

# ***PSYCHIC PHENOMENA***

OF  
THE



***TWENTIETH  
CENTURY***

PUBLISHED BY THE  
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Albert Vernon

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THE  
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Relative to Treatment to

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Rochester, N. Y.

## THE VERNON ACADEMY.

The Vernon Academy of Mental Sciences was organized and chartered by the State of New York, with a paid-up capital stock of \$50,000, for the purpose of establishing an institution capable of giving to the public reliable, scientific information regarding the occult sciences, generally known as Personal Magnetism, Mesmerism, Hypnotism, etc.

Within the last few years so many charlatans have flooded the country with gaudy advertisements, professing to give reliable instruction in these subjects, that the American people have suffered a great injustice. These institutions have given not only meagre, but, in the majority of cases, erroneous information, stating that hypnotism was the basis of all occult phenomena and making many absurd and impossible claims. There was no institution in the United States with facilities for offering a complete and reliable course of instruction in these sciences, and the awakening people demanded such an institution. Wise and thinking men are beginning to realize the wonderful value of a knowledge of these subjects as their minds have been aroused by the palpable evidence of real merit, and it is forced upon them that the world is on the verge of a revelation along these lines and that the developments in these sciences are but in their infancy. A desire for knowledge of the rudiments of the wonderful and tremendous power of the mind over the body appeals to all alike. The principles of the science are being endorsed by all classes of scientific men and the medical fraternity generally, and it is a fact that many of the Medical colleges are annexing chairs of psychology and the day is near at hand when no physician will be adjudged as competent to successfully treat the ills of mankind without knowing more of the tremendous power of the mind and the possibilities of bringing about even organic changes in the physical organization.

Such being the condition, Prof. Vernon was led to believe that an institution of this kind would meet the great demands of those seeking reliable scientific information that they might be able to distinguish the real truths and possibilities from the numerous fraudulent claims made through the many flashy advertisements of unreliable and incompetent schools.

## OFFICERS.

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Hiram E. Williams,  
Instructor in Mind-Reading, Telepathy and Clairvoyance.

## PROF. VERNON, THE FOUNDER.

Prof. Vernon, as is well known, is considered the greatest American authority on these subjects. He has devoted many years to research and in endeavoring to unearth and bring to light the hidden truths that he might be able to take his stand before the world on his theories and beliefs and prove his statements.

He had ever before him the desire of being able to place the science on a level with the other sciences which are closely allied to the best interests of humanity, and no exertion was too arduous; no expenditure of time or labor too great for his accomplishment. He realized many years ago that the public hypnotist had the opportunity, if he would but seize it, of doing the greatest possible good by preparing the people for the general use of suggestion by the physicians who dared not use it in their practice because of the superstition of the people, which was due to the fact that the subject had never been presented along the lines of truth. With this realization came the desire to make the attempt to give the masses the truth by means of public exhibition work.

He had been traveling for a number of years, lecturing and giving demonstrations of the possibilities of the scientific value of these subjects, when he was induced to found such a college and accept the chair of psychology.

This institution is equipped to furnish the first and only reliable information ever offered to the American people, treating the subjects wholly from a high educational standpoint. The success which has crowned Prof. Vernon's efforts, proves to us that literary and professional men appreciate the value of his earnest efforts to lift the veil of mystery which has been hanging over this valuable science, and to present in a simple form the results of his years of research. Prof. Vernon has had many years' experience in teaching and demonstrating psychology, and has the faculty of expressing himself so clearly, that any person of ordinary intelligence can easily comprehend his instruction and become a proficient operator.

## HISTORY OF THE SCIENCE.

The science of psychology, mesmerism, hypnotism, or the force which has been designated by a dozen different names since the advent of man, has been evolved from a labyrinth of idle superstition, and speculation. Every age has been marked by developments in this great field ; but nothing definite was ever known until the philosophers and scientists of the nineteenth century took up the theme from a scientific standpoint and followed by development and experiment the theory that it was the mental and not the material organization of man which was the controlling influence, and to-day, it is fully demonstrated by the results that this is true, and that the mind of man is the seat of all power emanating from the human body.

## ALMOST IN FABLE.

The history of this science begins almost in fable. It goes back to the beginning of the race, for from that early time it has been known that one person can influence another at will under certain conditions and by the exercise of certain powers. We find records in the earliest days of peculiar phenomena that can be none other than the so-called hypnotic conditions and states.

Examples of these are the crystal gazing and divination in Egypt and elsewhere ; the wonders performed by the Chaldeans and Persians ; the production of trance by the Indian Fakirs and Magi ; the induction of the deep sleep in the shades of the Temples of the Greek and Roman Priests, in which the sleeper often had prophetic dreams. Methods for the relief of pain and the cure of disease were in use among the Egyptians, Greeks and Romans, even before the time of Christ ; and it is safe to say that the subtlety and acuteness of the predictions of the early soothsayers and oracles was due to their power of inducing the phenomena in themselves. For the reason that many of the phenomena were connected with the oracles, or with the learned physicians, the people of those days never took the trouble to look for any explanation, but attributed them to supernatural agency.

## FIRST TRACES OF SYSTEM.

The first traces of any system appear toward the end of the middle ages, and this system grew out of the doctrines of Astrology. Among the writings of the most famous men of that time there is much to be gleaned of interest to the student of Psychology; and, perhaps, the writers were nearer the truth of the fundamental principles of the phenomena than those of any generation down to the present day.

Theophrastus Paracelsus, in particular—about 1530—advanced the theory of the effect of the Heavenly Bodies on man, and more especially on his diseases. Out of this was developed the belief that, not only did the stars influence men, but that men also influenced each other.

Van Helmont taught, with more precision, that man possessed a power by means of which he could magnetically affect others, especially the sick.

Van Helmont was followed by many others with experiments under this theory—Gloedenius, Maxwell, the Scotchman, Kircher, Santanelli and Pomponatus, a Professor of Philosophy, at Padua, about the beginning of the sixteenth century supported a similar view. These men wrote voluminous books filled with unproved theories and unprofitable arguments. They had much to say of the use of the magnet, believing that in it they could recognize the properties of a universal principle by which all natural phenomena could be explained. Maxwell, in particular, maintained that human excreta could be used for the curing of disease and that men could cure themselves by transforming to animals and plants. A remnant of this system still exists in country places where people apply excreta to their wounds. He assumed a vital spirit to the universe, by means of which all bodies were related to each other. Although the foundation of the doctrine of magnetism was thus laid, and they undoubtedly were on the verge of the true theory, it was centuries before a working hypothesis was determined upon, and Mesmer, at the end of the eighteenth century, brought to light possibilities undreamed of; and we can attribute to the talent of this gifted and extraordinary man, the strides made in the developments of this science during the past century.

## MESMERISM.



FRIEDRICH ANTON MESMER.

Friedrich Anton Mesmer was born in the year 1734 in a small town called Steyn, on the banks of the Rhine, and died at Merzberg in 1815. He took the degree of Doctor of Medicine in the University of Vienna, in 1766. His first theories were those of the influence of the stars on man, and he became acquainted with the virtues of animal magnetism by seeing the wonderful cures of a Jesuit, Father Hehl, and investigated the matter for himself. Becoming satisfied of the reality of the cures made, he commenced a series of independent experiments and discovered that his hands would produce the same results as the steel

plates which were being used by Father Hehl for imparting the fluid of magnetism to the patient. Mesmer left Vienna, and travelled throughout Germany and Switzerland, effecting cures on all sides, which were termed "miraculous." He arrived in Paris in 1778 and soon had the leading scientists and physicians and the elite of society among his disciples and followers. A society was formed for the purpose of acquiring his secret and using it in the cure of disease. So great was his popularity that the French Government took up the matter and offered him a large annual income if he would unfold his secret.



## THEORIES RECEIVED WITH DISFAVOR

The unfairness of the medical profession in Paris, which was directly responsible for the disfavor with which his theories were received, caused Mesmer to leave that city and take up his abode near his old home in Switzerland, despite the offer of the French Government of Twenty Thousand Francs, if he would remain.

He left behind, however, many adherents to his theory, and his pupils and successors were called Mesmerists.

## GERMANY AND PRUSSIA.

In the countries through which Mesmer had travelled and in which he had practiced his wonderful cures before going to Paris, the light still burned with a steady and brilliant flame. The leading physicians and scientists bent every energy to unravelling what seemed so mysterious, and establishing a law governing the phenomena. The Prussian Government appointed Professors in Mesmerism at the various Universities throughout the kingdom, and established a hospital for the treatment of disease by Mesmer's methods. The director of this hospital was sent to Switzerland to obtain from Mesmer requisite instructions for operating by his methods. Germany probably went deeper into the subject in that the philosophers of that country aimed rather to obtain a foundation, a base, an hypothesis for the phenomena, than to prove by experiment or development that the phenomena were possible. The scientific society of Berlin offered a prize of Thirty-two Hundred Francs for the best explanation of the phenomena which was then universally known as Mesmerism.

## LAW REGULATING MAGNETIC PRACTICES.

It has been stated by several authors that the Governments of Russia, Austria, and Bavaria, passed laws keeping the Mesmeric method of treatment, as well as the medical treatment of patients, in the hands of physicians; but there is no authentic record of the truth of these assertions. It is true that in Austria at a later period (1815) it met with ill fortune, as the exercise of magnetism was forbidden. During all this time the disciples and friends of Mesmer in France were experimenting with the developments of his theories, and the antagonists were exploding theory after theory and giving nothing in place. At last Mesmer was induced to return and deliver a course of lectures on the subjects which were just assuming vital importance to the continental world.

He seemed about to regain his former popularity; but rivalry, and jealousy, more especially among his own followers, and the fact that Mesmer himself, while abundantly able to prove the truth of his assertions, could not enlighten his pupils as to the principles—the real underlying truths governing the phenomena—worked against him and he was attacked on all sides. The government again took up the question, and a Commission was appointed to investigate the theories propounded by Mesmer; in fact, there were two Commissions, one composed of Members of the Faculty of Medicine of the Academy of Science, and some well-known men, among whom was Benjamin Franklin, then Minister from the United States, and the other taken from the Royal Society of Medicine. Both reports were unfavorable.

When this ultimatum had been given to the world there was little inducement to Mesmer for remaining in Paris, for he had returned to that city against his own wishes. He became an object of ridicule among those who had formerly been his disciples and co-laborers, and his doctrines were termed the very essence of fanaticism.

## MESMER'S WORDS TO FRANKLIN.

At this crisis, Mesmer retired to his home on the shores of Lake Constance, defeated not conquered, as is well shown in the closing paragraph of a letter which he wrote to Franklin just before leaving: "I am like you, sir, one of those whom one cannot oppress without danger; one of those men, who, because they have done great things, dispose of insult as powerful men dispose of authority. I have the world as my judge, and if the world can forget the good I have done, and the present good I wish to do, I have posterity as my avenger." He died at Merzburg in 1815, and a monument was erected to his memory by the physicians of Berlin.

## THE SHALLOW SCIENTIST.

Vincent, in criticising the actions of the French physicians and scientists, says: "It seems ever the habit of the shallow scientist to plume himself on the more accurate theories which have been provided for him by the progress of knowledge and of science, and then, having been fed with a limited historical pabulum, to turn and talk lightly, and with an air of the most superior condescension, of the weaknesses and follies of those, but for whose patient labor our modern theories would probably be non-existent."

## THE GREAT DISCOVERIES.

It is given to few to discover, and the discovery is often due to the happy combination of chance and skill. The discovery being made, those whom it most closely interests proceed first to sneer, then to give a constrained attention, and finally, after having indulged in every species of abuse and vituperation known to man, yield to the inevitable, and recognize the truth. History tells us of the ridicule with which Harvey's doctrine of the circulation of the blood, Simpson's discovery of chloroform, and Jenner's introduction of vaccination, were received. If years ago some scientist had proclaimed that there was a light in nature that would enable us to see through a piece of wood, what would have been the world's opinion of him? To-day no one considers this a wonder, since Roentgen discovered the X-Rays.

Those who were harshest in their judgment of the talented man, and laughed loudest at his theories, were soon to become themselves objects of ridicule, more through their own convictions than anything else, as Mesmer's death did not put an end to experiments in his theories, and the developments which followed the consistency of those who were firm in their allegiance to the man who in reality did more for scientific progress in this wonderful field than any other individual person through all time, straightway proved that Mesmer was right. Prominent among his adherents was the Marquis de Puységur, to whose untiring zeal in the development of this science the phenomena of Clairvoyance is due. He demonstrated the possibility of this condition fully, and although still a very long way from the truth, he had made a great advance on the master's system.

### PERE LACORDAIRE'S EULOGIUM.

Little of moment was accomplished in the domain of Psychic phenomena until the middle of the nineteenth century. True it is that during the first half of the present century there were many thoughtful and critical enquirers, and the developments had a curious influence on the philosophy of the time. Schopenhauer, and some other less known writers, made the base of the floating theories the subject of their philosophy, and instances are on record where the clergy practiced Magnetism with the object of obtaining supernatural revelations, and even such eminent men as Pere Lacordaire were in sermons eulogizing magnetism as a power that would once and for all confound infidelity and demonstrate to humanity the power of the Infinite, yet no development worthy of note was made.

## BRAID'S DISCOVERIES.

Braid, instead of contenting himself with the Mesmeric theories, placed the subject for the first time on a scientific basis by a careful examination of the phenomena, and gave to the results of his research the name

### HYPNOTISM.

Dr. James Braid was born in Manchester, Eng., and was well along in life before entering the psychological field. He began his investigations a complete skeptic. In 1841 he attended a demonstration given in his native town by a man named La Fontaine, one of Mesmer's disciples, who gave as an entertainment a series of tests in psychic phenomena. Braid was convinced that there was much more in the phenomena than had ever been divined, and also that the scientists were working from a wrong theory. He fully demonstrated that the theory of animal magnetism was erroneous, and established the theory of suggestion on a scientific basis.

