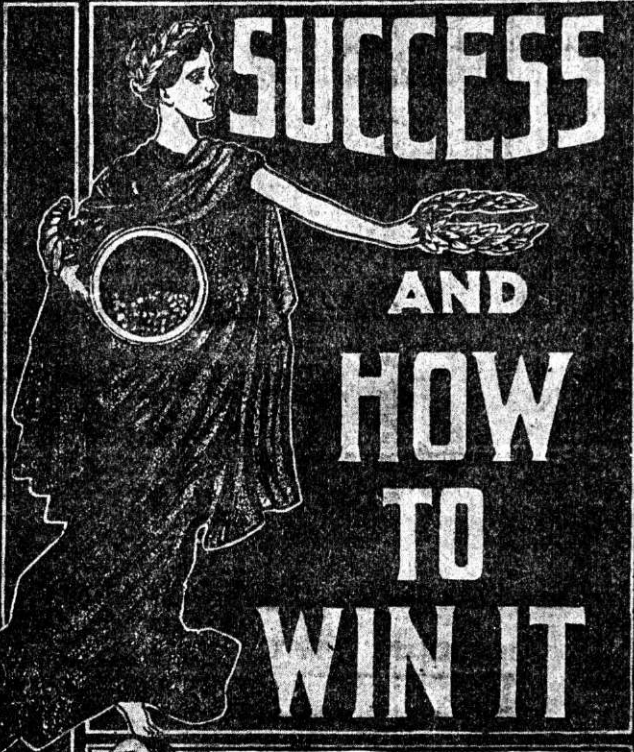




Hypnotism.



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M.I.M.C. (LONDON)

THIS BOOK is dedicated to the people who are not afraid to think. To them it will be interesting from cover to cover.

It tells about a science, a knowledge of which is valuable to any man in any calling anywhere.

Thousands fail every day through the lack of it,—honest, energetic, able fellows,—but they have drifted into active life without a knowledge of the true elements of success.

This book explains what this knowledge is and where to get it.

Read the book.



Important Note!

Women are as magnetic as men, and if we use here men only as examples, it is merely to avoid confusion in grammar; it is sufficient for the student to remember that everything which applies to man in this Book applies equally to woman. In the attainment of Magnetism, Hypnotism, and Influence the sexes are equal.

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HYPNOTISM.

**THE WORLD'S GREATEST
POWER.**

A Scientific Treatise on Personal
Magnetism, Hypnotism, Suggestive
Therapeutics, Magnetic Healing,
and
Allied Phenomena.

BY TWENTY-ONE EMINENT SPECIALISTS.

ISSUED BY
**VICTORIAN COLLEGE OF SCIENCES,
GEELONG.**

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THE FORCE THAT SWAYS THE UNIVERSE.

THE MAGIC POWER OF PERSONAL INFLUENCE.

PERSONAL MAGNETISM.

Did you ever hear an eloquent address, every word of which thrilled you? That was personal magnetism. Did you ever listen to a lawyer advocating a case and follow him so intently that you felt as if you could not afford to miss a word? That was personal magnetism. Did you ever meet a person whom you liked intuitively from the very beginning of your acquaintance? That was personal magnetism.

What is

Personal

Magnetism?

The very presence of some people is exhilarating—that of others, distressing—personal magnetism, and the lack of it.

Did you ever see a person selected for some important position when there were others around him far better qualified to fill the place than he?—personal magnetism. Have you ever seen people who toiled from early morn till late at night through weeks, months and years without accumulating the slightest semblance of a competence for old age?—lack of personal magnetism. Have you ever seen people who always seem to be in luck, everybody seems to be anxious to help them—they achieve success, wealth, and perhaps fame, without any seemingly great effort on their part?—personal magnetism. Have you ever seen people who always seemed to be the victims of ill luck—who never seemed to be in the right place at the right time, who never seemed to get what they should have had?—lack of personal magnetism.

Personal

Magnetism

And the

Lack of It.



"It can be laid down as a fundamental principle that there is nothing unnatural or occult in the phenomena of hypnotism." Prof. E. W. Scripture, of Yale University.

Affluence and Poverty—personal magnetism and the lack of it.

Success and Failure—personal magnetism and the lack of it.

Happiness and Misery—personal magnetism and the lack of it.

Personal magnetism is the key to all secret influence. It makes and unmakes men. It controls the destinies of

**Key to
Secret
Influence.**

magnetic speaker has an audience when others talk to empty space.

nations and regulates the boundaries of empires. The magnetic general leads his men where others dare not try. The magnetic salesman sells his wares where others are coldly turned away. The



The truly magnetic men and women are always successful—they cannot be otherwise—they exert an all-powerful, unseen influence that measures and controls success.

The successful salesman uses personal magnetism in influencing his customers, the

**Successful
People
Use It.**

minister employs it in addressing his congregation, the lawyer in ad-

vocating his case, the society woman in wielding an influence in her circle, and the politician in organising the party machine.

Unfortunately, personal magnetism is not always used for beneficent purposes. The smooth scoundrel who wishes to sell a gold brick to unsuspecting victims accomplishes his object through personal magnetism. Persons have been induced to sign papers against their will—personal magnetism misapplied. The swindler and the charlatan, alas, are not ignorant of its powers.

If you understand the law of personal magnetism you can use it, and if you know how to apply it you can prevent others using it against you. It is a power that may be

**A Shield for
Self-
Protection.**

used for self-advancement; it is a shield that may be used for self-protection. When so many people are learning it, its mastery becomes almost imperative. Ignorance of its laws closes the gates of opportunity to you, imperils your safety, and leaves you at the mercy of designing men.

“Hypnotic subjects are at all times amenable to suggestion, and this does not in any sense imply weak-mindedness.” Dr. W. P. Carr, of Columbian University.

Wealth is not the result of hard work alone. Success is not achieved by mere labor. They are largely the result of influence. The key to this influence is personal magnetism, and the foundation of personal magnetism is hypnotism. The laws of hypnotism have at last been discovered and explained. They have been correlated and mastered. They can be successfully and easily taught.

Do you lack the ability to influence others? Have you failed to succeed; to achieve; to accomplish your desires? Master this subject and become successful. Learn it and wield an influence. Live up to the possibilities within you! Be no longer a disappointment to yourself and to your friends!



WHAT IS HYPNOTISM ?

Hypnotism is that marvellous, subtle, unseen power that enables you to control man, to direct his thoughts, change his desires, improve his talents, banish sickness, suffering and ill luck. It is a key to a higher life.

Again, hypnotism is the science of personal influence, the foundation of personal magnetism. It is that mysterious, intangible force that truly and essentially raises one man above another, makes him a power in his community, that enables him to wield a magic influence over his associates—to mark out and control his destiny.

Hypnotism is the power of personal control. The operator assumes command of all the faculties of the subject, dominates them, directs them in every sense.

In the deeper stages of hypnosis the subject is unconscious of his own actions or sensations. He may be made to do anything that the operator wills. He receives suggestions and acts upon them; he is an automaton, obedient to the slightest wish of the operator.

"One of the most striking facts of hypnotism is, that commands given the hypnotic personality are afterwards executed at the appointed time by the normal personality." Prof. Clark Wissler, of Columbia University.

In the lighter stages the subject is conscious of all that occurs, but cannot resist the operator's commands.

In the least perceptible stages, the subject acquiesces in the suggestions of the operator without being conscious of any domination whatever. This is the most valuable manifestation of the science. It enables one to control others, while those controlled believe that they are acting upon their own volition.

In the deeper stages of hypnosis the subject's mind is a perfect blank. Upon recovering he remembers nothing he has said or done. All sorts of illusions and hallucinations may be created. The subject may be made to do the most ludicrous things; he may be made to imagine himself an orator, a prize fighter, a preacher, a traveller in foreign lands, a vagrant or a prince—anything, in fact, that the operator wills.

As Preacher,

Traveller,

Prince.

foreign lands, a vagrant or a prince—anything, in fact, that the operator wills.



He is riveted to the spot, and unable to take his eyes from the floor, at the wish of the Hypnotist.



HYPNOTIC SUGGESTION.

Power of Sug- Suggestion is the basis of hypnotism and the founda-
gestion Has tion of personal influence. It is potent
Never Been in its effects; it is positive in its action.
Measured. No man has yet estimated its full
scope; none has measured its power.

Plant a suggestion in the human mind, and with proper environment neither time nor eternity can eradicate it. Its influence is felt after its author has long since been forgotten.

"The history of a therapeutic suggestion shows that nearly all persons are more or less subject to the influence."
Dr. W. P. Carr, of Columbian University.

Suggestion, expressed or silent, is the power that creates opinions; it is the force that gives direction to public thought; it heals the sick; it relieves the suffering; it makes a man the embodiment of a principle and the martyr a possibility. Suggestion finds its fullest fruition in hypnotism, and the hypnotist must understand it as a science.

**Remarkable
Force of
Silent
Suggestion.**



A Bashful Young Lady receiving a Post-Hypnotic Suggestion.

