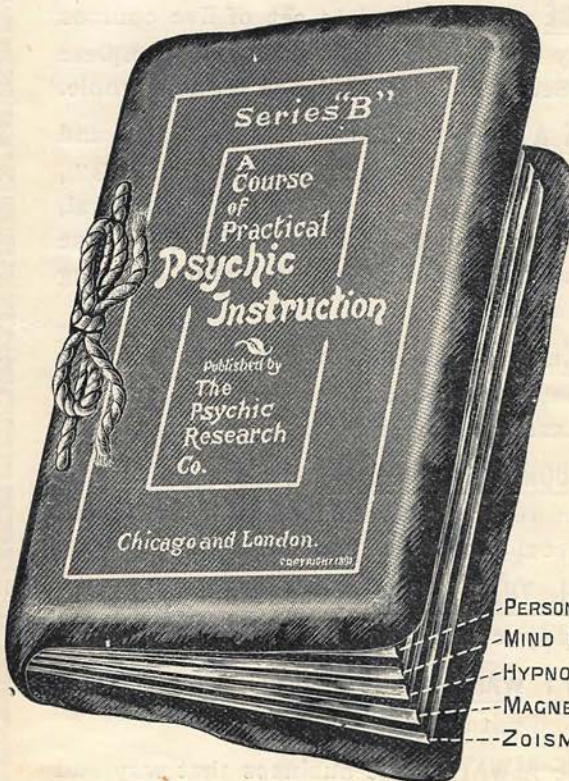
The fear-killing method is the discovery of one of the Research Publishing Company's investigators, who was experimenting with nerve sensations, and especially with the psychic functions of the solar plexus. This student is a well-known American physician, a nerve and brain specialist.—R. P. Co.



## Series "B"

The five courses of instruction described in the foregoing contents of this little book all belong to one series—Series "B." It is a complete set. It does not lead on to other purchases. It is just what it is claimed to be.

SERIES "B" PRICE 20s. Includes	1. Personal Magnetism	KILL- FEAR SECRET FREE.
	2. Mind Reading	
	3. Hypnotism	
	4. Magnetic Healing	
	5. Zoism	



PERSONAL MAGNETISM.  
MIND READING.  
HYPNOTISM.  
MAGNETIC HEALING.  
ZOISM.

**SERIES "B," Silk Bound, price 20 shillings.  
SOLD ONLY SUBJECT TO APPROVAL.**



# How to Get These Courses.

**YOU CANNOT BUY THIS SET** until after you have had it for one week and are fully satisfied that you want to keep it.

**THE PRICE** of the complete set of five courses is only 20 shillings. We call this complete set "Series B." We sell the set as a whole.

**SEND US A POSTAL** order for 20 shillings, and we will post you the complete set ("Series B"), accepting the price, pending your approval, as a guaranty of your good faith. Use international money order when ordering from abroad.

**IF YOU KEEP THE LESSONS** longer than one week the sale then becomes effective and the purchase is thus completed.

**IF YOU DON'T WANT THEM,** post them back to us before the expiration of your week and request the return of your deposit.

**WE WILL THEN RETURN** your money in full, promptly, cheerfully and without comment.

**WE DON'T WANT YOUR MONEY** if you are not satisfied with your bargain.

**WE HAVE ALWAYS** done business that way and find that it pays because *we have what you want.*

# What the Courses Are Like.

There are five separate and complete Courses, each one illustrated and divided into Lessons covering its own particular subject fully.

Each Course is separately bound in green silk cloth, but all five are gathered together under one general flap cover of limp silk cloth, a deep rich purple in hue. All are tied together under this cover by heavy red silk cord.

By untying this cord each Course can be taken out separately if desired.

The whole set is a marvel of the bookbinder's art. No pains or expense was spared to make these works appeal to the eye as well as to the mind. The work is not only very unique, but the finest and most expensive material is used throughout. We are pleased to show them to callers at our office, or to send them out for inspection on deposit of the price.

This set of five Courses we call "Series B."  
"Series B" is an improved edition of a former "Series A," and sells for 20 shillings.

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# What the Course is Like.

The course is a series of lectures, each of which is a study of a particular aspect of the course. The course is designed to be a study of the course, and is not a study of the course. The course is designed to be a study of the course, and is not a study of the course.

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