### SUGGESTION FOR PRODUCING ANESTHESIA.

In order to distinguish his conceptions from the mass of speculation and superstition known as animal magnetism, he gave to his theory the name hypnotism, which is, however, not the correct term to apply to the various phenomena of suggestion, as it is derived from the Greek word Hypnos, meaning sleep, which gives the student little explanation of the nature of the possibilities of the phenomena, because it only refers to that phase or condition when the subject is in profound sleep, which is of the least real value to mankind. Braid gave the name hypnotism to the acme of his development simply for want of a better word to define his own conclusions. He was unfortunate, like his predecessors, in that he received little appreciation of his work. He was not discouraged, however, but made a tour through England, giving experimental seances, and was one of the first to discover the possibility of producing anesthesia for surgical operations by this influence.

## LIEBAULT'S THEORIES.

During the score of years which followed, the same conditions existed as during Mesmer's time, and physicians and scientists were continually advancing and refuting theories and arriving at no conviction. Liebault gives us the first authentic basis on which to work, and to him belongs the honor of being the founder of the therapeutics of suggestion. He wrote the first authentic work on the theory of suggestion. At the time of its publication,



M. LIEBAULT.

however, it was received with great derision by the medical faculty, but within recent years a change has come over the scene and Liebault is quoted and referred to largely by every writer on these subjects. That Liebault, or the school which he founded and which bears the name of his home—the Nancy School—is entitled to having made the most important discovery in psychological science, is granted by the ablest investigators in the field to-day and it is no discredit to the founder of that school that he and his associates do not yet seem to understand the deep significance of their developments or that in one direction they have gone a trifle too far; that is, in holding that oral suggestion is always necessary to induce any condition of the phenomena.

Liebault was a worker and, although he met with disfavor at first, he pursued his theories quietly without regard for the opinion of the men of his time and his quiet earnestness had the result of inducing Bernheim, who is to-day considered one of the greatest living authorities on the application of suggestion in disease, to investigate his theories with the result that he joined Liebault in his clinic and continues in it to this day.

## CHARCOT'S SCHOOL.



CHARCOT.

In 1878 Charot founded what is known as the Salpetriere School, in opposition to the Nancy School. He claimed that hypnotism was a form of hysteria, and only effective as a therapeutic agent in the treatment of that and allied diseases. Charcot was one of the most prominent men of the day in his profession, and consequently his work at first received wide attention; but, as the Charcot School sought rather to prove hypnotism by unquestionable proofs so as

to place the science on a solid foundation and to elucidate thereby the physiology and pathology of the nervous system, those who were interested in its application in the cure of disease found little satisfaction, and turned naturally to the other school as a surer basis for the science, because it emphasized the most important factor of its use in Medicine—suggestion. So while Charcot's experiments have been of great value in the scientific study of the phenomena, they are of little use in their therapeutic application.

## CONGRESS OF HYPNOTISM.

A Congress assembled at Paris in 1889 to facilitate a general discussion of the many important questions in the development of science. At this Congress every civilized nation was represented.

Many of the disputed points were cleared up, and the methods of the two Schools fully discussed, and the views of the Nancy School were generally accepted as of most value in therapeutics.

The phenomena of psychology, or the importance of suggestion in social life as well as its use in the arts and sciences, were also debated upon. Thus we bring this subject, which is of such vital importance to man's best interests, down to the present day, and to a time when the best thought of the world is engaged in determining and developing the possibilities of the wonderful and intricate problem—the extent of the influence of the human mind.

## DUALITY OF THE MIND.

The theory that man is endowed with a dual mental organization is not new. The essential truth of the proposition has been recognized by philosophers of all ages and nations of the civilized world. Evidences of this are seen in the faith of the ancient Greeks in claiming that man is a trinity, made up of body, soul and spirit, thus clearly recognizing the dual character of man's mental or spiritual organization. Plato tells us that man is a trinity of soul, soul-body, and earth-body.

The early Christian fathers confidently proclaimed the same doctrine, and it is the basis of their conception of God as a Trinity in his personality, mode of existence, or manifestations.

Swedenborg, later, says, "There are three natures, or degrees of life, in man—the natural, the spiritual, and the celestial."

Although many modern writers, including Prof. Wigan and Dr. Brown-Sequard of Paris, accept the dual theory and cite many facts in its demonstration, they base their theory of causation on cerebral anatomy, which viewed from the facts of science will not bear examination. In more recent years the theory of duality of the mind is more clearly defined and is accepted unquestionably by many of the ablest exponents of psychology, and, while thousands of examples might be cited to show that the truth of the duality has been recognized through all ages, no successful attempt has been made to define clearly the nature of the two elements which constitute the duality; nor has the fact been recognized until recently, that the two minds possess distinctive powers and characteristics.

## HUDSON'S ANALYSIS.



THOMAS J. HUDSON.

tributes, powers, limitations, etc., of the subjective and of the objective mind are fully demonstrated, the seeker for light in the fundamental facts of the sciences will find a storehouse of knowledge of which he has no conception.

The fundamental principle of Psychratic phenomena is based on the hypothesis of the duality of the mind, and all the facts of Psychraticism show that the more quiescent the objective faculties become, the more keen, perfect and exalted are the manifestations of the subjective mind and the stronger becomes the power of the soul.

The natural and reasonable inference is that when the objective mind is relaxed, the subjective or higher mind powers will approach perfection and memory be absolute. This is more fully explained in our lessons.

During the past decade, the fact has been proved that the line between the two is clearly defined; that their functions are essentially unlike; that each is capable of independent action under certain conditions, and they are termed by Thomas Jay Hudson, one of the recognized authorities in all matters pertaining to psychic phenomena, and the latest investigator, as the objective or conscious mind, and the subjective or unconscious mind, as more nearly expressing the exact meaning than any other words.

The student of psychological subjects will find this phase of the science of unabating interest to him, and as in our course of instruction the phenomena of duality with the functions, at-



## VIEWS OF AN EMINENT CATHOLIC DIVINE.

Rev. Louis F. Schlathoelter, pastor of Immaculate Conception Church of Moberly, Mo., one of our recent writers on the subject usually accorded the title of hypnotism, was incited to investigate the phenomena through the experiments of Dr. Grossman of Berlin in his well known work, "The Importance of Hypnotic Suggestion as a Therapeutic Agent."

Not since the days of Lacordaire, the eminent prelate of Notre Dame, has the subject been taken up by an individual of this creed, and the theories and results of his study, are of value to the members of his faith.



REV. LOUIS F. SCHLATHOELTER.

In his book, "Hypnotism Explained," he says: "A long time I thought that the general public should not be made familiar with the science of hypnotism, believing that it was a dangerous subject and could be used in a harmful way. But in the course of time I came to the conclusion, by study and practice, that hypnotism should be studied, not only by a few professional men, but that it should be known by everybody.

"The influence of suggestion which underlies hypnotism is of such vital importance to all men in every-day life, that everybody should be made familiar with it."

## PROF. VERNON GIVES THE TRUTH.



PROF. A. VERNON.

Prof. Vernon has kept in touch with the leaders in this scientific research for many years, and no thought or theory of any value has ever been advanced that has not received his most careful attention and investigation. He has spent many years in developing by study and experiment the theories advanced, and in this research has proved many phases of the phenomena as a result of his personal views and experiments, which will be given to the public for the first time in the course of instruction of which he is the author.

Prof. Vernon is only too willing to admit his obligations to the philosophers and scientists of other ages in paving the way for his developments; but no assertion is made by him that he does not know to be truth, and which he has not fully demonstrated.

It is his aim and the aim of the institution of which he is the head to give to the public reliable information and the truth alone. He does not attempt in his course of lessons to mystify and deceive, but to enlighten and raise this noble science to the height where it justly belongs.

He realizes only too well the up-hill road he has before him, and that the impossible and fraudulent matter which has been printed regarding the possibilities of the science, has disgusted many people and deterred them from investigation; but he also knows that the instruction will speak for itself and that everyone who is truly interested

and desires the truth and perfection in the grand lessons of the science, will see the truth in this little booklet.

As we have said, he does not attempt to mystify; he makes no impossible claims—it is not necessary to do so. The great truths stand for themselves, and the revelations and developments of the science are of a benefit, when standing boldly out in the sunlight of investigation and demonstration, such as they could never be veiled or shrouded in the gossamer cloak of mystery and untruth.

All that is asked of any person who reads this book is the opportunity of proving the statements made in it, and of teaching those noble truths created and ordained for man's own best welfare.

Prof. Vernon has spared neither time, labor nor money in his research; in delving into the mysteries to bring to light the hidden truths; in searching the archives of the old world and the new and in experimenting with the results of his research to prove the truth and he knows he has found it. When he tells you it is mind power which is the foundation on which all psychio or occult phenomena is based he has given you truth, not supposition, for he has fully demonstrated that it is truth and stands ready and willing to prove his statements and belief. He wishes to give the results of his labors to the scientific world and to humanity in general.

## PSYCHRATISM.

There can be no possible exception taken to the name which Prof. Vernon has given to the science, as the Greek roots from which he has created the word leave no doubt as to its truth and applicability.

Psycho means mind or soul, as the Greeks, it is generally known, termed the mind, in its true sense, soul. There might be, and are, a number of words in the Greek and Latin expressing force or power, but there could be no more accurate meaning than that which is given us with the second root Kratos, signifying prowess, superior power, mastery, power over, sway. Thus, it will be readily conceded by every one who masters the science, that Psychratism, created from the joining of Psycho and Kratos, and defined to mean "The superior power of the mind," is the first and only name that correctly expresses, in the highest sense, the real nature of the power.

As a consequence, when Prof. Vernon tells you it is Psychratism—mind power, not hypnotism—sleep, which is simply a phase or con-

dition of, or produced by, this mind power, he has done much toward lifting the science from the mire of ignorance—for there it has been, and it is this science—the science of the prowess of the mind, which he wishes to teach you and all for your own best interests.

What it has taken Prof. Vernon years to master he is giving you in his course of lessons; but from the time he began investigation he had ever before him the day when he would be able to present to the world a complete, concise and comprehensive set of lessons in the science and possibilities of psychic phenomena, properly named, and which would give the student a clear understanding of the fundamental principles and a correct conception of the hidden forces, enabling him to grasp the meaning at a glance.

This has been the aim of the author of our course and the outcome has passed even his own expectations, as you will agree when you have had an opportunity to see what he gives you in the lessons.

## OUR COURSE.

There are seventy-five lessons in the course, sixty of which are devoted to the science of Psychratism itself and the balance to Character—Palmistry, Physiognomy, Phrenology and Graphology—Maternal Impressions and Physical Development. There are one hundred and thirteen pages and about forty illustrations. The pages are 9 inches wide by 12 inches long, printed on one side in fac-simile typewriting style. The illustrations are made from actual photographs of the personal work of Prof. Vernon. We take you from the very foundation of the science, through the various branches to the highest phases and leave nothing to the supposition of the pupil, but make everything clear and plain.

The principal value of our course to the earnest student looking for the truth is that we give you something on which to work. We show you in the preliminary lessons what the force is which makes the production of the various phenomena possible. We do not simply tell you to do certain things to bring about certain results; we do not ask you to take anything on faith or accept statements because we make them, but we instruct you in the reason for doing everything that you do, and you can easily see that when you understand the nature of the power which operates you are in position to experiment independently and thus attain a greater degree of excellence as an operator.

## PERSONAL 'MAGNETISM.

What is that mighty, all-powerful influence that makes some men leaders and rulers of men? There is no longer any doubt as to the power of personal influence; but it has always been surrounded by mystery, and the world shrank from its invincible manifestations because of superstition, bigotry and ignorance, which have ever stood in the path of progress. But the later and better educated generation is becoming less and less superstitious, and is learning the grand truth that all the supposed supernatural phenomena are but the natural laws misunderstood. Wisdom broadens man's mind; life does not seem so weird; nature not so mysterious; and the God of the universe not so far away. It was the grandest discovery ever made when it was proved that all these occult phases could be reduced to a science, easily explained, and that all persons could develop within themselves these wonderful possibilities. It has been proved that the hitherto unknown powers are but the workings of divine, immutable laws, which have existed since time immemorial and that the things which have seemed so miraculous are but the manifestations of these great laws which the world had never understood.

Personal magnetism, personal influence or will-force, is the great indefinable power that insures success in society, in love and in business. With the knowledge of the possibilities of this psychic force you can be the magnet, and have a great advantage over those with whom you come into contact. Man must depend upon his own resources in the battle with Life's stern realities, and his success in the struggle with the opposing forces depends upon the development of the latent powers within him. His mind can be either the master or the slave of others; master, if he develops the dormant power, and slave, if he neglects it. The one insures triumph, the other defeat in the battle of life.

What is it in the personality of some men that enables them, despite the handicap of birth and poverty, easily to overtake and distance their more favored competitors in the race of life? It is the power of personal magnetism. Shakespeare says: "Some men are born great, others achieve greatness, others have greatness thrust upon them." No man was ever born great; but the other statements are merely the poetic expression of the power of personal magnetism in its influence upon the lives of its possessors. If nature has richly

endowed a man with it, so that he exerts it unconsciously, the obstacles in his pathway vanish like mist before the noonday sun. But such cases are rare. Most of us poor mortals achieve greatness by learning the secrets and uses of this subtle force of nature.