POST-HYPNOTIC SUGGESTION.

The most wonderful phase of suggestion in connection with hypnotism is found in Post-hypnotic suggestion. In ordinary suggestion the subject acts at once; being told to do something, he does it forthwith. In Post-hypnotic suggestion the action is deferred. He is told to do something at some future time, at which time he will be in his normal condition, yet he will follow the suggestion with absolute fidelity, and will do, at the exact hour, precisely what he has been told to do. He does not dream a suggestion has been implanted in his mind by another, but thinks he is acting on his own volition—carrying out his own ideas.

**Will Do
Exactly As
Told.**

"Every physician of repute knows that his reputation is a great aid to him in curing diseases, and that his personal influence or personal magnetism is of great value." Dr. W. P. Carr, of Columbian University.

Hypnotise a bashful boy, and suggest that, at a certain time, he will face an audience and deliver, without embarrassment, an address that he has prepared. At the appointed time he will be enabled to stand before the audience without a tremor. He will not realise the potency of the suggestion, but will believe that his courage is innate—that he is enabled, by his own self-control, to do what otherwise would seem beyond his power.

**Bashfulness
Conquered;
Courage
Fostered.**

There seems to be no limit to the usefulness of Post-hypnotic suggestion. It may be employed in the eradication of bad habits, in the cultivation of courage, in the suppression of a violent temper, in the discipline of the will. It is positive in its effects. It is a power that may be used to bring untold blessings upon mankind. There are no bounds to its possibilities. Its wonders can not be told. To those who are interested we can only say, master hypnotism and try Post-hypnotic suggestion to satisfy yourself.

**No Limit to
Its Uses.**



Young Lady carrying out the Post-Hypnotic Suggestion received in illustration on preceding page.

INFLUENCING OTHERS.

Our success or failure in life depends largely upon our influence over others. This is true, regardless of our calling. The impression we make upon a man must affect our business relations with him.

"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.

No other force equals hypnotism in controlling others. It is the key to success—it rules the whole domain of man's relation to man. Through its exercise wives control husbands, husbands control wives, parents control their wayward children, the business man controls his customer, the lawyer the jury, the minister his congregation, the politician his constituency.

The Key to Success.



In dealing with Hard-headed Business Men, it is necessary for your success to understand Personal Magnetism.

Those we love can be guarded against evil habits and trained to follow the paths we desire to have them follow. We can mould the conduct of a child, making it conform to the highest ideal of right living. In this way a knowledge of hypnotism makes home happy and business relations agreeable and profitable.

Makes Home Happy.

If you would become a man of mark, if you would wield an influence over your fellow men, if you would stand pre-eminently at the head of your calling, if you would surpass your associates, if you would be recognised as a leader, you must understand the laws of personal influence. Your hypnotic powers developed, will enable you to do this—your hypnotic powers dwarfed, will rank you with mediocrity, will leave you an average man.

Makes You a Leader.

"By a strikingly impressing appearance, by well modulated but firm voice, or by a pleasing manner, a natural leader of men gains the attention and confidence of others and makes them susceptible to his suggestions." Prof. E. W. Scripture, of Yale University.

There is no room in any business of magnitude for the average man. The reason is obvious.

The Average Man. He does not use personal magnetism; he has no force of character; he lacks momentum; he is at the mercy of those who wield an influence—they lead, he must follow. If you would become a leader, develop your personal magnetism; study how to influence others scientifically; apply the laws of the science of hypnotism to the development of personal magnetism, and thus raise yourself above the level of mediocrity.



PERSONAL INFLUENCE A SCIENCE.

The power of personal influence has always been recognised. The pages of history abound with striking illustrations of magnetic personalities. In fact, history is a record of the deeds of magnetic men, interwoven with the progress of nations. Man has never successfully wielded power through any other source, nor will he ever do so.

**Deeds of
Magnetic
Men.**



Strife, Poverty, and Misery.
The cause—Lack of Personal Magnetism.

Personal magnetism, will power, force of character, momentum, personal atmosphere, that which compels attention—call it what you will—is the foundation upon which men have ever been able to build the superstructure of success. It is success capital.

**Compels
Attention.**

"I cannot believe that the tricks which men to whom we give our attention frequently play upon us are of a different kind, or are rendered possible by any other means than that which the professional hypnotist employs." E. C. Moore, LL.B., Ph. D., of the University of California.

Personal magnetism was, at one time, considered an accidental quality. It was thought that man must be born with it, or always live without it. None knew whence came this mighty force, this invisible power, this intangible, all-powerful element that controls the destiny of man and gives him dominion over the earth. None questioned the existence of the power, yet its nature was veiled in mystery.

**Controls
Your
Destiny.**

At the close of the nineteenth century, science fathomed this mystery; investigation has revealed the laws of personal influence. Scientists, quick to appreciate the importance of these wonderful laws, have given their explanation to the world, in order that all may master them, that all may profit by them, that all may cultivate these powers of influence.



Happiness, Luxury, and Wealth.
The Secret—A Knowledge of Personal Magnetism.

Personal influence is a science. Any science may be studied and mastered and taught.

**Personal
Magnetism
Can Be
Taught.**

It is possible for one, though he does not understand the science of personal influence, to exercise it. But if he does understand the science, he can apply it intelligently, and derive inestimable benefits from its application.

Every man and every woman possesses personal magnetism, either dormant or active. All may cultivate it, all

"The hypnotist determines what ideas the subject shall have; he controls the attention of the subject." Prof. P. B. Reynolds, Department of Philosophy, West Virginia University, in his article, "Extra Personal Control in Hypnosis."

**All May
Enjoy the
Benefits of
Personal
Magnetism.**

**Man Controls
His Own
Destiny.**

**You May
Develop
This
Power.**

**Enchanted
Key.**

may enjoy the delights of a knowledge of this God-given power. Scientists have demonstrated that hypnotism is the basis of personal magnetism. This intangible influence, known by its results, and visible in its effects upon mankind, has in it very much more than a transient influence; its effects are far-reaching and abiding. It gives an influence as powerful as it is mysterious. It enables man to control his own destiny by moulding the will of others, as the sculptor moulds the plastic clay. It makes man's fellow man subservient to him, sensitive to his slightest wish, acquiescent in every opinion. It enables him to direct and influence man, while he who is influenced believes he is acting upon his own volition—that he is following his own will.

You may cultivate your personal magnetism if you so desire. You may develop this subtle, intangible power, and use it in your daily vocation. It is the magic wand that turns failure into success, misery into happiness, poverty into affluence. It strikes deep into the hearts and minds of men; it lays bare the mysteries of the great successes and achievements of men of all ages. It unlocks the time-worn vaults of good fortune, luck, favorable opportunities, or whatever you may call them. It gives you the enchanted key to health, wealth, and fame. Do not delay! Let not the golden moments fly! Every day you live without this knowledge, you are fighting an unequal battle for life. Many of your adversaries are armed with the sharp, keen weapon of personal magnetism—they succeed, achieve, and win, while you are fighting on the quicksands of failure, distress, and sore disappointment. Their success is to you probably as much of a mystery as your own failure. No one can fully understand the power and influence of this mighty unseen force until he has mastered it and tried it on those with whom he comes in contact—until he has controlled the actions, manners and very thoughts of those about him; dominated their personalities, directed their movements, influenced their very destiny itself. Then, and not until then, will he fully realise the marvellous benefits to be derived from this wonderful knowledge.

"I have seen the subtle power of hypnotism remove pain where other anæsthetics failed. I have seen the sick man restored to health through no other means than the quiet, restful sleep brought about by this wonderful agency." Rev. Russell Conwell, D.D., Pres. Temple College and Pastor of Temple Church (Baptist).



The Mysteries of the Magi made Manifest. The Secret of the Power of the Wise Men of Ancient Times Revealed.

Have you all the comforts and friends you desire? Is your happiness complete? Can you influence whomever you wish, to the extent you desire? Do you know how to escape the influence of others? Can you win and hold people? If an employee, are you getting all the salary you care for? Is your health perfect? Is there nothing in life that you wish, that you do not possess?

If you can answer all the above questions in the affirmative, then you may get along without personal magnetism; but if there is a single question in the above list to which you cannot answer "yes," then you cannot afford to be without this knowledge. It will help you as nothing else can. It will help you to achieve your ambitions, to gratify your desires. Every day you delay in getting this information is practically a day wasted in your life. Look around you on every side; see the people who win. What kind of people are they? Do they not influence others? Are not others anxious to do something for them? Have they not a strong personality? Do they not direct and control the affairs of life?

"No tale in the Arabian Nights, no story of the wondrous treasures taken by mystic power from magic nutshells, surpasses what hypnotism is doing to-day." Carl Sextus, author of "Hypnotism."

Work is the Foundation
 of Wealth.
 But if all you do is Work,
 and not use your
 Magnetic Powers,
 You'll wipe sweat until
 you die.



Let to day be the red-letter day of your life, the turning point of your career. Master the science of personal magnetism, and wield infinite power. Be a man amongst men—a tower of strength in your community.

THE USE OF HYPNOTISM IN DISEASE.

At last medical science has penetrated the subtle forces of nature, discovered their possibilities and marked their limitations. It has revealed to us the real, underlying cause of disease, and found a rational method of cure.

"The time has come when the true
 value of suggestion should be known,
 and its use placed upon a scientific
 basis." Dr. W. P. Carr, of Columbian
 University.



The Use of Hypnotism in Disease.

It has brought out of the intellectual chaos and mysteries of ages, the greatest curative agent known to man. Hypnotism has come to the aid of the sick, come to cure the grievous ills of years—to eradicate deep-seated disease—to bring health and happiness to thousands of homes now darkened by the veil of misery and despair. In all the wide and far-reaching realms of chronic and acute disease, there is no case in which hypnotism may not be beneficially applied. It stops the inroads of the dread destroyer, death—and strengthens and energises the human body until all its old time elasticity returns. In this marvellous power, the suffering will find an agent of relief,—so-called incurables, a Mecca of health.

**Greatest Cur-
ative Agent
Known to
Man.**

It is that magic power that enables the operator to cure acute and chronic diseases by the mere passing of his hands over the patient's body. A word,—a suggestion,—a wave of the hand and the suffering is relieved. It is all done so quickly and with so little effort on the part of the operator that the bystanders can scarcely believe their eyes, while the patient thinks truly a miracle has been performed. You can learn this wonderful science; you can use this mighty power; you can cure the sick around you; you can be a blessing to mankind—a god-send to your community.

**With the
Quickness
of Magic.**

"An auto suggestion, or a suggestion arising from the experience or the training of an individual, is just as potent as the suggestion of a hypnotist." Thomson Jay Hudson, LL.D.

Hypnotism unfolds the secret law of the miraculous cures of all ages. It unveils the seeming miracles performed by the so-called prophets and seers of old—the divine healers and wonder-workers of the present day. Even in the hands of the unlearned and superstitious, it has proved itself more powerful than medicine in the cure of human disease.

**It is More
Powerful
Than
Medicine.**

This instruction is written by the leading specialists of the world; it is eminently practical—it has stood the test of experience. It is worth ten times more to you than the price of the entire course.

**The Test of
Experience.**



Hypnotism is Invaluable in the Treatment of Disease.

Hypnotism requires no faith, does not distinguish between ailments, and is as simple in its methods as it is wonderful in its results. It enables you to cure yourself and remain cured,—it enables you to cure others and to relieve suffering humanity without the aid of drugs or instruments. It is a positive

**Cure
Yourself.**

cure for all nervous disorders, such as neuralgia, headache, toothache, hysteria, insomnia, paralysis, and deafness. It may be successfully applied in the treatment of rheumatism, Bright's disease, St. Vitus' dance, incipient consumption, insanity, apoplexy, diseases of the stomach, liver, kidney, bowels,—diseases of the heart and internal organs. In such cases, it is daily restoring health and hope to thousands long since abandoned by other schools of therapeutics.

**Restores
Hope.**

"The history of therapeutic suggestion shows that nearly all persons are more or less subject to the influence." Dr. W. P. Carr, of Columbia University.

Smoking, drinking, chewing, opium, cocaine and chloral habits vanish before hypnotic treatment as if by magic.

**It Builds
Character,
Strengthens
Will.**

Under its benign spell and use we may build character, strengthen the will and improve the memory—banish all evil tendencies such as lying, stealing, swearing, gambling, etc. Bashfulness, diffidence, inordinate fear of storms and lightning, fear of disease, and hallucinations of any kind quickly yield to hypnotic treatment.

Every successful physician uses hypnotic suggestions in the treatment of his patients. He may not be conscious of its use. Certainly his patient is not aware of it. It is a well-known fact that a physician in whom you have confidence, whom you trust intuitively, whom you vest with superhuman ability to relieve distress and cure disease, is the best physician to treat you. You help to cure yourself by your very confidence, by auto-suggestion.

The relation existing between the mind and the body is very close, so close in fact that the mind wields an all-powerful influence over the body. It dominates it. It is impossible for one to be impaired without the other suffering. The wonderful power of the mind is indisputably established by hypnotism. Hypnotise a subject and suggest that all sensations



Hypnotism in Surgery.

of pain shall leave certain parts of the body and the sensory nerves fail to fulfil their functions, and you may thrust a needle through the most sensitive tissues without causing even a grimace. You may sear the flesh with a live coal without causing pain. This may seem incredible—indeed it does not seem possible; yet it is true.

The pain attending childbirth may be avoided and surgical operations may be performed by the use of hypnotism instead of chloroform—legs may be amputated, abscesses opened, tumors removed, bullets extracted—in short the most difficult operations may be undergone with no other anæsthetic than

**Hypnotism
in Surgery.**

“Through hypnotism we have been enabled to raise the veil of popular superstition.” Prof. Max. Dessoir, University of Berlin, Germany.

the hypnotist's assurance that no pain will be felt. This is not a matter of conjecture or a matter of theory, but it has been practically demonstrated in hundreds of cases. It is well known that when chloroform is used many patients die from the shock attending its use and the operation. This is avoided when hypnotism is used, as the operator has absolute control over the nervous after-effects.



Hypnotism in Dentistry.

Dentists may employ hypnotism instead of gas, cocaine or ether. Teeth may be extracted or filled and all dental operations painlessly performed. **Hypnotism** is nature's own anæsthetic. It is the wise provision of an omniscient Creator for the relief of human pain and suffering. Even when the disease is of such a nature that it cannot be cured, the subtle power

The St. Louis Post-Despatch, in citing a case in which a delicate surgical operation was performed by the aid of hypnotism, says:

"Its use in surgery as an anæsthetic has been proved to be far superior to chloroform, ether or nitrous gas."

of hypnotism may be employed to relieve the racking pain, so that the patient may spend his last hours in peace and quietude. What a benign power—what an agent for universal good. God's best gift to man. If hypnotism were only well understood, the pain and suffering of this life would be reduced a thousandfold.

Absolutely Harmless. Hypnotism is absolutely harmless. It may be used alone or employed in connection with any other curative agent. It never interferes with any other treatment, is always positive in its action—potent in its effects. A knowledge of this science will explain to you the secret law of longevity—it will explain the underlying principles of good health. It is an agent which, more than anything else, will add to your physical welfare. If you are sick, or if any of your friends are sick, you should not fail to test the marvellous properties of this wonderful power. It positively can do no harm—it will produce inestimable good.

All Great Discoveries Must Overcome Prejudice. If you are inclined to scoff at hypnotic suggestion as a remedial agent, remember that all successful curative agents have been obliged to fight against prejudice. Vaccination was assailed by both physicians and laymen. Only a hundred years ago, the Rev. Edward Massey, a prominent New England clergyman, said, "Diseases are sent by Providence for the punishment of sin, and the attempt to prevent them by inoculation is of diabolical origin." Only two hundred years ago quinine was bitterly attacked by both physicians and clergymen. In the heat of sectarian feeling it was stigmatised as an invention of the devil. The theory of the circulation of the blood was ridiculed and Harvey considered a fanatic.

Our Course Written by Eminent Physicians, Surgeons and Practitioners. The character of the authors of our course, including, as they do, many of the most celebrated physicians of the world, is sufficient in itself to convince any thinking man of the wonderful curative properties of hypnotic suggestion. These physicians possess a thorough knowledge of medicine and surgery, they have devoted their lives to treating the sick, they have thoroughly tested hypnotism in hundreds of cases and they know from practical experience whereof they speak. You may depend absolutely on what they say. If hypnotism was not the most marvellous therapeutic agent known to modern science, do you suppose these eminent physicians would endorse it? Would they say that it cures diseases utterly incurable by medicine; would they use it instead of medicine; would they recommend it

"Among the many uses to which suggestion may be put, I will mention only two, whose importance will at once strike the reader. Various bad habits can be cured; various defects of character can be remedied." Prof. E. W. Scripture, of Yale University.

to the world; would they advise all medical colleges to introduce a course in hypnotism (which many colleges are doing)? Finally, would they write and lend their names to the teaching of something that was not destined to be of great benefit to humanity? They have no personal interest whatever in the sale of this course, they are absolutely unbiassed in what they say.

Our course gives the best and most comprehensive instruction in hypnotism, suggestive therapeutics, telepathy, clairvoyance, mind reading, etc., that has ever been given. The authors of our course comprise the most eminent specialists of the world, not one, but all of them. No such course has ever before been offered.

**The Only
Course of
Its Kind.**



Hindoo Hypnotist.

HOW TO CURE YOURSELF— AUTO-SUGGESTION.

The laws of hypnotism are far reaching. They provide for every possible contingency. If a man be alone on a desert isle thousands of miles away from civilisation, he is not yet deprived of the benign influence of this wonderful power. You may hypnotise yourself,—you may treat yourself by auto-suggestion, by mental healing, by magnetic healing. You can cure yourself of diseases and bad habits—you can strengthen your will-power and foster confidence in your ability to succeed.