## GRAND SECRET OF SUCCESS.

In fact, the grand secret of success in every undertaking lies in a knowledge of these sublime, unchanging laws, to which all are subject, and in a realization of the great truths revealed in the hypothesis of the duality and the physiological construction of the human mind. A knowledge of these laws gives to all alike the ability to sway the mind of man. In the past, it was supposed that only a specially endowed few possessed this power, and the proof that this is not a fact is the result of many years of careful study. Man's mind was found to be a chaotic realm and a law was established for it—a working hypothesis—the results of which expanded the horizon of thought and erected an eternal, living monument to man's intellect and reason.

Now, all has been reduced to the grandest science man's mind has ever tried to fathom and there lies outstretched before the philosopher, the scientist, and the thinking man, a greater field for investigation than all the other arts and sciences of the world combined.

The world of knowledge disclosed by these developments in the occult sciences outstrips the discoveries of such men as Franklin, Edison, Harvey, Morse and others. You may study the arts and sciences of the world and the cunning workmanship which man's hand has produced, and, after all, is not the mind of man responsible? For in it all thought originates and from it all intelligence emanates, and, now for the first time in the history of the world, it is beginning to dawn on the minds of the philosophers of the day that the mind not only has the power to conceive and create, but has infallible control over every atom of the physical organization. That all forms of physical and mental ailment can be alleviated has been proved beyond the possibility of doubt, and the wonderful cures performed by Christian Scientists, faith curists, divine healers, magnetic healers, mental healers, etc., are but conclusive evidence of the dominating power of the mind over the functions susceptible to disease. It is conceded by the leading scientists of the day that all cures by such methods are, in reality, proof of the power of the mortal mind over the physical organization rather than manifestations of Divine power.



PRESIDENT'S OFFICE.



VICE-PRESIDENT'S OFFICE.

## THE FORCE THAT MOVES SOCIETY.

This subtle agency is the hidden force that moves society. Through its knowledge the problems of the day, social and political, as well as medical, are presented in a newer and clearer light, and it is this that brings the greatest success in any trade or profession. You use this force in every business transaction, whether you realize it or not, where will-force is in any degree called into play. Every public speaker sways his audience to the extent that he influences their minds. Most lawyers know their power to control certain types of jurymen, whom they select by an unknown law they call "intuition;" but it is science, not intuition. Every physician knows that his patient must be operated upon through the mind as well as the body. Teachers know that the silent exercise of will force controls their pupils more than lecturing. Wherever man meets man there is a struggle for supremacy. Some rights and privileges are daily sacrificed to others. This influence constantly exerted in every association in life, with you for its victim, must result in your failure.

## LOOK AROUND YOU.

Think for a moment and you will no doubt be able to call to mind many among your acquaintances who are considered bright, intelligent and well educated persons, and yet they cannot accumulate any of this world's goods, but plod along from day to day and eke out but a mere existence. Life is a failure to them.

Again, on the other hand, you can, no doubt, recall some persons whom you know to be comparatively ignorant of book-learning, and yet they are successful in business and maintain an exalted position in society. Thus you see it is not hard work alone that brings success. Man may toil, exhausting every effort of brain and body, in an endeavor to earn and save, and despite all his efforts find himself in old age dependent upon others even for a last resting place.

Many persons by experience and long contact with the world acquire a certain amount of magnetism, and accordingly a degree of success. They will acknowledge the success and rightly attribute it to their ability to influence others, but will tell you that this power is only obtained by long experience.

This may have been true in the past; but scientific discovery and analyses have dispelled this erroneous idea, and have proved that it is a matter of education within the reach of all.



## A SCIENCE AND AN ART.

We say Personal Magnetism is a science ; and so it is, as well as an art, and to acquire it you must begin at its fundamental principles and diagnose the whys and wherefores as in any other study ; and when you have learned the application of these principles success is yours.

The old adage, " Luck will beat science," holds good in isolated cases only, for it stands to reason that the man who goes about everything in a hap-hazard sort of way never attains such eminent success as does the man who has a reason and correct system for everything and follows that system.

## WE GUARANTEE TO TEACH YOU.

We guarantee to teach and put in your possession the most valuable truths of this science. We have taught many others and can teach you, and assure success if you will follow our instructions to the best of your ability, as have the many students whose testimonials appear throughout this book. Write to them, enclosing a self-addressed stamped envelope, and let them tell you directly over their own signatures the value of this instruction.

If these sciences were divested of the application of unconscious influence, they would lose much of their value, for there are many who would resist your efforts, were they conscious of your desire to influence them.

We furnish you detailed instructions on how to influence anyone you may wish, without the person having the slightest knowledge of your intentions.

## HOW TO APPLY A KNOWLEDGE OF THESE SCIENCES IN YOUR BUSINESS.

We take a special pride in this part of our instruction, and whenever the request is made the student is drilled by extra personal letters and instruction according to his particular occupation. •

No matter what your vocation may be, you are in need of this information, and we always delight in telling each student just how his knowledge of these sciences may be best applied in his business to obtain the desired results.

## THE MERCHANT NEEDS IT.

The merchant should possess this knowledge to successfully obtain patronage, and having obtained it, to hold it against the influence of his competitors. He must be able to please and influence his customers and thereby increase his popularity.

## INVALUABLE TO SALESMEN.

Salesmen and Insurance men should understand this branch of the science thoroughly, that they may be better able to sway the minds of those whom they wish to influence. When any person has changed the opinion of another, or triumphed in a discussion, he has done so by the exercise of personal magnetism.

## OF TWO-FOLD VALUE TO PHYSICIANS.

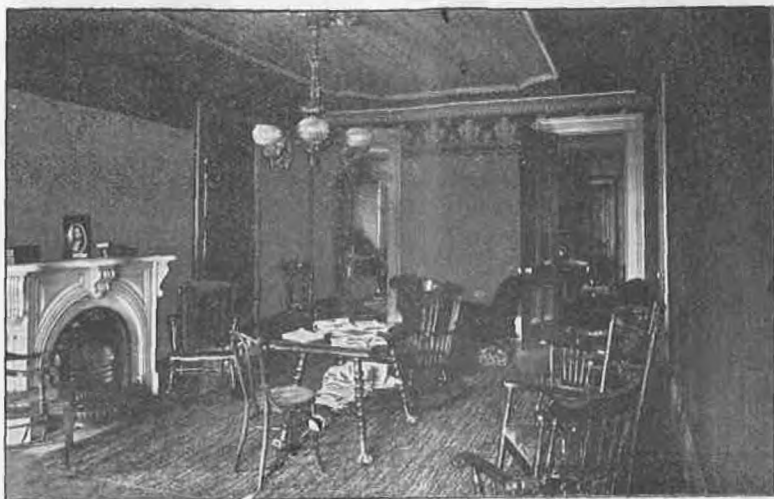
Doctor, do you wish to know how to increase your practice? Do you recognize the value of this knowledge in the practice of your profession? Surely, if you are a thinking man you will realize the secret of Dr. Blank's success, he whom you know to be possessed of but a meagre knowledge of medicine, yet whose horses are kept thin by constant driving and whose carriage you find at the door of every prominent family in town. You cannot afford to delay a day longer, because, aside from its undisputed therapeutic value, you cannot succeed without a thorough knowledge of this basic element of success—personal magnetism.

## CAN A JURY BE INFLUENCED.

Lawyer, do you recognize its value to you in your profession? Do you recognize the advantage it gives you over your opponent to be able to correctly read every man in the jury box; to know just how to appeal to each in order to gain his sympathy for your client? Pages might be written on this subject in appealing to your judgment, but, in all probability, you will instantly grasp its full importance.



CONSULTATION ROOM.



RECEPTION ROOM.

## A POWER FOR GOOD.

Minister! Who needs to possess this knowledge of personal magnetism more than you? From the beginning of time exemplifications of the laws of psychology have been frequently demonstrated, and, in recognizing the subtle role these laws have played in the destiny of man, has it occurred to you the part that personal magnetism plays in your calling? We can call to mind no one who should cultivate this art more than you. In preaching your sermons, in impressing upon your hearers the truth of your assertions, in counselling those who are dependent upon you for encouragement and advice, there is no attribute of your nature which would prove a better servant to you; and, in fact, this influence scientifically cultivated is the very essence of your success.

Humanity is hemmed in by so many influences, that from time immemorial no real effort has been made to gain control of the genuine impulses that run loose in the world. Being a creature of impulse, man is too much a slave of circumstances, like a leaf whirled about and driven hither and thither in the wind. Surely you have realized in your work how much of man's life is mere drift, and how little is done toward placing him on a solid foundation, for the reason that you who are supposed to come in touch with man's inner and true nature know so little of personal influence.

To every one! No matter what your station in life may be, if you would remould yourself and reshape your career, if you would see before you the pinnacle of success rather than the abyss of failure, enroll your name with our pupils and follow the teachings in our course of instruction. No matter how lacking you may be in will-power, you cannot fail, for will-power will be developed that is capable of changing your entire mental, moral, physical and financial condition.

## PERSONAL INFLUENCE.

You are, no doubt, aware of your ability to influence some persons more than others, and are also aware that you are more easily influenced by some than by others. Why is this?

Have you not often been induced to do things which you really felt indifferent about at the time, and afterwards regretted?

Have you not planned to do or not to do certain things, and yet, when you came in contact with the other party, you acted in direct opposition to your original purpose? Why do you do this?

## MASTER THE PRINCIPLES.

These things could not occur, if you were informed regarding the secrets of Personal Magnetism, and your faculties were marshaled under proper control. Remember the old adage "Forewarned is fore-armed."

If you know the source of this power you are on your guard and fortified to resist its influences. It is the unseen enemy who is to be feared. Ask any man of wealth the value of influence. He will tell you that it caused his success, and that you cannot succeed without it; that it is the one great source of danger with which every man of wealth has to contend, that he may not be influenced by others to his own detriment. You should learn to be the positive, commanding one, not the negative submissive one, obedient to the will of those with whom you come into contact. It is this influence that directs the destiny of a nation.

What is the prime factor in politics? What gives the orator his power over his audience? What gives the statesman his grip on the people? What gives the society woman her court? Personal influence. Magnetism.

The man who has cultivated this faculty may attain any position in life, and it is the wise man who would know how to master it.

The influence of the mind has been reduced to a science, and is fully expounded in our work under the head of Personal Magnetism.

## HOW TO INFLUENCE OTHERS.

Many persons wonder why they are unable to influence others, and of them we would ask, "Are you complete master of yourself?" If not, how can you expect to influence those with whom you come into contact? Man must know how to govern himself before he can expect to influence others.

This course gives you instruction in self-control, as well as the other points so essential to man's success.

## TRAIN THE CHILD'S MIND AS YOU WOULD HAVE THE MAN OR WOMAN.

"As the twig is bent, the tree will grow."

The child of to-day is the man or woman of to-morrow, and by bringing the proper influences to bear upon his mind, as taught in our instruction, the tendencies for evil may be overcome and the life made to blossom into pure manhood or womanhood.

Weed out early in life the tendencies toward evil habits, and encourage the development of those for good, and your children will never cause the blush of shame to mantle your cheek in old age.

The day is not far distant when these sciences will be taught not only in every school in the country, but also in every home; for it will become the duty of the mother to sow the seed early which shall later bear fruit in the character and ability of the man.

### HOW TO REGAIN LOVE.

Mother: We will instruct you how to train your daughter; how to regain her confidence, that she may trust and confide in you.

Father: We will so instruct you, that you may snatch your son from the impending evils that beset him.

Husband: Is your wife losing interest in her home, her children and you? A knowledge of these sciences will aid you in restoring this waning interest, and bringing happiness into your home again.

Wife: Does your husband neglect you? Does he spend his evenings away from home? The knowledge is contained in our course, and that knowledge this Academy stands ready and willing to give you.

### ITS APPLICATION IN THE SCHOOL ROOM.

Every teacher should possess a thorough knowledge of these sciences, in order intelligently to govern the pupils, so that the indolent and indifferent may be aroused to new interest in the value of an education, and may feel an inspiration to lead rather than to follow; that tendency to falsehood and other evils may be checked at once and a desire for good established instead; that the power of memorizing may be inculcated in the mind of the child, making study a pleasure and not something to be dreaded. A knowledge of these sciences means all this, and more, to the teacher; and no one who has the interest of the child at heart, or who desires to win laurels in his chosen profession, should neglect or delay taking this course.



Curing Headache.

## HEALING.

Among the various developments of ancient and modern sciences none is more astounding or has aroused a deeper human interest than those of Magnetic Healing.

Often of late has the query been heard, "Have the 'miracles' of Biblical days been reproduced?" Who can answer to the contrary?

ASTOUNDING cures of all manner of disease are constantly being made throughout the world, many of which have defied the skill of the eminent physician for years; and in the majority of cases these so-called miracles have been wrought by persons possessing no medical training and of ordinary education. Indeed, these phenomenal cures have become so numerous that the true healer is being sought, not by the ignorant and superstitious, but by the learned and conservative people. The world has awakened to a realization of the therapeutic value of these sciences, and is clamoring not only for more knowledge but also for proficient operators.

In this profession, as in any other, it is but reasonable to expect that some will attain a higher degree of proficiency than others; but to those who will devote time and energy to these studies a field is open, the boundaries of which are beyond man's conception, and the financial remuneration surpasses that of any other profession.

## NOT A GIFT.

This is not a gift enjoyed by a few, but each and every human being is endowed with this wonderful power of healing touch, and all that is necessary is a knowledge of its existence and the ability in applying it for practical work.