Our course thoroughly explains auto-suggestion, mental healing and self-treatment. This knowledge is beyond price to those who suffer from any disease—to those who would develop any faculty of the mind, to those who would achieve success, fortune or fame.

“Remember, there is no danger in hypnotic sleep.” Edward H. Eldridge, Professor of Psychology, Temple College.

HYPNOTIC TREATMENT MAY BE USED WITHOUT PATIENT'S KNOWLEDGE.

You can treat disease by auto-suggestion, suggestive therapeutics, magnetic healing, etc., without the knowledge of the patient. He need not know the marvellous means

**The Patient
Need Not
Know.**

that you employ. You can make him think that his speedy recovery is due to a dose of medicine, a porous plaster, a system of diet, or anything which you desire. Physicians usually achieve the best success when they do not let the patient know the method of treatment that they employ. The fact that this science can be used without the knowledge of the patient enables us to cure hundreds of cases which would probably otherwise remain uncured. It matters not how averse a person is to hypnotic treatment, how much he is prejudiced against it, by our new system you can cure him entirely without his knowledge of the agent you employ.



INSTANTANEOUS HYPNOTISM.

Our course of instruction is the only one published that tells you how to hypnotise a person **instantaneously**, without that person having been previously hypnotised.

Two eminent authorities treat this subject thoroughly, explaining two different methods. These methods include all that science has ever disclosed in regard to this most interesting and highly profitable phase of hypnotism. With either method, you can hypnotise instantaneously—quick as a flash. Subjects who resist every other known means submit to one of these methods. The famous method of hypnotising instantaneously without contact or passes is thoroughly and clearly explained. These methods are minutely explained by men who have practised them. No more interesting or valuable phase of the subject of hypnotism has ever been presented. No other work gives the information in a form so complete and so practical.

These methods alone are worth the price of the entire course.

Most persons who have had much experience with hypnotism have found some subjects who were refractory—hard to hypnotise. One of our celebrated instantaneous methods is especially designed for this class of subjects—with it persons who have defied all other methods may be instantly thrown into the deepest stages of hypnosis.

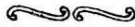
“The blessings that are possible from
a proper use of this power cannot be
estimated.” W. Baker Farnestock,
D.D.



Instantaneous Hypnotism.

MESMERISM.

Mesmerism is but the name of a particular method of hypnotism. This course contains the most exhaustive treatment of mesmerism that has ever been published. The methods of Mesmer are fully explained. The strength and weakness of them is brought out in a way that enables the student to select the best and discard the most useless.



TELEPATHY AND CLAIRVOYANCE.

In this course the world's most eminent specialist on clairvoyance and telepathy treats the subject exhaustively. A rich harvest of information awaits the student of this particular phase of hypnotic phenomena.

The line is clearly drawn in their treatment between the sensible and the sensational. Their reasons and results are thoroughly explained in a way which removes a world of misunderstanding and misconception. We commend this feature of the course particularly to all students of the occult sciences.



BAD HABITS.

"Bad habits gather by unseen degrees

As brooks make rivers—rivers run to seas."

Habits—bad habits—what a part they play on the stage of human life; yea, even in the destiny of the human

"I am convinced that the time is fast approaching when physicians will place as much if not more confidence in hypnotic suggestion than in medicine."
G. S. Lincoln, M.D.

family. Morphine, liquor, cigarettes, chloral, cocaine—what an ominous list. Think of them! Think of the hundreds of lives they have enthralled, the homes they have destroyed, the families they have divided, the widows and orphans they

have left penniless and destitute. Consider the master minds they have ruined, the souls they have chained to the bottomless pits of misery and despair, and yet there is a master of these habits. The all-wise Creator of the Universe has provided us with a magic force that makes and unmakes habits—that rules them with a kingly sway.

Hypnotism banishes all bad habits. It eradicates them from the system forever. No other power reaches habits of such long standing and subdues them so quickly



All Habits Yield to Hypnotism.

and thoroughly. There is no habit so trifling that it can not be reached by hypnotic treatment; there is none so deep-seated and pernicious that it will not yield to this magic force. It matters not how many other methods of treatment have been tried without success, hypnotism will positively cure! It is a specific for any habit. Professional hypnotists and physicians may realise a handsome income and do incalculable good by treating the morphine, liquor, and tobacco habits. Hundreds of poor souls are enslaved by these habits who would give their all to be free. With the marvellous power of hypnotism you can set them free; you can disenthral them; you can bring them from darkness into light—from misery into happiness.

Power to Resist Any Habit.

You can raise them from down-trodden human beings to the sphere of men and women. You can give them that power that will enable them to resist any habit. You can control them so that the use of liquor or narcotics would be absolutely impossible.

"Suggestion cannot remove a needle from the flesh, but I have seen it completely relieve the pain when the patient was made to believe it had been removed." Dr. W. P. Carr, of Columbian University.

DEVELOPMENT OF MENTAL FACULTIES.

Professor John D. Quackenbos, of Columbia University, New York City, writes in the July "Harper's Monthly" on the "Educational value of Hypnotism," as follows:

"Tactful suggestion has power to exalt the intellectual as well as the ethico-spiritual nature. The development of mind is no less a hypnotic possibility than the betterment of morals. In fact, the moral exaltation, characteristic of hypnosis, is accompanied with a rise in intellectual dignity and power.

It Exalts
The Intellect.

"Differences induced by objective education are obliterated and the fundamental endowments of that finer spiritual organ in which, under God, we have our highest being, dominate the intellectual life.

"Hypnotic suggestion is but inspiration. The subject not only shares the latent knowledge, but he borrows as well the mental tone of the operator. His memory becomes preternaturally impressible. The principles of science, language, music and art are quickly appropriated and permanently retained for post-hypnotic expression through appropriate channels. Confidence in talent is acquired; embarrassment, confusion, all admission of inferiority, are banished once and for all from the objective life—by placing the superior self in control.

Hypnotic
Suggestion
Is Inspiration.

"The state of hypnosis would seem to prove that we have within us an immaterial principle entirely independent of sense organs and sense acquisitions."

"The experiments of Professor Quackenbos, in creative communication (hypnotic suggestion), embrace cases of backward and erratic children, dis-equilibration, voice culture, the development of musical talent, and the inspiration of writers and actresses.

Talent
Developed.

"Hypnotism," says the eminent Professor, "is the philosophical treatment for children unnaturally stupid, of sluggish intellect, born without the ordinary ability to concentrate thought or rivet attention, with defective

"The effects that can be produced by hypnotism are wonderful. Thousands are cured by suggestion. Intelligence in human or in animal form can be fed and grown from a spark to a gigantic flame." Carl Sextus,

memories, easily confused, or embarrassingly self-conscious, as well as for habitual indolence, disinclination to exertion, and cowardice."

A case in point is given where a boy of ten years, of destructive impulses, eternal restlessness, flagrant disobedience, defiant of authority and untruthful, was treated by the Professor with the result that, in a short time the desired trend was permanently given his mental and moral energies.

**Mental and
Moral
Development
Directed.**

Another case of successful treatment was that of "Crazy George," a Russian Hebrew boy, of Brooklyn, who



Strengthening Memory Under Hypnosis.

exhibited exaggerated irritability, sullenness, preternatural suspicion, difficulty of recollection, general incoherence,

"Recovery after an operation is quicker when suggestion is used, because the central nervous system, whose function is to govern the actions and sensations, is managed properly, so that the impulses passed through are only such as will have a quieting tendency." Chicago Chronicle.

ill-timed hilarity, aversion to the society of children, absurd fears, hallucinations, and night terrors, a one-sided attention for ordinary things, but morbidly increased for music—violin playing—in fact, on the latter subject he was a mono-maniac. He left Professor Quackenbos docile, obedient and happy, and is now quicker of comprehension, concentration, and recollection. His face beams with an intelligent expression entirely new to it.

These and other results, the Professor says, prove hypnotic suggestion to be a "true inspiration, an appeal to the soul regnant, a kindling of deepest and sweetest emotion, a materialising of its highest aspirations, a summoning into action of its resistless dominion."

Numerous instances are cited of noted singers, fiction writers, and actresses who have resorted to hypnotic treatment by the Professor for accession of self-confidence and inspiration, and have gone away self-reliant and enthusiastic.



MEMORY DEVELOPED.

Memory may be cultivated and imagination quickened. Perception may be sharpened and application made more intense. However much a person may study, if he has a poor memory he can never accumulate knowledge. By hypnosis the memory may be so strengthened that the most prodigious feats of memorising may be accomplished. This feature alone is sufficient to recommend the study of hypnotism to any thinking person.

Have you ever met a familiar face with which you could not connect the name? Have you ever attempted to commit to memory some beautiful quotation, with the result that when you wished to recall it you could not do so? Has your defective memory not been expensive? Have you not forgotten things which if done would have been very profitable? No man can over-estimate a good memory. It is in the power of any person who will master hypnotism to acquire this priceless possession.

"Indeed, we constantly see men of mediocre ability, but with fine personal presence, superb manner, and magnetic qualities, being rapidly advanced over the heads of those who are infinitely their superiors in mental endowments." Extract from "Success" on the subject of Personal Magnetism.



Hypnotism is of Inestimable Value in Training the Young.

CONTROL OF CHILDREN.

To parent and teacher hypnotism is of inestimable benefit. It enables them to exercise absolute control over children; to direct them as they should go; to restrain them when restraint is necessary. Its effects are marvellous. Peevish and fretful children may be hypnotised and such suggestions made that they will become pleasant and agreeable.

The habit of fault-finding may be cured; inordinate jealousy of brothers and sisters may be remedied; a disposition to run away from home may be

Fault-finding counteracted; a fondness for the association of other children whose society is detrimental may be remedied. Through

Cured. hypnotic suggestion all the faculties of the mind may be sharpened to a wonderful degree. Will-power may be strengthened, courage fostered, and confidence implanted. Repeated hypnosis

Sharpens the does not impair will-power—it does not weaken it, but on the contrary it lends a strength and imparts a vigor to the

Faculties ; will that can be obtained by no other means. It is the most remarkable

Strengthens agent known for the development of a good, strong will-power.

Will.

Every parent should understand hypnotism. It enables him to control his children by love and suggestion, rather than by force and the rod.

"Suggestion is by far the most notable of the phenomena seen in hypnotism."
Prof. J. W. Slaughter, University of Michigan, Ann Harbor.

HYPNOTISM IN ENTERTAINMENTS.

When you master hypnotism you have an inexhaustible source of entertainment at your command. Nothing else equals it. You need no previous preparation, no appliances—nothing but the presence of a few friends who seek some form of diversion.

You can make the most dignified person perform the most absurd antics. Anything you tell the subject, however ridiculous it may seem, is at once accepted as absolutely true. He never questions your statements; he acts at once upon your slightest suggestion.



Eating Raw Cabbage Under the Delusion that it is Water Melon.

There is no other style of entertainment, either private or public, which affords so much amusement as a scientific presentation of hypnotic phenomena. There is no comedy in existence which will produce so much laughter in the same space of time as a hypnotic entertainment.

You can make your lady friend believe she is picking roses where no roses exist. You can make a subject believe he is fishing without any fish or fishing-rod. You can take a subject on a balloon ride, show him places of interest throughout the world, and never leave the stage or parlor. You can make a subject eat quinine and think it is ice cream. You can make a subject do a thousand things so absurd in their nature as to surpass belief.

**Laughable
Scenes.**

"Cases of personal indulgence, alcoholism, sexual excess, together with tendencies which spring from abnormal or fixed ideas, may well be found amenable to suggestive treatment." J. Mark Baldwin, Ph. D., Princeton University.



Hypnotised Young Man, at the Wish of the Operator, is Unable to Take the Book Offered Him, though he is plainly trying to do so.

Our course contains special instruction in this phase of hypnotism, which it is impossible to secure from any other source. It gives all the details for giving private and public entertainments. Many operators can give an entertainment, but very few understand how to make a financial success of it; they fail to study the business end of it.

**How to Make
a Financial
Success.**

This is clearly explained in our course by one of the most successful managers of hypnotists in the world. His instruction is complete. He tells you how to book engagements, what per cent. you should have of the receipts, what printing you require in different sized cities, what prices of admission to charge, how to make contracts with managers, how to manage the business to reap the greatest possible benefit.

If you expect to make a success in giving entertainments, you must thoroughly understand how to put on certain scenes in proper rotation to get the best effects. This is overlooked by the majority of operators. Our course tells you just how to do this. It tells you just what to say to your audience, in order to make it easy to get volunteer subjects. It gives the only suc-

**How to Give
An Enter-
tainment.**

"The hypnotic sleep, according to the Nancy or Charcot Schools, is similar to the ordinary sleep." Prof. H. S. Drayton, Bellevue Medical College.

cessful method, whereby it is possible for a hypnotist to go to a strange city and secure subjects from the audience the first evening. Most operators carry their subjects with them. If you use the method explained in our course, this is unnecessary, and the receipts are larger than if you had a company of your own. The different scenes are so accurately described that a child could put them on.

There is a great demand for public operators who understand their business. Our course on the entertainment phase of hypnotism is so prepared that your success is instantaneous. Many of the readers of this book have doubtless witnessed public exhibitions. This course will positively enable you to do everything you have seen any hypnotist do, and a great deal more.

A Demand For Public Operators.



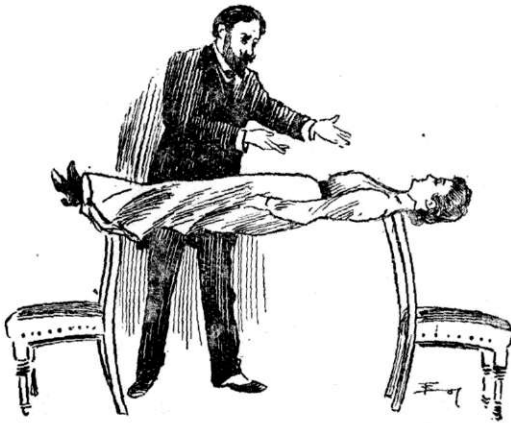
At the wish of the Hypnotist he has forgotten his own Name.

Many public operators are clearing from £1,000 to £5,000 annually by giving these exhibitions. They are perfectly harmless. Many subjects have been operated on by public operators for twenty years almost every night without any bad effects.

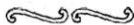
Our course tells you how to place a subject in a long trance. This feat causes wonderful excitement in any community where it is exhibited. If you take our course, we shall be glad to tell you in what community you will find these exhibitions the most profitable.

The Long Trance.

"I have seen many persons hypnotised and have hypnotised large numbers myself, and have never known an evil result to follow, but frequently a great deal of good when least expected."
Stanley Warde Hart.



Wonderful Hypnotic Cataleptic Test.



SOCIETY—LOVE.

Success in society is the result of influence, of a magnetic personality, of the ability to win and hold people.

Influence the Money will not purchase success in society—it may contribute to it, yet hundreds of women, endowed with neither wealth nor rare personal beauty, have reached the top rung of the ladder of success. They may not all have been practical hypnotists, but every

Key to Social one who has achieved success has possessed a magnetic personality—she has been able to influence people—to command the respect of others. She has either consciously or unconsciously employed personal magnetism. Without this quality, social success is impossible.

Success. You can develop personal magnetism ; you can achieve social success and distinction ; you can win the confidence, love, and good-will of others. If you

You can Win have a magnetic personality, you need never suffer from unrequited love. You possess those qualities which are bound to influence and attract ; which will make your wish the law of others—

and Hold which will enable you to control their affections and hold them with a bond that only death can break.

Others.

“Everyone who can concentrate his attention has within him the fundamental possibilities of the various phenomena of the second personality (hypnotism).” Prof. Clark Wissler, of Columbian University.

HYPNOTISM AND PERSONAL MAGNETISM IN DAILY LIFE.

Many ask the question: "What class of people is benefited by a knowledge of hypnotism?" We answer that there is no calling, profession, vocation or avocation, that may not be helped by a knowledge of hypnotism. It will benefit one whatever may be his business. He who understands it can apply it practically to his calling, or he can use it to help him to another and higher sphere.

Its principles are so broad that it may be applied with profit to any profession or calling. It creates confidence in one's self; it inspires the confidence of others; it creates will-power and fosters an irresistible courage. It is of use wherever man meets man, regardless of circumstances. We realise that we are paying it a broad tribute; but thousands of pupils testify to the absolute accuracy and truth of our statements.



A KNOWLEDGE OF PERSONAL MAGNETISM AND HYPNOTISM A SHIELD.

To understand the laws of personal magnetism and hypnotism is a safeguard. It is a protection against those who seek to influence you to your detriment. To know personal magnetism is to know yourself and others—a knowledge that enables you to wield power or to ward off evil influence. It is worth as much as a protection against others as it is in making it possible for you to exert an influence. To understand these laws is to know how another wills to influence you by their use: a knowledge that enables you to resist.

No man who understands hypnotism and personal magnetism will ever be imposed upon by the confidence man. He will not purchase gold bricks or hazard his money in imaginary investments, the principal value of which is found in the glib tongue of the promoter. He will know when another is attempting to obtain control over him, and be able to avoid the influence.

"The weak-minded, the insane, and those on the border-land of insanity are most difficult to hypnotise." Dr. W. P. Carr, of Columbian University.



Hypnotism Affords One of the Most Delightful Parlor Entertainments Ever Witnessed.

A CONSTITUENT ELEMENT OF SUCCESS.

Hypnotism is a constituent element of success. Anyone who succeeds uses it in its higher forms, though often unconsciously. It fills the operator with the elasticity of enthusiasm. It makes him the master of himself and master of others. It begets a confidence, and imparts a momentum which are irresistible.