Who can conceive of a more glorious calling than that of healing,—of being able to go about relieving the distress of a brother and bringing to the home the happiness of health.

The lessons are so plain and concise that all may master this art, and we stand ready to endorse this assertion by our guaranty. If you follow the instructions, you will be able to treat every disease with the best assurance of success.

## OUR COURSE FULLY EXPLANATORY.

Our course also explains to you fully all the virtues there are in what is known as "Absent Treatment," and sets you right so that you may not be humbugged by this fast growing fakery.



## ONE MAY HEAL HIMSELF.

When you have thoroughly mastered our instruction on auto-suggestion and Mental Healing, you will have no trouble in treating yourself for any affliction with every reasonable assurance of success. We give you specific instructions and inform you just how to proceed, and hold ourselves in readiness to advise you at any time.

We have had many pupils who have cured themselves of chronic diseases of long standing.

## PSYCHOLOGY IN MEDICINE.

In recognition of the therapeutic value of these sciences many of the leading medical colleges and universities in the world have established chairs in psychology, and every physician of note is adding a knowledge of its principles to his stock in trade, and through its application is obtaining results heretofore unknown, or at least discredited.

The leading Medical Journals and periodicals of the country are discussing its various uses. Many able articles have been published within the last two years, which have done much toward enlightening the people, and arousing within them a desire for a knowledge of its fundamental principles, in order that they may experiment and produce the phenomena themselves; and many, by applying to the family physician for information, have forced him to investigate the subject, with the result that he became so interested that we find him making use of its soothing medicinal influences at every opportunity. That this is a fact is proved conclusively by reference to our records, where may be found the names and testimonials of physicians scattered throughout the country.

## USE IN DENTISTRY.

These sciences have long been used in dentistry with great success, as every operator will acknowledge. The author of our instruction has experimented along these lines, and has found beyond a doubt that any dentist who will utilize this method of producing anesthesia will soon discard entirely the practice of using dangerous drugs and gases.

## DISTINGUISHED PHYSICIANS WHO MAKE USE OF HYPNOTISM—SUGGESTIVE AND PSYCHO-THERAPEUTICS.

Prof. Horatio C. Wood, M. D., LL. D., University of Pennsylvania, Philadelphia, Penn.

Dr. S. Weir Mitchell, distinguished physician and author, Philadelphia, Penn.

Dr. Ayers, Professor of Nervous Diseases, Western University of Pennsylvania, Pittsburg, Penn.

William P. Carr, M. D., Professor of Physiology, Columbian University, Surgeon to Emergency Hospital, Washington, D. C.

Dr. James R. Cocke, noted physician and author, Boston, Mass.

Prof. F. H. Gerrish, M. D., Bowdoin College, Medical Department, Portland, Me.

Prof. Wm. James, M. D., Ph. D., Harvard University, Cambridge, Mass.

Dr. Alfred R. Allen, Philadelphia Polytechnic Hospital.

H. W. Wright, M. D., Health Officer Franklin County Board of Health, Ottawa, Kans.

Dr. Fillebrown, Harvard University, Cambridge, Mass.

Dr. Carleton Simon, Specialist, New York City.

Dr. H. S. Drayton, Bellevue Hospital, New York City.

Dr. C. A. Herter, specialist, New York City.

Dr. Milne Bramwell, specialist, London, England.

G. L. Nicklas, M. D., Platteville, Wis.

J. H. Fordyce, M. D., Wichita, Kans.

Dr. S. C. Orr, Manhattan, Kans.

Dr. H. Bernheim, University, France.

Dr. C. Lloyd Tuckey, London, England.

Dr. Albert Moll, Berlin, Germany.

Rev. Russell Conwell, D. D.

## FROM OUR PUPILS.

A recent report from one of our pupils, a prominent dentist, contains the following statement: "I have had unlimited success in using suggestion in producing anesthesia for the extraction of teeth. I have taken out a number of teeth, killed nerves, etc., for many persons, and I have yet to know of one Patient who felt the least pain during the operation or who suffered any annoyance afterward. It is of great value in dentistry."

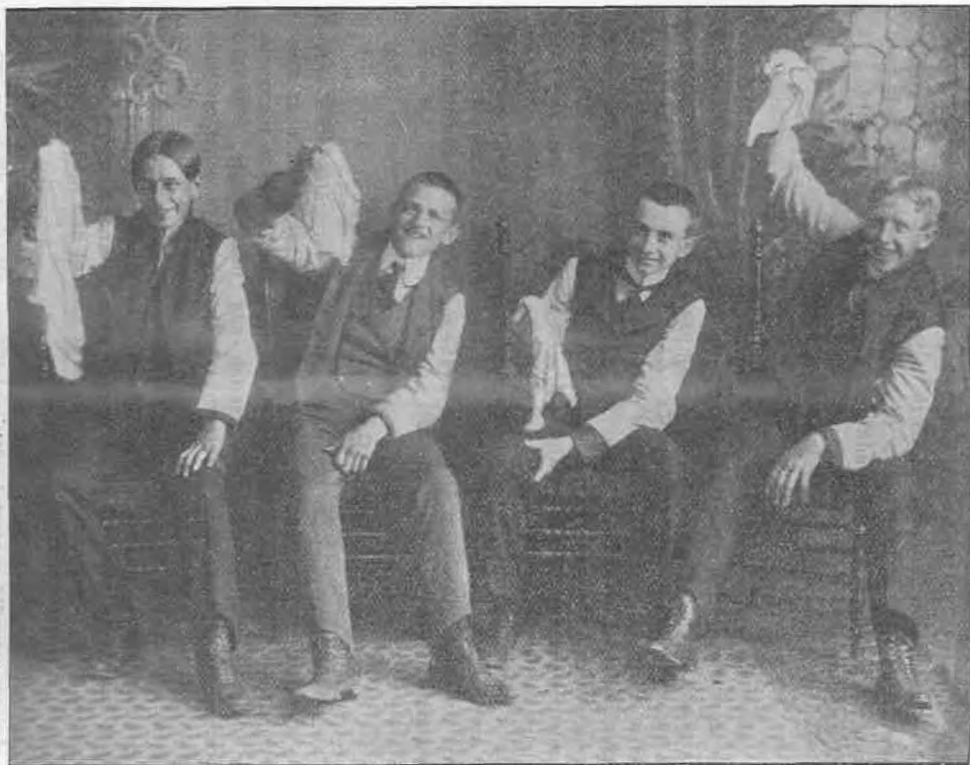
## PSYCHOLOGY.

In considering the elements of Occultism, which deal with the origin and application of Mental science, we are brought in touch with the highest phases of reason; and, as from their store food has been furnished to the thinking mind of man for hundreds of years, so will it continue unto the end of time. Accordingly, we do not claim credit for originating the true theory; indeed, our working hypothesis was founded years ago. We do claim, however, to issue the first and only instruction untainted by misrepresentation and false claims for the sake of financial gain. Our method was compiled with great care by the author after years of research and study combined with his personal practical experience and that of the most eminent scientists and physicians of the day.

## A THERAPEUTIC AGENT.

The law of suggestion has for many years been recognized as a valuable therapeutic agent, and is to-day occupying a very prominent compartment in the remedy chest of every physician of note in the world. Our instruction in the art of Suggestion has been made especially thorough, because the light treatment of this subject in other methods has caused the student to fail. In our instruction we furnish exercises and tests which aid the student to attain such a degree of proficiency as to assure him success. The influence of mind over matter has played its role in the history of human destiny, and in psychology it furnishes a key that unlocks the vaults of ancient and modern Occultism.

These sciences, entering as they do the realm of scientific medicine, furnish us splendid material with which not only to battle with dis-



Subjects laboring under an hallucination produced by Psychratism, endeavoring to attract the attention of several imaginary, but charming young ladies.

ease, but also to lift struggling humanity out of the mire of ignorance and paganism into the pure air and sunshine of knowledge and Christianity.

In teaching Mental and Magnetic healing, our instruction is full and complete, embracing the latest theories and methods extant, and is profusely illustrated with half-tone engravings, showing the exact positions and passes necessary in treating every kind of disease.

## AS A CURE FOR HABITS.

There is nothing known to man which is so effective as Psychiatric suggestion in the treatment of habits of all kinds

A person who masters the instruction which we give for this particular purpose, has gained a knowledge of everlasting benefit to himself and humanity in general.

There are many so-called cures for liquor and opium habits, but, it has never yet been proven that they do not oftentimes in some measure injure the system.

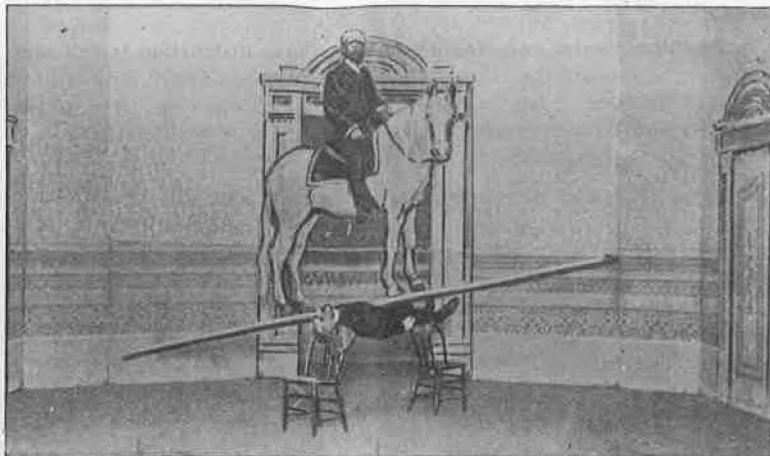
It is well known that the "Gold Cure" which to-day holds greater prominence than any other as effective in the treatment of the liquor habit has, in many cases,—even while curing the habit itself,—worked irreparable injury to the physical organization.

No harm can possibly result from the use of suggestion, and phenomenal cures have been effected through this mode of treatment where the habit was not only cured, but the mental, moral and physical being strengthened. The worst cases of these destructive habits or diseases can be permanently cured by our system of mental and magnetic treatment.

## SPIRITUALISM.

The phenomena on which the spiritualistic belief is based has been fully studied and investigated by Prof. Vernon and we are able to give the pupil a correct explanation of the phenomena, and no effort is spared, in our course of lessons, to place the matter in a clear and true light before the minds of all who are interested. We tell you how some persons are influenced and the nature of the influence and also tell you how to develop the mediumistic powers within yourself.

## A MARVELOUS CATALEPTIC TEST.



The test shown in the accompanying picture is an exact photographic reproduction of an astonishing feat which Prof. Vernon has presented on the stage many times.

The subject is a young man weighing one hundred thirty-two lbs. whose body is in a rigid or cataleptic state, supported only at the neck or shoulders and ankles. While in this condition a heavy plank is laid see-saw style across the body. Prof. Vernon then rides a horse up the plank until it balances with the entire weight upon the body, then down the other side.

The plank used in this test is of heavy oak timber twenty inches wide, two one-half inches thick and sixteen feet long, alone weighing over two hundred pounds.

The horse was a beautiful pure white Arabian, which Prof. Vernon carried with him for this special scene. The aggregate weight of the plank, horse and rider is about twelve hundred pounds, and when the horse reaches the center of the plank, both ends being free from the floor, the entire weight is sustained by the body.

This is a wonderful and convincing test of the power of mind over the human body, and it is also the greatest test in catalepsy ever attempted or put before the public by any hypnotist.

## CHRISTIAN SCIENCE.

Many wonderful cures are attributed to the power possessed by the adherents of Christian Science. The methods of this class of operators are fully outlined in our lessons and the student is drilled in the mode of procedure and given a true understanding of the theories advanced and the real underlying power which makes the manifestations possible.

## OSTEOPATHY.

Osteopathy is another form of treatment in which many are interested and which is being used and followed by many as a profession. The fundamental principles underlying the phenomena produced by the exponents of this branch of healing are fully explained in our lessons.

## TO SKEPTICS.

The average individual is prone to look upon the subjects of occultism, especially those of psychology and personal magnetism (erroneously called hypnotism) with more or less derision.

We request only fearless and honest thought, and a careful study of this basic element of success as taught in our course of instruction, and we know that henceforth we will number you among the thousands of our successful pupils.

## HOW THE MENTAL FACULTIES MAY BE DEVELOPED.

Through the study of these sciences the mental faculties may be developed to a remarkable degree. The lack of confidence, or bashfulness, that has been a barrier to your success, socially and in business, is quickly and fully overcome and you unconsciously assume ease and composure no matter what confronts you. Have you heretofore found it difficult to memorize? You can develop this faculty, and be able to commit to memory and retain. Many of our students write that where formerly they were compelled to rely upon their notes, they can now depend, with positive accuracy, upon memory.



In Act of Closing Hand.



Cannot Open Hand.



## CHARACTER READING.

The science of character reading embraces chirolgy, graphology, phrenology, and physlognomy. The system of instruction in this branch has been prepared with great care. The decisions and opinions of men who have made it a life-study have been thoroughly investigated and considered, and the knowledge thus gleaned has been condensed to suit the needs of the average student of these sciences in order to prepare him to judge the character of those with whom he comes in contact.

### NO ADDITIONAL CHARGE.

We make no additional charge for this, but give it to you for what it is worth. The value of possessing this accomplishment will be at once recognized by thinking men and women. The power, at a glance, to classify persons and understand their personality, temperament, natural inclinations and weaknesses will enable you readily to obtain their confidence and friendship; again, this knowledge will serve the two-fold purpose of fortifying its possessor against the influence of others and of enabling him, with the development of personal magnetism to become an independent power or leader in the community. No matter what your occupation or profession may be, or in what plane of life you move, you will find a knowledge of the principles of character reading essential to obtain the best results from your efforts.