Thousands of people, diffident and retiring in disposition, have become, after practising hypnotism, courageous and aggressive. Followers once, they are leaders now. They walk with that elastic, confident tread that is one reward of achievement. They have become self-centred; they believe in themselves; they have developed that regal will, the lack of which makes all men subjects, the possession of which makes the pauper a king.

A knowledge of this science is worth to any man in any calling a hundred times what it costs. It is worth to some men, in some callings, an infinite amount. It may truly be said to be the stepping stone to success.

**Anyone can
Use It
Anywhere.**

"Hypnotism unfolds the secret law by which all personal influence is, and ever must be, exerted." X. La Motte Sage, A.M., Ph.D., LL.D.

Unconscious Use of Hypnotism and Personal Magnetism.

Hypnotism is capable of accomplishing untold good when used with no attempt to conceal its real identity, but it is a hundredfold more valuable to the business man, the lawyer, the physician, the orator, the teacher, the society leader, the agent, the reporter, who may use it daily, under the guise of personal magnetism. In this subtle form the subject is unconscious of the fact that the operator exercises an influence over him. He feels

Acts on

Another's

Suggestion.

impelled to do as the operator desires, but does not know that he is acting on the tacit suggestion of another. He thinks he is following his own volition; that he wills to do as he does; that no extraneous influence is brought to bear upon him; that he is following a logical trend of reasoning to its legitimate conclusion.

This phase of hypnotism is of inestimable benefit to him who wishes to deal with his fellows. It is no less valuable to him who would escape an influence that might be detrimental to his material interests. You can use this

This

Knowledge

Protects.

phase of hypnotism to influence others. You can use it to prevent others influencing you. The man who does not understand the laws of hypnotism, the science of personal influence, is at the mercy of the man who does. He is in no better position to protect himself than is an unarmed man who faces a skilled fencer, equipped with shield and blade. Thousands of people are mastering hypnotism, and if you learn no more about the course than how to escape the influence of others, you will be many times repaid for your time and money.



MISTAKES ABOUT HYPNOTISM.

Hypnotism has been injured, because it has been misunderstood. It has been shrouded in mystery and vested with awful and dangerous qualities. It has now reached the point where the man who claims injury from hypnosis is known to be ignorant of the true principles of the science.



CAN I LEARN HYPNOTISM?

You can. The time and effort required to master it is in no sense equal to the importance of a knowledge of the subject. Its simplicity is astonishing.

Anyone

Can Learn

Hypnotism.

Like many inventions that have benefited mankind so infinitely, it is simplicity itself. It is a God-given power, but it is given alike to all mankind. It is your heritage if you see fit to claim it.

"Hypnotism as a therapeutic agent will outlive many remedies whose praises fill the columns of medical journals at present." Albert Moll, M.D.



Hypnotising a Subject by the Silent Hindoo Method.

Our course is not written in the phraseology of science, but in the common parlance of every-day people. It is so simple that anyone can understand it. It has been edited carefully, with the particular object in view of making it plain to anyone who can read. We guarantee that you shall be able to master hypnotism if you take our course. If you do not master it, we will refund your money. It costs you nothing to make the effort—we assume all the risk. Anyone who can read can learn hypnotism, and every man who knows how to read should understand it. It will increase his efficiency and further his interests. It will bring success to him, where heretofore failure has held full sway.

It Costs

Nothing

to Try.

WHO MAY BECOME A HYPNOTIST ?

Anyone can learn hypnotism who can read. Some individuals make better hypnotists than others; it is equally true that some people make better lawyers than others. Various degrees of ability have always existed and always will exist.

Anyone

Can Learn.

The Lima, Ohio, Republican Gazette, in relating an interview with one of the best known practical hypnotists in the United States, says :

"Hypnotism has no equal as an anæsthetic; the patient suffers no pain."

The science of hypnotism may be taught. Hypnotists and scientists have demonstrated this. It is merely a question of whether you desire to place yourself in possession of this information or not. That it will benefit you, there can be no doubt —that you can learn it admits of no question. It is a science; any science can be taught, and hypnotism is so simple in its application that the practical side of it may be mastered quickly and easily.



A FORFEIT OF £100 STERLING.

So certain are we of our ability to teach you hypnotism that we will forfeit £100 sterling to any person of ordinary intelligence whom we cannot teach this science, so that he can actually apply it and hypnotise people. We could not afford to make this offer unless we were absolutely sure of what we can do.

We will give you our course of instruction for nothing if you can find another Corresponding Course of Instruction in Personal Magnetism, English Hypnotism, Hindoo Hypnotism, Instantaneous Hypnotism, Telepathy, Will Power, Self-Control, and the Development of Character, etc., etc., on the market that in any way compares with ours. This course is far superior to all others.



TIME REQUIRED TO LEARN.

Many of our pupils succeed with the first tests the same day they receive the course, and immediately hypnotise people. Some of our pupils have been able to hypnotise others within thirty minutes after receiving the course. They read the first lessons over and immediately hypnotise those around them. Anyone should become a good practical operator after two weeks' study of twenty minutes each day. This does not mean that he would know all there is to be known about hypnotism, but it means that he should know enough to use it practically, intelligently and surely.

Education
Not
Necessary.

An education is not a pre-requisite to success. It frequently happens that the unlearned are the most successful, for illiteracy fortunately does not prevent a man from the exercise of those magnetic qualities to which the world does homage.

"Hypnotic suggestion stands easily at the head as an aid in medicine. It helps to inspire confidence; it helps to cultivate and liberate the vital forces, so that they cure the diseased condition; it plays a more important part than medicine." G. S. Lincoln, M.D.



OUR GUARANTY.

We give every pupil a positive guaranty that he will succeed. If he does not succeed, we refund his money.

We Refund Money.

There is nothing equivocal about this guaranty. It indicates the greatest possible faith in the thoroughness of our course. You could guarantee to teach any intelligent person practical arithmetic. On the same principle we guarantee to teach any intelligent person practical hypnotism. The one is just as plausible, just as reasonable, just as easy as the other. If we had an inferior course we could not give it this indorsement without inviting financial ruin; but with such a course as we have, written by such authors, we incur not the slightest risk. You can therefore take our

It is Worth a Hundred Times What You Pay.

course with a positive assurance that, if you master it, it will be worth a hundred fold your tuition fee; while if you fail to master it, it shall cost you absolutely nothing. It would not be possible for us to make a promise of this kind without fulfilling it, and do business through the mails of these States. As an intelligent person you know this to be true.

To anyone interested in the occult sciences, even though he be a practical operator, this course is worth many times what it will cost. It is an undisputed authority. It has emanated from the leading universities of the most enlightened country of the civilised world. It is indorsed by their faculties and sanctioned and dignified by them.

A Product of the Universities.

"The hypnotic sleep, according to the Nancy or Charcot Schools, is similar to the ordinary sleep." Prof. H. S. Drayton, Bellevue Medical College.

WHO CAN USE HYPNOTISM AND PERSONAL MAGNETISM.

- Scientist** The scientist needs to understand its laws in order to be abreast of the times.
- Minister** The minister can use it in appealing to his congregation.
- Teacher** The teacher of music, art or literature, can use it to create imagination, to emphasise persistency, to augment inclination to study, and to give proper trend to his pupils, along almost any line.
- Philanthropist** The philanthropist can use it in drawing about him the helpful forces which administer to the health, comfort and progress of mankind.
- Reformer** The reformer can use it in the persuasiveness of his arguments, the commendation of his cause, or the confirmation of his theory.
- Teacher** The teacher can use it in governing her school.
- Physician** The physician can use it in the treatment, by suggestion, of all classes of disease, both acute and chronic.
- Patient** The patient can use it in the cultivation of cheerfulness by auto-suggestion, and can thus aid his recovery by the exercise of suggestion.
- Surgeon** The surgeon can use it as an anæsthetic. Some of the most wonderful cases of surgery have been performed by its use.
- Healer** The magnetic healer can use it in his daily practice, in fact, he must use it to be successful.
- Dentist** The dentist can use it in place of gas or anæsthetics.
- Lawyer** The lawyer can use it in influencing the jury and aiding his clients.
- Orator** The orator can use it in acquiring confidence, fluency, and in potent public appeal.
- Parent** The parent can use it in disciplining his child and in eradicating baneful habits.

"Personal magnetism enables you to attract people; to interest people; to please people to their good and your advantage." Rev. J. C. Quinn, Ph. D., D.D.

- Lover** The lover can use it in winning and holding the affections of the woman who is to reign queen of his home.
- Politician** The politician can use it in controlling his followers.
- Merchant** The merchant can use it in controlling his employees, in obtaining concessions from those from whom he purchases goods, and in inducing business from the public.
- Clerk** The clerk can use it in his contact with customers, and in obtaining the good-will of his employer.
- Agent** The agent can use it in creating a demand for what he sells.
- Mechanic** The mechanic can use it in development of that intuitive power which acquaints him with the delicate and intricate machinery of modern invention.
- Inventor** The inventor can use it in the heightened power of the synchronous action of his dual mind.
- Laborer** The laborer can use it to increase his opportunities for finding a higher sphere of usefulness.
- Society Leader** The society lady can use it in gaining and maintaining influence over her associates.
- Those who wish to please can use it for the amusement and edification of their friends.
- Young People** Young people can use it as an introduction to society. It enables them to please their associates by performing wonderful feats.
- Entertainer** The entertainer can make it the sole or chief feature of his programme.
- Those who wish to be leaders can use it in gaining ascendancy over their fellows.
- Financier** The financier can use it in his contact with his customers.
- Nurse** The nurse can use it. She can supplement the physician's medicine by well-timed suggestion, and thus aid recovery.

"Everyone who can concentrate his attention has within him the fundamental possibilities of the various phenomena of the second personality (hypnotism)." Prof. Clark Wissler, of Columbian University.

- Author** The author can use it to create inspiration by means of auto-suggestion.
- Actor** The actor can use it in gaining prestige with his audience. Personal magnetism plays a great part in popularity.
- Farmer** The farmer can use it in the cultivation of that confidence necessary to find a profitable market for his products.
- General** The general may use it in gaining the confidence and loyalty of his subordinates.
- Shopper** The shopper can use it in obtaining concessions from those with whom she deals.

It is a profession in itself. It is a useful adjunct to any profession or calling, to any vocation or avocation; it will help any person anywhere, in any business.



THE VICTORIAN COLLEGE OF SCIENCES.

The Victorian College of Sciences was organised as a protest against institutions that have pretended to teach hypnotism and have given only a shallow, superficial knowledge of the subject, to the detriment of those who take such courses and to the disgrace of the science itself.

- Its course of study, prepared by professors of the leading universities of the world, stands alone as a course of instruction on this subject. It is recognised as a standard authority on hypnotism. It is not possible to procure a better course.
- Standard**
- Authority.**

Every science has been more or less injured by charlatanism—hypnotism is no exception to this rule. It has attracted more than its share of irresponsible, illiterate votaries, who have published broadcast their vaunted ability to teach it. Their claims and representations have shocked the credulity of sensible people. The conceit of

"It is not the weak-minded who are the best hypnotic subjects: the question of being hypnotised does not depend at all upon strength of will." E. H. Eldridge, Prof. of Psychology, Temple College.

ignorance has led them where no scientist dares or desires to follow. They have exemplified the adage, "Fools rush in where angels fear to tread." That they have injured hypnotism admits of no question. Thousands of people not being able to get an authentic course have obtained the best procurable, and not always being able to discriminate, some have patronised the persons referred to.

Hypnotism

Injured by

Ignorance.

The course offered by the Victorian College of Sciences draws a clear line between the true and false. It elucidates the theory and emphasises the practice of hypnotism. It includes no falsehood and omits no truth. It has been written by educated men for intelligent, appreciative, enthusiastic people, and such it will fully satisfy. People who give ready credence to the vaunted claims and the exaggerated statements of boastful ignorance will still continue to do business with the self-advertised hypnotist, who claims that he is the only person who has delved deep into the science.

Truth Sepa-

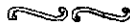
rated from

Falsehood.

But what shall sensible men think of his course of instruction as compared with a course prepared by professors of the leading educational institutions of the world? The difference in the two courses of instruction is appallingly great.

A Com-

parison.



FINANCIAL RESPONSIBILITY.

The Victorian College of Sciences has a recognised standing. It owes no debts, is free from mortgages, and is in every way worthy of the confidence of the public.

Capital.

You take no more risk in sending this institution money than you do in depositing it in the best bank in this country. The officers are all men of undoubted integrity and honesty. Every promise and agreement made by the Victorian College of Sciences will be fulfilled to the letter. If you take our course of instruction and are not successful, then we do not want your money—we do not want you to pay out something for nothing. If, for any reason, anyone should happen not to be perfectly satisfied

Every

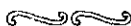
Promise

Fulfilled.

"Hypnotism unfolds the secret law by which all personal influence is, and ever must be, executed." X. La Mott Sage, A.M., Ph. D., LL.D.

with what he receives, we shall consider it a favor if he will at once notify the General Manager, so that the matter may be immediately adjusted and complete satisfaction given.

Our best advertisement is a well-pleased patron, and you may rest assured that we shall leave nothing undone which will, in any way, assist you or contribute to your complete success and satisfaction.



AUTHORS OF OUR COURSE.

Our course of instruction has been written by eminent specialists. Every contributor has a world-wide reputation—all are recognised authorities on this subject. It is the first time that such a consensus of the opinions of authorities on hypnotism has ever been compiled.

The leading universities of the world are represented. All the eminent specialists in this scientific field are contributors. The authorities represented in the compilation of this course constitute a veritable galaxy of mental giants. They are eminent in all the walks of life. University presidents, college professors, lawyers, physicians, successful authors, practical hypnotists, all have helped to make this course pre-eminently an authority on this subject.

There is no quackery or charlatanism connected with it. It would be impossible for such contributors to write a poor course of instruction; they could not do it. It would be equally impossible for them to misrepresent any of the facts. Their standing in life precludes the possibility of such an act.

You get in this course all that hypnotism has to offer—the true, unalloyed science, and the practical application of every phase of the science. You will have illustrated all that is known on the subject, with all pretention, sham, misconception, and misstatements expunged. What there is to be known the diligent student of this course will know.

**The
Unalloyed
Science.**

"Legs may be amputated, children born, teeth extracted—in short the most painful experiences undergone, with no other anæsthetic than the hypnotiser's assurance that no pain shall be felt. Similarly, morbid pains may be annihilated, neuralgia, toothache, rheumatism cured." William James, Ph. D., M.D., Professor of Psychology, Harvard University.

THE DAY OF DOUBTS HAS PASSED.

Time was when some excuse existed for the man who doubted hypnotism. That day has passed. No educated person can now afford thus to incur the charge of ignorance. Every science must pass through this stage before it becomes recognised.

When a few travelling hypnotists, more or less deft in the art, but ignorant of the principles of the science, were the only votaries of hypnotism, there was room for doubt in regard to its genuineness, but when the leading universities of the civilised world speak through their professors of psychology and philosophy to an intelligent public, all doubts must be dispelled.

When our universities recognise this branch as a part of their curricula, hypnotism takes its place as a branch of education, and no one can longer doubt its existence without laying himself open to the charge of ignorance.



OUR COURSE COMPARED WITH OTHERS.

It would be useless to attempt to compare this course of instruction with other courses. The difference is so vast that it can scarcely be measured. There is as much difference in courses of instruction as there is in the men who write them.

The Difference Cannot be Measured.

Most courses advertised are written by one person of no professional standing, who is actuated by a desire to profit thereby. Our course has been written by twenty-one eminent specialists, actuated by a desire to further the interests of the science of hypnotism. Most courses abound in misstatements and misleading explanations; ours sets forth the true science, clearly and lucidly explained. Most courses, if they find their way into a university, are at once consigned to the waste basket; our course is the product of the leading universities, eminent specialists, and practical operators of the civilised world. Nothing like it has ever before been placed upon the market.

Twenty-One Specialists Wrote It.
Product of the Leading Universities.

"The best subjects are those of trained mental powers, for they can best follow the direction of the operator and concentrate the mind. Infants and weak-minded persons are the poorest subjects." Prof. Geo. H. Coe, Northwestern University.

This course is twenty-five years in advance of anything that has ever before been published. It is absolutely unequalled.



WHAT OUR COURSE TEACHES.

Our course covers every phase of the subject of hypnotism from its very simplest fundamental principles to its most complex applications. We give complete and thorough instruction in hypnotism, mesmerism, personal magnetism, suggestive therapeutics, psycho-therapeutics, mental healing, magnetic healing, auto-suggestion, mind-reading, telepathy, and clairvoyance.

Complete

and

Thorough.

Best

Methods

Known.

Our course contains the latest and best methods known to modern science. It contains celebrated instantaneous methods which have never before been published. We teach the best known methods for hypnotising difficult and refractory subjects. You do not simply get the methods and experience of one author, but you get the methods and practical experience of twenty-one of the most noted specialists of the world.



NOTHING IS OMITTED

That will make our course practical. Everything is explained that will make the pupil successful. If you do not find it in this course you will not find it in any course.

Another advantage is, that all the practical parts of hypnotism have been explained by a number of different writers. Their explanation, varying somewhat in regard to the manner of presentation, enables different persons to understand the course with a clearness that is not possible where all the explanations are made by one person, however well qualified for this work he may be.

An Explan-

tion for

Everyone.

The course is complete in personal magnetism, hypnotism, suggestive therapeutics, psycho-therapeutics, magnetic healing, mental healing, telepathy, clairvoyance, etc., etc.

**Subjects
taught.**

"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. L. Tuckey, M.D., Physician to the Margaret Street Infirmary, London.

WHAT IT COSTS.