### OF VALUE IN ANY BUSINESS.

Whether it be in the arena of commercial strife, where it is of great importance to know the tendencies of the persons with whom you come in contact; or in the vocation of teaching, where a knowledge of the inclinations of the pupil is of great assistance in developing the dormant or perverted mental or physical powers; or in the profession of the lawyer, the physician, or the minister, who are concerned with the highest and most vital interests of humanity, or, indeed, in whatever field of endeavor a person may be engaged, the value of being able instantly to recognize the infallible indicia of human character, as revealed by the peculiarities of mind and body, cannot be overestimated.

## AUTO-HYPNOSIS.

We give you explicit instruction whereby it is possible for you to learn how to control yourself, and to develop the specialization of brain cells along any line in which you may be deficient or desire development.

By this method of self-education many of our students have so developed themselves as to attain high positions which they have hitherto sought in vain. It is by this method also that a retentive memory is developed, and disease in oneself is overcome.

Auto-suggestion is to-day, as never before, recognized as a factor of great importance to healthy and substantial existence.

## MATERNAL IMPRESSIONS.

When we decided to include a treatise on the influence of Maternal Impressions on the unborn child, in our course of instruction, we had but one aim in view. It was our purpose to place within the reach of prospective mothers reliable information, that they might by the study of it and by adopting the suggestions that will be found therein, be relieved from many a heartache, and, thus, not only benefit themselves, but the unborn millions who will be saved from what in many cases is worse than death—deformed brains or bodies.

It is necessary that the child should be well-born and that his mental faculties should be shaped and developed by pre-natal influence. It has been unquestionably proved by the leading authorities of the day that the child's mental and moral tendencies are as truly shaped by the mental condition of the prospective mother as the physical being is shaped by the generally-accepted laws of heredity.

We demonstrate fully, in our course of instruction, that the mother's idiosyncrasies, her general mental condition, good or bad humor or thoughts on which her mind mostly dwells, affect the forming brain of her offspring, thus shaping the mental tendencies in accordance with the mother's mood, which may be different from her normal condition, and which will explain the cause of varieties or differences in temperament which are noticeable in members of the same family.

While we do not claim to be able to fully explain the process, we do claim to be able to teach the all-important factor which governs the process by which varieties in temperament are produced, and our ulti-

mate aim is to show the masses how to retard the birth of physical or mental abnormalities and produce children well-born—perfect in mind and body.

We feel that in devoting a chapter to the subjects under discussion we are bestowing a blessing on the future generation and we hope to be able to put the lessons in such a light that the masses will understand the truth and profit by it. As it is as important that the child should be well-born as that he should know how to cultivate the powers within him through a knowledge of the principles of the science of psychology, we feel that there can be no more fitting place for instruction of the nature of that which comes under the head of maternal impressions than coupled with the lessons on the development of the mental faculties and we have endeavored to make our course complete.

## **PALMISTRY, PHYSIOGNOMY AND PHRENOLOGY.**

The addition of these subjects to our course of instruction is for the purpose of enabling the student to read and judge the personality of those with whom he comes in contact. This will be of great value to him in business relations, and in determining the method of operation for a test in psychology or hypnotism.

Since the days of ancient Grecian art, the value of these studies has been recognized and an endeavor made to place each upon a scientific basis; but, not until recent years have we been able to do so, owing to the lack of knowledge of physiology, anatomy, etc. To-day, after years of study and research, we can present to the public a work upon each, that is complete in every detail and imparts to the student a practical knowledge that will serve him an unprecedented purpose, in aiding him to study mankind.

The use of scientific palmistry gives you the advantage of being able to ascertain a person's true character and disposition, which information may be of great value to you in dealing with him.

Almost every person has some weak or strong point in his character; and by perceiving and turning it to your advantage you can always gain your point with him. You can study the hand of those whom you meet, and from it may learn much about their nature.

Indeed, armed with this accomplishment and that of personal magnetism, you may battle with the world with unquestionable assurance of success in your every undertaking.



A test in Anesthesia, showing operator rubbing the eyeball of subject with the finger. In this state the subject has lost all sense of feeling.

## PHYSIOGNOMY.

Physiognomy or the study of the face is equally important and reliable and furnishes a field for investigation unsurpassed. "As the dial is to the clock so is the face to man." His eye, nose, mouth, ear, and chin, in fact every line and development of the features, are but signals of his mental, moral and physical proclivities.

Many of us are able intuitively to estimate the character and ability of those we meet. We form our likes and dislikes, choose our friends, and shun those who have impressed us unfavorably. Nature marks the man, and it is but a matter of recognizing these marks when they are presented. No matter what you are or have been, your character is indelibly stamped upon you in plain sight of all.

## PHRENOLOGY.

In Phrenology we bring forward another ally to assist us in verifying our deductions in character reading. We do not, as many suppose, look for bumps and hollows, but by measurement of fibre from the basilar center of the brain, compare the strength of different groups of organs, as to the influence which they exert on character and ascertain how the mind may be made more harmonious in its action, by cultivating weak and restraining over-developed organs. These peculiarities of temperament, constitution, laws of health, development of facilities, and the harmonies and contradictions that exist in an organism, are plainly set forth and described to our pupils in our instructions; showing each his strong and weak points, what to encourage and what to restrain, with a view to proper self control and balancing of mind and character.

We also describe the adaptations and talents of every one for given pursuits, and in which their abilities can be used to the best advantage; we teach parents how to understand and guard their children, how to train them to develop their moral and intellectual faculties to the fullest extent.

## GRAPHOLOGY.

We teach you how to read the character of others by their handwriting. Every person in writing reveals a certain amount of his character. We enable you to correctly judge of a person by this means. Combine this knowledge with that of physiognomy and you are not only fortified against others, but are in possession of information that will give you an advantage should you care to wield it.

## CLAIRVOYANCE.

The psychic condition of clairvoyancy may be either self induced or produced by the suggestion of another.

The subject may enter this state of trance and mentally see and describe with accuracy, places and persons which he has never seen.

It is only after considerable practice that the phenomena may be successfully self-induced; yet it is easily and quickly produced with the subject in the hands of a competent operator.

These subjects are fully explained and taught in the course of our instruction, and the latest and best methods extant are furnished the student, whereby, as we have said, with a little practice he may be enabled to develop the clairvoyant state in others as well as himself.

## TELEPATHY—THOUGHT TRANSFERENCE.

From the earliest history of the world it is shown that this science was not only believed in, but practiced.

We give the student the results obtained by years of practical experience and research, and make plain its possibilities and value.

## MIND READING.

The masses have always considered the phenomena of mind-reading with skepticism. We, however, give explicit instructions showing its possibility, and distinguish the real psychic tests from the phenomena produced from contact with the subject, which is, in reality, muscle or vibration reading. We give directions for accomplishing both phases.

The author of this course has spared nothing to gain a true knowledge of the principles of mind-reading, and has by practical experiment demonstrated the truth of every assertion in the lessons. The student who follows this instruction may be assured that he has the best and most reliable information obtainable.

## **A PERSON OF ORDINARY INTELLIGENCE CAN MASTER OUR INSTRUCTIONS.**

Our instructions are so plainly and concisely written, and so fully illustrated, that any one of ordinary intelligence can master them. Many of our students have written us that the illustrations are so plain that, had there been no other explanation, they would have been successful in understanding the instruction.

These illustrations are half-tone engravings, and are so arranged that the exact position of subject and operator is clearly shown in every test.

## **LENGTH OF TIME NECESSARY.**

The length of time necessary to obtain a thorough knowledge of these Sciences depends somewhat upon the diligence of the student and his ability to retain and apply what he reads.

Many of our students are enabled to produce the phenomena after reading the instruction but once, and a person of average intelligence can thoroughly master the subjects in from four to five weeks, if he will devote an hour each day to careful study. Nearly all of them may do excellent work within the first week.

## **AGE NO BARRIER TO SUCCESS.**

We have pupils varying in age from 14 to 80 years, and we find that neither youth nor old age debars them from achieving all the benefits to be derived.

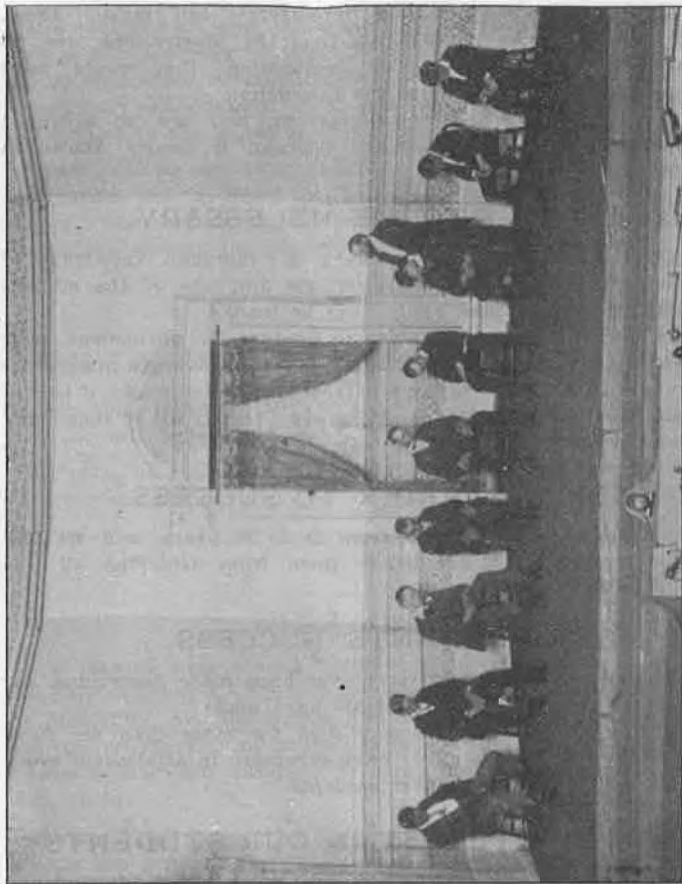
## **OUR STUDENTS' SUCCESS.**

The strongest assertions that have ever been made concerning our instruction are those which our students have made.

Our students have, indeed, accomplished far more than we have ever claimed to be possible. They have surpassed in attainment every inducement held out in our advertisements.

## **PERSONAL INTEREST IN OUR STUDENTS.**

We are personally interested in each and every one of our students, and give them every attention necessary to assure them success. The bond which accompanies our course guarantees success or the return of the money paid.



A test in Hypnotism showing Prof. Vernon producing profound sleep in a number of subjects.



## COST OF THE COURSE.

The cost of our complete correspondence course of instruction is Five Dollars. This is the entire expense to you. We pay express.

In asking this extremely low price for the wonderfully condensed amount of practical information contained in our course, it has been our aim to place it within the reach of all, and to protect the public against the wide-spread distribution of the worthless instruction which many might be induced to purchase by gross misrepresentations.

## CORRESPONDENCE COURSE.

Our correspondence course in Psychratism, in reality, includes six separate and distinct courses of instruction, each embracing complete information on the subject which it teaches. The course on Mesmerism is devoted to instruction in the theories and developments in the methods of Mesmer, of which animal magnetism is the prime factor.

Psychology embraces instruction in the phases and phenomena of the science which pertain directly to enabling a person to understand the power of the mind or soul. In other words, it is that part of the science, which constitutes the ability to dissect the theories and gives basis to one's own learning. This course contains instruction on Telepathy, Clairvoyance, Thought-transference, etc., and no effort is spared to make this part of the instruction complete in itself.

Personal Magnetism, which is without any exception the phase most beneficial to mankind, and the one least understood and most misused, is treated fully and independently of the balance of the course.

Personal Magnetism, as every one knows, is the key to success and without it one is a loser in the battle of life. For the person who thoroughly understands the principles and makes use of them no field is too broad to conquer.

Our course is adapted to fill the needs of the one who would understand the powers within himself. It is complete, and for one who follows our instruction, success is inevitable.

The course in Hypnotism teaches the various stages of the phase of the science termed properly hypnotism, or the phenomena incident to suggestion in producing the sleep stages.

Prof. Vernon, as we have said elsewhere, has proved that hypnotism is but one of the phases of the science, and his theories and the result of his experiments which he gives along this particular line are well worth the price of the entire course.

The use of suggestion in healing, and the treatment of disease has been proved beyond the possibility of a doubt and the pupil who en-

rolls with us and gives us the opportunity of teaching him, is drilled in this branch as thoroughly as in any of the others.

One who masters this branch of the science has in his possession the means of making an independent fortune as well as benefiting humanity unspeakably. This part of the course embraces instruction in psycho-therapeutics, suggestive therapeutics, mental and magnetic healing.

The phases of character reading, embracing palmistry, physiognomy, phrenology and graphology are treated separately and distinctly.

The ability to read character is of untold value to one who depends upon the world for a livelihood. With a knowledge of personal magnetism, and the ability to know man by the infallible signs in the hand, face, and head of mortal, one is prepared to win in any vocation. All this we give you for what one usually pays for instruction in one of the branches of the science.

## **FURTHER INSTRUCTION GIVEN ONLY TO ORIGINAL PURCHASERS.**

Every course of instruction leaving our office is numbered, and by referring to our books we can always tell the name and address of the purchaser. We positively will not answer inquiries for instruction, except in the case of an original purchaser asking further instruction upon any point not perfectly clear to him, or desiring enlightenment upon some thought which may occur to him.

It is our desire that every one of our pupils shall have a correct and clear conception of every line of the instruction, and we are always willing to send them special, personal information,—the best possible to be gleaned by our research department. In fact, we are glad to have this evidence of our pupil's interest in this vast field of investigation.

## **ADVANCE PAYMENT.**

We are often asked to send our course and wait until the purchaser is satisfied for our payment. No college of repute would allow you to enter and complete your course before payment of tuition. Our academy is conducted on the same principle as any reputable university. All we ask is that you give our instruction your honest consideration; and, after following our directions to the best of your ability, if you cannot truthfully say they are all we represent them to be, we stand ready to refund your money in full without controversy. Your money is as safe with us as in your own bank.

## **BANK REFERENCE.**

In regard to the reliability and financial responsibility of the Vernon Academy of Mental Sciences and Vernon Sanatorium we refer you by permission to the Commercial Bank of Rochester, N. Y.

In writing to any of our references, always enclose self-addressed and stamped envelope for reply.

### **C. O. D.**

We have, in the past, forwarded our course of instruction C. O. D., without any partial payment; but as instances have occurred where, from one cause or another the same has not been redeemed by the student, we have adopted this plan: Send One Dollar and the course will be forwarded immediately, the remaining Four Dollars to be paid when same is received. We are desirous of accommodating you in any way that we can, and make this offer for the benefit of those who cannot conveniently send the entire amount.

## **MONEY REFUNDED WITHOUT CONTROVERSY.**

We will refund your money without controversy, if after carefully following our instruction you are unsuccessful.

### **SPECIAL OFFER.**

In the event of your inability to pay the \$5.00, we will allow a friend to join you, each paying \$2.50, and you will receive the instruction jointly. In ordering in this way both must sign the application blank and all letters addressed to us, and each will receive the same attention as if he had paid \$5.00. Each will be recorded as our pupil, and, will be entitled to the privilege, which we extend to all pupils, of writing us for any further instruction or information he may desire.

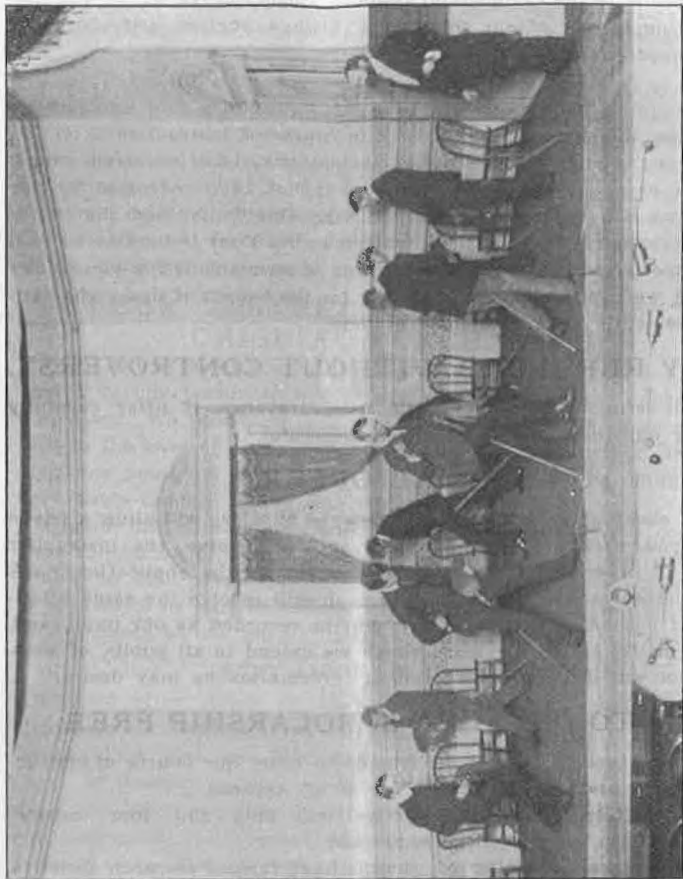
## **HOW TO OBTAIN A SCHOLARSHIP FREE.**

If you will get three of your friends to order our course of instruction, we will give you a course free of all expense.

Send us Fifteen (\$15) Dollars and we will ship you four courses (complete) with express charges prepaid.

In many cases a number of persons have formed research societies, and have ordered the instructions in the above manner.

We are always willing to make reductions for persons who adopt this means of stimulating interest in these sciences.



Subjects laboring under an hallucination produced by Psychiratism,  
believe they are little boys riding hobby horses.

## COURSE SENT PREPAID.

All courses of instruction are sent out with transportation fully prepaid and delivery guaranteed. If you do not receive your course within a reasonable time after ordering, notify us and we will have a tracer sent, and place either the original or a new course in your hands without delay.

All orders are filled and shipped the day they are received; thus you may easily calculate when you should hear from us.

## COURSE SENT ON TRIAL.

We wish it were possible for us to send our course of instruction on trial, but the very nature of our business prevents that. It will readily be seen that if we should impart these secrets we could not recall them. But in order to afford the pupil absolute protection we issue a guaranty bond with every course of instruction leaving our office.

## PERSONAL INSTRUCTION.

In adopting Psychratism, psychology or healing, as a profession, possibilities are presented for an income you may not have heretofore dreamed of. The field is as yet comparatively void of competition, and for the energetic progressive man the opportunity is open to obtain a profession which will give abundant returns.

The personal course of instruction given at the Academy is the best obtainable, as the subject is treated from an entirely scientific standpoint. No expense has been spared by Prof. Vernon, its founder, to associate with his own practical knowledge a corps of competent assistants, who will make available the discoveries of the psychic research societies of the world and the opinions of the recognized authorities from every nation.

## A LUCRATIVE PROFESSION.

Those who contemplate taking up mental science and psychology as a profession, cannot do better than to come here, for our instructors in this department have traveled the country over, giving exhibitions in every principal city and town, and a knowledge of their experience is invaluable to the student.

Those who contemplate healing as a profession, should write for our catalogue at once, for in this we fully illustrate the merits of our Sanatorium and treating department as well as our facilities for teaching. It is in this department that our special pride lies, and we assure you that we have the largest and best equipped institution of its kind in the world, and the inducements offered defy competition.

## UNLIMITED OPPORTUNITIES.

In this field we offer to the student such opportunities as will assure him a good living from the start, and, if progressive, eventually a princely income. Do not delay, but write to-day. The testimony of our students will astound you.

## ADVANTAGES OF A PERSONAL COURSE.

In a personal course you have ample opportunities of having demonstrated to you the practical as well as the theoretical side of the phenomena; and by coming in daily contact with the faculty, and seeing the mode of treating patients in our Sanatorium and in our clinics, you have the opportunity to practice and demonstrate to your satisfaction the reality of the claims set forth in the morning lectures. The subjects and patients who take advantage of our free clinics afford you unlimited material for experiment. This practical experience is of inestimable value to the beginner, as it establishes in his mind the confidence and positive knowledge of his own ability, which it might take him years to acquire with the fewer opportunities he would have in his own home. There is no question but that the watchful eye of the tutor is of great value to the student beginning this study, as he would have the weak points in his theories pointed out to him, and the most valuable ones forcibly impressed upon his mind.

## ONLY INSTITUTION OF ITS KIND.

This is the only institution of its kind in the world, to our knowledge, occupying an entire building. Some institutions show false cuts of enormous structures which are not in existence, representing them as their own, when in reality their capacity is confined to a small order business, conducted in limited quarters in office buildings.

If you contemplate making this study a profession or giving public entertainments, this is assuredly the better course to decide upon, as the practical experience obtained here fits you for any career you may desire to follow, with your ability positively assured by your unlimited experiments.

If you wish further instruction regarding this personal course we will be glad to write you as to the minor details, length of time required, terms, etc.

## THE DANGERS OF HYPNOTISM.

Every course of instruction issued to-day claims hypnotism to be the source from which all occult phenomena may be produced, and to tickle the imagination of the laity instruction is given which utterly fails to reach a sphere of truth, but sounds plausible to unthinking persons, who, recognizing only what an accomplishment it is to be able to amuse, purchase this instruction and expect to be successful. Consequently these institutions are patronized only from a distance, and are tolerated in their community only on account of the number of persons given employment.

## A TRUE UNDERSTANDING.

It was because of this existing condition of affairs that The Vernon Academy of Mental Sciences was organized; and, in offering to the public the only true classification of the subjects, hypnotism is shorn of its disguise, and it is hoped in this way to bring the people to a true understanding of these sciences, and to drive from the field the charlatans who are sacrificing these most sacred sciences for the sake of pecuniary gain.

## NO DANGER BY OUR METHODS.

There is absolutely no danger in our methods of teaching these sciences. If a person be morally good, he cannot be influenced while in the Psychiatric condition to do wrong, as the law of self-preservation ever holds good; indeed, only influences for good take root, and by following them one is capable of changing an entire character. Psychic Power, to this end, is of the greatest benefit to humanity, and has received the endorsement of the clergy of every denomination.

## GRADUATION.

Our diploma is issued only as an award of merit. The student must pass the required examination.

We have many inquiries as to whether we would issue a diploma without an examination, and we take this opportunity to say positively that we will not do so. Other institutions may, and some do send certificates with the lessons, but such credentials are false and amount to nothing.

It is also true, as we can positively prove, that some institutions have sold their diplomas to parties who never took the instruction, and that other institutions have offered to do so.

There may come a time when, by the enactment of laws, those not holding diplomas issued by schools of recognized repute, will be debarred from the practice of these sciences. It is here that the survival of the fittest will ensue.

## **PRIDE IN OUR DIPLOMA.**

Under these methods our diploma becomes an object to which the student may ever point with pride, as it means that he has pursued our full course of instruction, and has attained a degree of proficiency sufficient to enable him to successfully pass his examination.

Our instruction is so thorough that the student of average ability will have no trouble whatever in passing the examinations which will entitle him to the endorsement under seal of the faculty of The Vernon Academy of Mental Sciences, and, without extra fee, to one of the handsomest diplomas ever issued by any college in the country. It is a master-piece of the lithographer's art, printed on heavy cardboard. No pains or expense have been spared in its production, and we guarantee it to be a work of art equal to the diploma issued by any college in the country.

## **ENDORSEMENT BY THE GOVERNMENT.**

You need have no hesitancy in sending your money in advance, as The Vernon Academy of Mental Sciences is incorporated under the stringent laws of the State of New York, with a paid up capital of Fifty Thousand Dollars; and we assure you that neither the State nor the Federal Government would permit us to exist for a day if we did not verify every statement, and fulfill every agreement.

## **COURSE IN FOREIGN LANGUAGES.**

At present our instruction is written in English only and we would suggest to those who cannot read English that they interest some friend who can, and then study together. In this way both will progress more rapidly, and each will obtain his instruction at half-price.



## DEPARTMENT OF RESEARCH IN ALL SUB- JECTS PERTAINING TO OCCULTISM.

The department of scientific research has been established by this faculty for the benefit of those interested in these sciences.

It will be under the personal supervision of Prof. Vernon, who will be ably assisted by other competent members of the faculty.

It will be the pleasure of the Professors of this department to consider all theories which may be advanced by individuals, and to develop all thought concurrent with such ideas. Likewise to investigate the methods of other institutions claiming to teach these sciences, thereby encouraging research and separating the erroneous from the meritorious, and in this way bringing to light the fraudulent methods practiced by many so-called schools of hypnotism.

All persons interested in the promotion or development of these sciences should have no hesitancy in sending, and in fact are specially invited to send, to us their criticisms, opinions, ideas for new developments, complaints and any evidence of fraudulent practices.

Reliable answers will be freely given relating to any publications and all communications to this department will be held in strictest confidence, thoroughly investigated, and the writers accorded the best possible information in every instance.

Assuring you of our ever prompt and courteous attention, we beg to remain,

Yours for the establishment of truth and the suppression of fraud,  
Department of Research.

VERNON ACADEMY OF MENTAL SCIENCES,

Rochester, N. Y.

## WHAT OUR COURSE INCLUDES.

A biography of Mesmer, his theories, his defeats, and his triumphs.  
The theories of the foreign schools practicing these sciences, and the hypotheses upon which they base them.

All that is known of the various discoveries and theories which led to the development of what is generally known as hypnotism and its allied sciences.

The details of the comparative susceptibility of the various races and nations.

The instantaneous method whereby the subject may be influenced by a glance or gesture.

All that has been accomplished through the use of Psychic Power, and what hypnotism really is.

How a subject may be brought under complete control.

How to control, not only a single subject, but many at the same time.

How noted operators control their subjects—their theories explained, giving you the knowledge whereby you may be equally successful.

How subjects are controlled without speaking a single word to them.

How to control your subject's mind so fully that no other influence can affect it.

How to close your subject's eyelids so that he cannot open them, and about one hundred similar tests for scientific investigation or amusement.

How you may understand fully that to be a successful operator it is not necessary to have a stronger will power than your subject.

How you may be able to control fully ninety-five per cent. of all persons on whom you experiment.

How one's susceptibility to suggestion implies neither mental nor physical inferiority.

A full understanding of the principles upon which hypnotism is based.