The entire course costs forty shillings. When you consider the fact that many courses by single authors cost £5, £10, or £20, you will appreciate what it means to get this course for forty shillings.

The cost is merely nominal. A good book on the subject would cost you as much.

We write any number of letters giving special instruction on any point. These cost you nothing additional.

You may, after you have taken the course, apply to us for additional information at any time. There will be no extra charge.

Such a course at any price has never before been written. Such a course at such a price is an opportunity not to be lost. Remember, it is forty shillings—nothing more, nothing less. We prepay all charges.



NO FURTHER PAYMENT, NOTHING HELD BACK.

The forty shillings positively pays for the entire system of instruction. Everything is sent you as soon as we receive your remittance, charges prepaid. We hold back no lessons, nor parts of the course, depending upon your accomplishing certain work before the remainder is sent. We positively have no further instructions to sell you. The only thing which is required in addition to the course is a few personal letters from our chief instructor, explaining points in the course that may not be perfectly clear.

**You Get Our
Complete
Course at
Once.**

THE VALUE OF £21 STERLING FOR 40 SHILLINGS.

The lowest price for which you can get a course in hypnotism or magnetic healing is twenty shillings, while the best instructors charge from £5 to £10. Our course is in reality twenty-one courses in one.

Twenty-one courses at twenty shillings each would cost you 420 shillings, or £21. Our course costs you 40 shillings. Others charge you twenty shillings for a course, while our courses average a few pence each.

"The power of mesmerism, by this method, is within the reach of anyone with sufficient intelligence to understand the directions, and sufficient mental balance to follow them with persistence."
Thomson J. Hudson, LL.D.

Our courses are written by noted specialists—men with a world wide reputation as authorities on hypnotic phenomena. Most other courses are written by men with no reputation whatever—men who have no scientific standing and who have had but little practical experience with the subject on which they presume to write.



CANNOT SEND COURSE IN SECTIONS.

Our course consists of forty complete lessons. It is all sent at once. It costs us so much to produce this course that we cannot send it out in lessons or in sections. When you get the course and see how complete it is and what it covers, you will readily understand why it is impossible for us to divide it into sections.



21 COURSES FOR THE PRICE OF ONE.

If you take any other correspondence course, you pay practically as much as you pay for ours
Many in One. and get but one course. When you take ours you get twenty-one distinct courses for the price of one.

Twenty-one specialists and scientists have prepared these courses. An article from any one of them would cost you ten times what you pay for what they all have written. You get twenty-one courses for forty shillings—that is less than two shillings for a complete course in hypnotism. It must be obvious that from no other institution can you get so much for so little.
Much for Little.

Can you afford to be without this valuable information? Is there any doubt in your mind in regard to whom you shall patronise, when you consider that the Victorian College of Sciences gives you twenty-one times as much for your money as you can get elsewhere? Nor is quantity all: the quality of this course cannot be questioned.
Quantity and Quality.

"Personal Magnetism, to paraphrase the late Mr. Cleveland, is personal trust, or rather a personal attraction. Some men carry it about with them in voice, gesture and action; others in their conversation, and still others in their glances." New York Journal.

The course is conceded by university men and scientists to be a standard authority. It is to hypnotism and allied sciences what the Standard Dictionary is with reference to the use of English words.

A Conceded Authority.

Every phase of hypnotic phenomena has been studied especially by some man who has devoted his best energies to its development. Some men have devoted their lives to treating by suggestive therapeutics, others to magnetic healing; some have devoted years to the study of personal magnetism, others to the study of post-hypnotic suggestion; some have developed animal hypnotism as a speciality, others have investigated hypnotic phenomena as related to religion; some have used it especially in surgery, others have applied it to the practice of dentistry; some have studied it in relation to trance phenomena, others have applied it to the correction of evil habits.

Special Articles by Specialists.

All the recognised authorities and only the recognised authorities have written for this work. It is reasonable to suppose that a man who has studied some phase of hypnotism, especially, knows more about his subject than some one who has attempted to cover the entire field. Twenty-one such men will write a better course than any one man—that is the reason why our course is superior to all others.

Why Our Course is Superior to Others.

In the course of the Victorian College of Sciences you get the essence of the science of hypnotism. If that is what you want, the course will satisfy you. More than this you cannot get; less than this you should not accept.



SELECTING A COURSE.

As has before been said there is as much difference in courses of hypnotism as there is in the men who write them. This difference is so vast that it is not necessary to enlarge upon it. We receive hundreds of letters in which are expressions similar to this:

A Vast Difference.

"I don't know whose course to take. You all claim to have the best. Prof. ——— says, 'I am recognised as the leading hypnotist of the world. I am the conceded authority on this subject.' Others make claims almost as strong. Now, whom shall I believe?"

A Letter.

"Personal magnetism enables you to attract people, to interest people, to please people to their good and to your advantage." Rev. J. C. Quinn, Ph. D., D.D.

Not Difficult to Decide. This is not a difficult question for a thoughtful person to decide. Take the literature of those who sell correspondence courses and read it carefully. Ascertain, if you can, the author, and measure his standing as a scientist; then use your own good judgment and decide.

Our course was written by twenty-one scientists of world-wide reputation.

Who is the Author? It is good policy to avoid the man whose literature consists of blatant exaggeration. It is certainly wise to accept no course on any scientific subject that is prepared by an author with no recognised scientific standing; for if the author of a course does not understand his subject from the very foundation, he cannot impart a knowledge of it to others.



Mr. JNO. CRAIG-WHITFIELD,

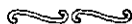
PRESIDENT OF THE VICTORIAN COLLEGE OF SCIENCES.

Jno. Craig-Whitfield, our President, is a most distinguished hypnotist. He has delved deep into every phase of the subject. For many years he has been a close student of personal magnetism and hypnotic suggestion. He has reduced the art of personal influence to a science. He has formulated rules and methods which enable anyone to grasp the underlying principles of personal magnetism and apply them in the every-day walks of life.

"Remember, there is no danger in hypnotic sleep." Edward H. Eldridge,
Prof. of Psychology, Temple College.

He is a wonderfully magnetic and enthusiastic teacher, and has the rare faculty of imparting his knowledge to others, so that they can immediately make practical application of it. Mr. Jno. Craig-Whitfield's entire time is devoted to assisting our correspondence students and in giving personal instruction at the College.

We believe him to be without an equal as a teacher of hypnotism, personal magnetism, magnetic healing, etc., etc.



DIPLOMA.

To those who complete the course and pass a satisfactory examination, we award an elegant diploma. This is a credential that entitles them to the confidence of the public and the respect and fraternal benefits of their fellow craftsmen.

A Fine

Credential.

It is a handsome engraving, superior in appearance to the diplomas issued by most universities. It is signed by the faculty of the Victorian College of Sciences, and issued under the corporate seal.



FORTY SHILLINGS

pays for the complete course by twenty-one scientists. This includes everything—expressage, postage, boxing and shipping. You have nothing more to pay.

Make all remittances payable to the Secretary Victorian College of Sciences.

Address—

VICTORIAN COLLEGE OF SCIENCES,
GEELONG, VICTORIA.

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C84H

"Never put off till to-morrow what
you can do to-day."



GEELONG:

THE AMERICAN PRINTER, 154 RYRIE STREET.

OPPORTUNITY.



"Master of human destinies am I,
Fame, love, fortune on my footsteps wait,
Cities and fields I walk; I penetrate

Deserts and seas remote, and passing by
Hovel, and mart, and palace, soon or late
I knock unbidden once at every gate;

If sleeping, **WAKE**—If feasting, **RISE** before
I turn away. It is the hour of fate,

And they who follow me reach every state

Mortals desire, and conquer every foe
Save death; but those who doubt or hesitate,
Condemned to failure, penury and woe,

Seek me in vain, and uselessly implore,
I answer not, and I return no more."

How true, how forceful, the above words.

Well has it been said that "Words fitly spoken
are like apples of gold in pictures of silver."

Opportunity is, indeed, the magic talisman by
which mortals win.

Those who live in this decade have within
their grasp opportunities beyond the power of
words to measure.

If you desire to succeed, make it the object of
your life to **look for** and avail yourself of the
opportunities of the day.

Press close *after* the leaders—don't **wait** for
the crowd.

Learn to recognise opportunity and be **quick**
to grasp it.

Men of intellect labor a lifetime in the pursuit
of a single object, and the fruit of their learning
and toil is within your reach.

The wise seize and profit thereby. The fool-
ish plod on and murmur at what they call un-
kind **Fate**.

Every day demonstrates more and more fully
that **success** and **wealth** are possible to every
soul who will strive earnestly.

Opportunity—like time in its flight—**never**
returns.

When it knocks, remember **ACTION** is the
Golden Key by which alone you may open the
door.

"To-day opportunity knocks at your door;
To-morrow it may pass to return no more."

HYPNOTISM.

**Victorian
COLLEGE OF
SCIENCES**



**The
Secret
of
Health,
Wealth,
and
Happiness.**

GEELONG

MAGNETISM.