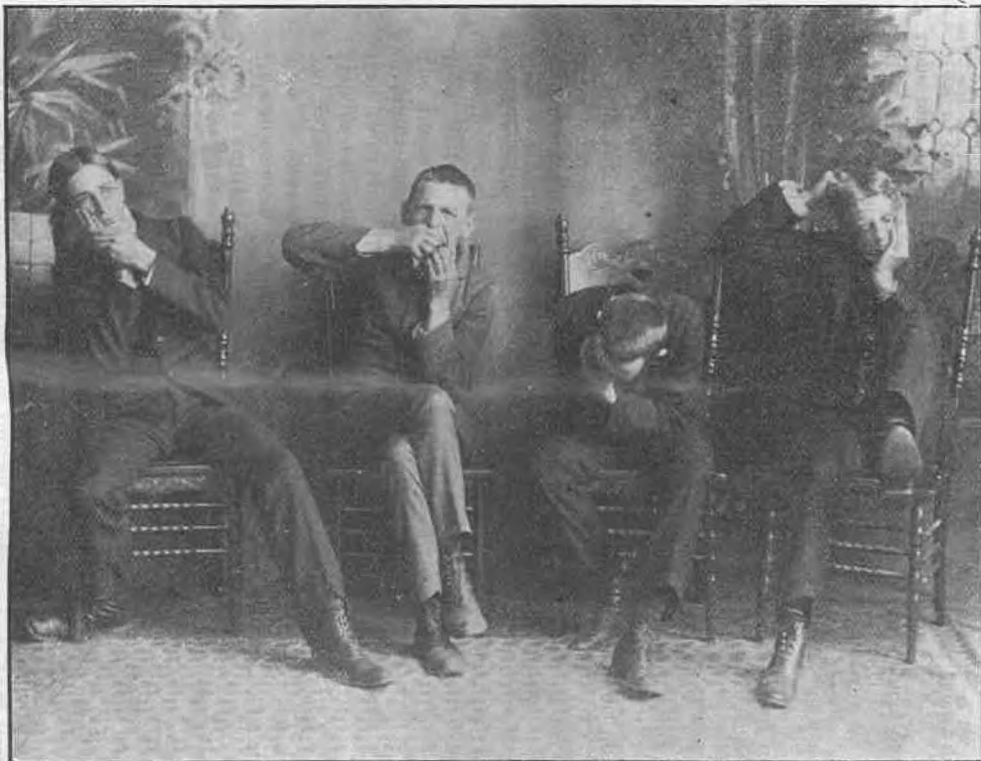
Why all of our students are successful and why so many fail under other instruction.

How to influence at a distance.

How you may attain fluency of speech and how to use it to the best advantage.

A system of suggestion so graduated that a subject may be carried from one stage or scene to another without the necessity of awakening him.

How you may cause the subject to describe scenes and places of which he has no knowledge.



Subjects laboring under an hallucination produced by Psychratism,  
suffer from the most excruciating toothache.

How to change the natural sleep to the hypnotic condition.  
How to give entertainments and furnish amusement for your friends.  
How to determine when a person is in the proper condition to enter the trance or clairvoyant state.

The wonderful and all-important hypothesis of the dual mind.

How you may develop clairvoyancy.

How you may fortify yourself against the influence of others.

How to influence persons who are in the waking state.

How you may relieve pain instantly.

How to develop the memory.

How to cultivate the faculty of mind concentration.

How to awaken your subject instantly.

How to awaken subjects hypnotized by others.

The value and possibilities of post-hypnotic suggestion.

How to perform any test ever performed by hypnotism.

How to develop the faculty of making a favorable impression upon and influencing those with whom you come in contact.

The difference between mesmerism and hypnotism.

How to treat successfully every known disease, giving you explicit instructions regarding the method of treatment to employ for each specific ailment.

How a knowledge of these sciences will benefit your health.

How a subject may be placed en rapport with one, or more persons besides yourself.

How to correct all forms of vice and positively cure morphine, liquor, cigarette and other habits.

How you can utilize a knowledge of these sciences in your daily life to great advantage no matter what your vocation may be.

How to obtain subjects without difficulty.

How the circulation may be controlled and hemorrhages checked.

How to use auto-suggestion, whereby you can control yourself mentally and physically.

How to overcome self-consciousness and embarrassment and acquire ease and composure under all circumstances.

How to produce the cataleptic condition.

How to produce a state of anesthesia so that minor surgical operations may be performed without pain.

How to control children and how to develop their latent faculties.

How hypnotism affects the mind of the subject.

The possibilities of telepathy or thought-transference and how the phases may be acquired.

How to cure stammering.

The proper method to employ in producing the long trance sleep.

How suggestive therapeutics may be used as a curative agent.

How Psychratism may be used without the knowledge of the subject.

How the Christian Scientists have made use of the fundamental principles of these sciences, frequently with good results, laboring under the impression that the power was divine.

The rudiments of phrenology and its value in connection with this study.

How it is possible for so-called divine healers and faith cure adherents to affect cures in some classes of ailments.

A full explanation of the phenomena produced by spirit mediums, claimed by them to be the manifestations of disembodied or departed spirits.

Invaluable information to prospective mothers under the title "Maternal Impressions," in which we prove indisputably that the mother's influence upon the unborn child shapes its future mentally and morally, as well as physically, and that a nervous shock or scare can be prevented from producing a birthmark. This alone is of inestimable value to the coming generation.

How by mental and physical culture the female form may be improved and the bust developed. Giving a never-failing means of accomplishing this, which is the result of practical experience and conclusive evidence.

An explanation of the effect produced upon the mind by revolving mirrors, bright objects, etc.

Instruction in the scientific laws of suggestion.

How to control subjects; embracing an outline of the systems used by well known operators, as well as those of Prof. Vernon, with which he was so marvelously successful.

How to combine the different methods, thereby producing the desired results even in obstinate cases.

How to develop and successfully utilize animal or vital magnetism in the treatment of disease, and the best methods to employ to obtain satisfactory results.

How a knowledge of these sciences may be applied in dentistry.

How a knowledge of these sciences will enable you to become popular, to make friends and retain them.

How to win the love of any one you desire.

How to prevent others from winning the affection of those whose love you cherish.

## WORDS OF WARNING AGAINST THOSE TEACHING HYPNOTISM.

In regard to making specific charges against any individual or institution professing to teach hypnotism and its allied sciences, permit us to say that it is not our desire to speak slightly of any one sincere in his conviction, even though the provocation be very great. We would refrain from saying anything which would be detrimental to an honest business.

You know, as well as we do, that schools throughout the country are constantly criticising each other, claiming that their own methods are superior to those of others. Thinking people are not influenced by such statements, but recognize at once that these assertions emanate from a spirit of jealousy. We are willing to stand upon our own merits, and the merits of our instruction.

It is only natural that by teaching these sciences in their true phase we have encouraged the enmity of these persons, while their instruction has aided in arousing in the people at large a desire for the truth, our instruction has been chosen in preference to theirs, and jealousy has resulted in consequence of our success.

## DIPLOMA IN ADVANCE.

Some institutions enclose their diploma with the first consignment of instructions, and this in itself should be conclusive evidence that they are not reliable. Think of sending a diploma before you have even commenced a course of study!

What would become of Yale and Harvard, were they to issue diplomas to their students at the time their tuition was paid? Their good names would soon be regarded with merited contempt and ridicule.

## A DIPLOMA THAT HAS VALUE.

We issue absolutely free of charge to each of our graduates a diploma, the possession of which means something, as it is an award of merit, and is attained only by passing a satisfactory examination. While our requirements are rigid, our thorough instruction justifies them, and the diligent student will experience no difficulty in passing the examination.

In teaching Psychratism some schools claim that they teach you to control persons in the waking state; but others recognize the sleep

state only, and thereby mislead the people in the belief that in producing some simple test in mind concentration they have produced a test in hypnotism.

This knowingly erroneous assertion justly entitles them to the contempt of all thinking persons. Others who profess to teach hypnotism do not attempt an analysis of its principles, but by illustrations and promiscuous instruction teach only those features necessary for giving entertainments. Such instruction is supplied by obscure, unprincipled persons, who, having had but a limited experience in giving entertainments and in learning the truthfulness of Barnum's assertion that the "American People Love to be Humbugged," have by gaudy display appealed to the imagination of the illiterate, and have prospered to some extent, although at the sacrifice of their good reputation—if they ever possessed any.

We have in our possession a number of these alleged courses of instruction, and among them all we have not found a single one which deals honestly with the subject. They merely submit a few old-time methods and unproved theories long since abandoned by modern psychologists.

## REGARDING REFERENCES.

You will observe that many of them do not give you the full names or addresses of their references. They tell you upon inquiry that they do not wish to bother their students, or that their students object to the publicity that would be occasioned while we assure you that each and every one of our pupils is only too willing to testify to the merits of our instruction, and considers such testimony but slight acknowledgment of the benefits he has derived.

There are some institutions which in their advance literature make the request that you do not write the contributors to their course. This assertion must naturally lead us to the conclusion that they are fearful of the consequences.

## WRITE US FIRST.

If you are interested in these subjects and contemplate taking a course of instruction from some institution, do not do so without first writing us. We give you this warning, as ours is the only institution from which you may obtain thoroughly reliable information on these subjects, and therefore assuring you success in the application

of the phenomena. Beware of charlatans, and institutes and colleges professing to teach these sciences. On request we will furnish you such information regarding each and every one as will prove to you that we offer the only complete and reliable course in existence. We will furnish you this information confidentially, as we prefer not to publish it in our general circular matter.

After a careful perusal of our literature you can do us no greater kindness than to write and tell us what you think of the claims set forth in our matter.

Any criticism you may wish to offer will be thankfully received and considered, for in establishing this Academy it was our purpose to instruct the people regarding Psychratism, and to place psychology and the higher phases of the Occult Sciences upon the pinnacle which they deserve. In removing the mask from Hypnotism this institution is engaged in a grand and glorious work.

Can you imagine a grander or nobler work than that of assisting man in the development of his faculties, mental, moral, physical, and financial. A man who has heretofore been unable to more than eke out a bare living, is so prepared that he may yet achieve success and bring happiness and plenty out of the darkness of despair. You may be able to assist us in this noble work by some simple thought or contribution, which may give another clue that we may be able to develop for the good of mankind.

Look about you and see the persons who have been successful in accumulating this world's goods and take hope, for this instruction imparts to you the secrets of their success.

## OPPORTUNITIES OF TO-DAY.

The opportunities of to-day are greater than those of past ages, but competition is also greater, and the successful man must be fully protected with all the psychic fortifications to resist the personal influences which surround him, and must be armed with the psychic power to wage aggressive warfare on the battlefields of life.

The old motto "Nothing succeeds like Success" should be changed to read "Nothing Succeeds like Failure," for the debris of our failures should be but the stepping stones to success. For it is well said: "It is the mistakes of man corrected that make him a better man." If up to this time your life has been shorn of success, you will the more appreciate the lessons we teach you. We are inclined to believe that poverty is really a sin; for if you find it difficult to get along in the



world, if you find it difficult to accumulate money, it is because of your inability to influence people. Under the head of Personal Magnetism and Character Reading you are taught this fully ; and in aiding you to achieve success we establish that confidence which you now lack.

## LACK OF CONFIDENCE.

Many persons through lack of confidence in themselves (self-consciousness) fall in every undertaking, and will continue to do so until, by awakening to a realization and development of the latent powers within them, they are able to achieve success.

The drill necessary to overcome this condition can be obtained only from our course of instruction, and we give you a taste of the sweets of success even in our first lesson.

## WORDS OF APPRECIATION.

We are daily in receipt of many letters from our students, stating that we have completely changed the current of their lives. Where they were failures, we have made them successful ; and in gratitude the unsolicited testimonials, which abound throughout our literature, are given.

The following letter comes from one of the most-widely known and learned clergymen of the Middle West. It is self-explanatory.

St. Joseph's Church, Oct. 23, 1900.

Iron Mountain, Mich.

To Whom It May Concern:

I have taken the course of instruction on hypnotism from Prof. Vernon. Since then, I carefully read several good works on the same subject, and I firmly believe that this beautiful science may be of a great utility for the upbuilding of man, mentally and morally.



*Rev. A. Poulin,*

Pastor of R. C. St. Joseph's Church,  
Iron Mountain, Mich.



C. A. LOVELAND.

Platteville, Wis., Journal, Oct. 13, '99.—“As an entertainer, Vernon is without a peer. His lectures have given the people of our city much food for thought. On Monday, the value of suggestion to humanity was demonstrated in a manner so striking as to silence the greatest skeptic. Twenty-seven months ago, C. A. Loveland, who was then in Canada, suffered a stroke or paralysis that completely paralyzed his organs of speech. From that time on he had not been able to utter a word and his condition had defied the efforts of the medical profession. In less than five minutes Vernon had him in a hypnotic condition. He was then awakened and found that his voice was fully restored.”

See his affidavit on opposite page.

State of Wisconsin, }  
County of Grant, }

Charles A. Loveland, Sr., being first duly sworn on oath, deposes and says: I am 64 years of age and am now and have been for the last 35 years a resident of the village, now the City of Platteville, Grant County, Wisconsin. That in the year A. D. 1897, in the month of July, I suffered a stroke of paralysis which resulted in the total paralysis of the vocal organs. That for a period of 27 months thereafter, I was not able to speak, nor did I have the slightest use or control of my voice, being totally and completely dumb for a period of over two years, or, to be exact, twenty-seven months, during which said period of time my only means of communication with my family or other persons was through and by means of signs and writing, being at all such time unable to make the slightest vocal sound.

Deponent further states: I was treated by physicians, but with the result that no relief in the slightest degree came from such medical treatment. That finally yielding to what myself and friends concluded was a permanent affliction that would continue during my lifetime, I had become somewhat resigned to my pitiable and unfortunate condition.

Deponent further states: On the 9th day of October, A. D. 1899, I was treated by Prof. Vernon, who, after five minutes' treatment, completely and fully restored my voice and that I have continued since said date to have and be in full possession of all my vocal powers, and to talk with as much ease and comfort as I had ever done before.

*Chas. A. Loveland Sr.*

Subscribed and sworn to before me this 25th day of September,  
A. D. 1899.



*W. H. Ellis*

Notary Public, Grant County, Wis.



MRS. J. N. RODENBAUGH.

Freeport, Ill., Daily Bulletin, March 29, 1900.—“Prof. A. Vernon, otherwise known as ‘Vernon, The Wonder,’ closed his engagement at the Grand last night. Yesterday afternoon, Prof. Vernon went to the home of J. H. Rodenbaugh to see Mrs. Rodenbaugh, who has been an invalid for eight years. After he had worked with her a few moments she was able to walk about the house. Before the performance began last night, Mr. Rodenbaugh stated to the audience that his wife had been an invalid for eight years and that for five years she had been in bed nearly all the time. When Mr. Vernon came to the house he talked with her and in a few minutes had her walking about the house. All the pain had left her.”

State of Illinois, }  
County of Stephenson. } ss.

I, Susan E. Rodenbaugh, of the City of Freeport, County of Stephenson, and State of Illinois, of lawful age, being first duly sworn according to law on my oath say, that for the now past nine years, I have been a great sufferer from nervous heart and stomach trouble; and for last five years have been unable to leave my bed, and have at times been so low that I was unable to even raise my head from the pillow, and so dreadful were my sufferings, I have prayed for death. I have tried seven different doctors in Freeport, but none of them could help me, and I had given up all hope until I heard of Prof. A. Vernon and his wonderful cures.

I sent for Prof. Vernon and he came and gave me one treatment; in ten minutes' time I was able to get up and dress myself, and have not been in bed a day since, but have been about attending to my household duties.

It is now six months since I was cured, and I can never thank Prof. Vernon enough for what he has done for me.



*Susan E. Rodenbaugh.*

Subscribed and sworn to by the, said Susan  
E. Rodenbaugh, before me, and my Notarial  
seal affixed, this 29th day of September  
A. D., 1900.

*J. A. Buckman*

Notary Public in and for the County of  
Stephenson and State of Illinois.



H. W. WRIGHT, M. D.

Dr. Wright is health officer of Ottawa and is recognized as one of the most skillful and successful physicians in Franklin county. He is regarded as a scholar and deep thinker and his letter of endorsement is worthy of special attention. Read what he has to say on the next page.

OFFICE OF

# Franklin County Board of Health.

(DR. F. O. METTRICK, Mayor.)

COMMISSIONERS.  
JOHN M. BYRD, Chairman, Lee, Kas.  
JOSEPH HAWKINS, Penna, Kas.  
E. A. SHELTON, Ottawa, Kas.

CITY PHYSICIAN OF OTTAWA.

H. W. WRIGHT, M. D.,  
HEALTH OFFICER.

*Ottawa, Kansas,* Oct. 1, 1900.

Prof. A. Vernon,  
Rochester, N. Y.,

My Dear Professor:-

It is with great pleasure that I can testify as to the merits of your course of instruction in Psychology, Hypnotism, Magnetic Healing and Suggestive Therapeutics. Physicians, especially, cannot afford to neglect this great science and I heartily endorse the system as taught by you at the Academy of Mental Sciences.

I trust that I shall find many valuable points in your new book as I am continually looking for something new on the subject.

With best wishes for your success, I am,

Very truly yours,

*H. W. Wright*

## Southwest Baptist College

An Institution for the Higher Education of Both Sexes.

Classical, Scientific and Normal,  
Vocal and Instrumental Music.

JAMES RICE, A. M., President.



Board and Tuition, \$35 per Term.  
Tuition Payable in Advance.

J. R. LIGHTFOOT, M. S., ~~Principal~~  
C. E. HIGGINS, A. B., ~~Sec~~ Sec

Bolivar, Missouri, Dec. 3rd, 1898.

Prof. Vernon has spent a week in our town giving his excellent entertainments. They are both amusing and beneficial. His exercises have all been conducted in a fair open manner.

Saturday afternoon he delivered a lecture on the subject of hypnotism, to the students, in the college chapel. His discussion clearly demonstrated his scientific knowledge of the subject and was highly enjoyed by students and faculty.

Prof. Vernon is doing a grand work in lifting hypnotism to a plane of scientific investigation and should receive the hearty co-operation of the public.

Very respectfully,

*C. E. Higgins Secy*

Rushville, Ill., Oct. 24, 1900.

Prof. Vernon,

Rochester, N. Y.

My Dear Professor:-

Enclosed please find statement regarding my health and your treatment. It is simply impossible for me to express what I feel for I cannot find words to make it strong enough and there is so much to tell.

I was glad to find that you had founded an Academy and Sanatorium. I only wish you were not so far away. I am still a curiosity to people. I am stopped every time I go on the street, even yet, and am plied with questions regarding my health; some will say, "Can it be possible that you are well," and everyone tells me that I never looked as well as I do now.

Hoping to hear of your unbounded success, I remain,

Yours very truly,

Mrs. R. E. Jackson.

To Whom It May Concern:

I had suffered intensely for over three years with neuralgia of the spinal cord and nervous prostration. Last November I was taken to my bed and for four long months my suffering was awful. I could neither eat nor sleep, my life was despaired of, and my friends were only waiting for the last to come, when, in March, Prof. Vernon visited our town. I asked my physician to bring him to see me. He came and in less than one hour after his coming I was able to sit up and eat my supper and I slept well that night, something I had not done for months. He gave me four treatments and I was well, and by July was doing all my own work and am to-day a well woman; thanks to Prof. Vernon. He can do just what he says; try him and be convinced.

*Mrs R. E. Jackson*  
Rushville, Ill.





DR. KITTOE.

Office of  
P. F. KITTOE, D. D. S.  
Prof. Vernon,

Galena, Ill., Sept.-25, 1900.

Pres. Vernon Academy of Mental Sciences,  
Rochester, N. Y.,

Dear Sir:-

Replying to your inquiry regarding my success in using hypnotic suggestion in my practice will say: I have been able to use it very successfully and have extracted many teeth and removed live nerves, while the patient felt no pain whatever. I am more than pleased with your course of instruction and cannot see how anyone could fail to be a proficient operator after receiving them.

Yours very truly,

*P. F. Kittoe, D.D.S.*

*J. C. Stanbus, D. D. S.*

*715 First Street.*

*Fort Madison, Iowa,*

10-5-00.

Prof. Vernon, Rochester, N. Y. :

My Dear Prof.—Let me say something in commendation of your decision to found a School for Teaching Mental Sciences. I am glad to have an opportunity of saying many good things in your favor.

I consider the knowledge which you imparted to me in the course of instruction which I took, of priceless value.

I have had unlimited success in using it in my practice, and have almost concluded to abandon dentistry and take up Healing, as I have had the best of results in treating many cases which had been given up by the physician.

I wish you success and also wish you would use my name in any way to further your interest, as I cannot say too much in praise of your course and methods.

Yours,

*J. C. Stanbus*

Ottawa, Kans, Oct..2, 1900.

Prof. Vernon,

Rochester, N Y.,

Dear Sir:—I take pleasure in recommending your methods in teaching personal influence and hypnotism and beg to assure you that it seems that anyone can understand it and can exercise this influence after having received your instructions.

Yours truly,

*G. Z. Kaiser*



MRS. W. H. MAXWELL.

This is to certify, that two years ago—on the 11th day of June, 1898—I was given an overdose of cocaine for the extraction of teeth. Nervous prostration was the consequence.

I lay in bed for three weeks under the care of a physician with little hope of recovery.

Prof. Vernon visited our city to give a lecture and entertainment. My husband went to the entertainment and heard the Professor say that he could cure diseases, and asked him to call and treat me. He agreed to do so and about four o'clock the next afternoon came to the house and gave me one treatment. I immediately got up and dressed myself and when my husband returned from his place of business I was out in the yard. My general health has been good ever since and I feel that I owe my life to Prof. Vernon and am very grateful for what he did for me.

MRS. W. H. MAXWELL.

Dallas City, Ill., Oct. 4, 1900.

Prof, Vernon,

Galena, Ill., Sept. 24, 1900.

Rochester, N. Y.

Dear Sir:--Please accept my congratulations. In the establishing of your Mental Science University and Sanitarium, there is opening for you a wonderful future, an ever widening field for the exercise of your ability. Your field is the world and suffering humanity. Christ said, "The things that I do shall ye do also, and greater things." You are demonstrating this truth. The deaf hear, the dumb speak, the lame walk, and in doing this, bless you their healer.

I find your course of instructions, and manner of imparting it, so clear, simple, and concise, that one can readily grasp it, and I could handle my subjects with ease, holding them perfectly under control, when I had finished it. Indeed, I think you have no equal as instructor in your particular branch of science, which you have so thoroughly mastered.

You are at liberty to use my name as one of your pupils, if you so desire.

Very respectfully,

*Anna J. Dean*

Manager Western Union Telegraph.

CLINTON NORMAL AND BUSINESS COLLEGE,

CLINTON, MISSOURI.

PRESIDENT'S OFFICE.

EDWIN W. DORAN.

Nov. 16, 1898.

Prof. A. Vernon spent a week in Clinton giving entertainments each evening. In response to my invitation he visited the Clinton Normal and Business College and made an excellent address to the students, who manifested their interest in the address by the closest attention and a hearty vote of thanks. From his addresses and from his remarkable experiments in hypnotism, I believe he is one of the most skillful hypnotists of the day. I make this statement after having given careful attention to the subject of hypnotism for many years, and having witnessed many remarkable phenomena connected with experimental work of this kind.

*Edwin W. Doran.*

President Clinton Normal-Business College.



DR. S. C. ORR.

Prof. Vernon, Rochester, N. Y. :                      Manhattan, Kans., Oct. 3, 1900.

My Dear Sir—I learn that you have organized a school of hypnotism and mental science. Allow me to add one more to the many testimonials which you must already have. It is now about two years since I met you and took your complete course of instruction. Since then I have read many books and so-called courses on "Hypnotism" and I consider yours not only the most thorough from a scientific standpoint, but also the simplest of anything I have ever seen upon the subject.

I have never regretted the course gotten from you and, while I have never taken it on the stage, it has helped me in many ways and has furnished no end of amusement in society. I work it so easily that I am still surprised.

You are often spoken of here as the "Best Hypnotist who ever visited our City."

Wishing and predicting you great success in your undertaking I am  
Yours to command,

DR. S. C. ORR.



DR. NICKLAS.

Dr. Nicklas is one of the best known physicians of the upper West. He is a man whose aim has always been to investigate anything which would make him of greater service in his chosen work.

Read what he unhesitatingly says of our instruction and of the science to men of his profession.

OFFICE:-

11-12-18, BAYLEY BLOCK.  
RESIDENCE-411 EAST MAIN ST.

HOURS:-

10 TO 12 A. M.  
1 TO 4 P. M.

G. L. NICKLAS, M. D.

Platteville, Wis., \_\_\_\_\_ Sept. 25, 1900.

Prof. Vernon,  
Rochester, N. Y.,

Dear Sir:-

I wish hereby to express my appreciation for the knowledge you imparted to me as a pupil, in the Science of Suggestion, known to some as Hypnotism. By means of this knowledge, from the very beginning of my career in this line of work, I have been able to employ this most valuable science with complete success in my medical practice. By its use, and it alone, I have accomplished cures entirely beyond the sphere of either medicine or surgery, and in other instances produced cures in a short time in which like cases require months of medicinal treatment to effect a restoration of health.

I value my knowledge of this wonderful and most useful science very highly, and I feel that, as a physician, without it I would be only partially equipped for my work. I am a thousand times glad that I ever met you, for I believe you to be a master of the subject and a successful teacher of the same.

I wish you continued success in large measure.

Yours truly,

*G. L. Nicklas, M.D.*

*Louis Hospital for the Insane*

H.A. GILMAN, M.D.

SUPERINTENDENT.

*Mr. Vernon*

July 25, 1898.

TO WHOM IT MAY CONCERN:--

THIS IS TO CERTIFY that I have investigated the hypnotic entertainments of A. Vernon, and I desire to say that his work is based upon scientific principles, and that there is nothing about it that speaks of the supernatural or fakism.

He is a thoroughly scientific investigator, and while in giving his entertainments he endeavors to satisfy the public who enjoy sport, at the same time beyond it all is a conscientious desire to help mankind. The properties of hypnotism as a medical and surgical measure have not yet been developed. Mr. Vernon's efforts are all in that direction, however I bespeak for him the kind consideration and patronage of all persons who enjoy a clean entertainment.

Respectfully submitted,

*H. A. Gilman*  
Supt.

This is to certify that I extracted a number of teeth from different patients, while they were anaesthetized by Prof. Vernon and that the anaesthesia produced by suggestion was a complete success and the patients felt no pain and were wholly unconscious of my working on them at the time. It is certainly of great value to this profession.

Platteville, Wis., Sept. 25, 1900.

*O. E. Gibson D.D.S.*

**The Green Bay Gazette,**

ESTABLISHED 1845. DAILY, WEEKLY, 1886.

DAILY AND SEMI-WEEKLY EDITIONS.

JOB PRINTING AND BINDING OF ALL DESCRIPTIONS.

GREEN BAY, WIS., Oct. 29, 1900.

Vernon Academy of Mental Sciences,  
Rochester, N. Y.,

Sire--We should be pleased to receive an order for advertising from you, especially as we are personally acquainted with Mr. Vernon and know him to be honest in his work.

The Gazette Publishing Co.,

*A. C. Rickard*  
Manager.



W. M. BENTLEY, President.  
 S. C. A. BUREY, Secretary.  
 H. S. LORING, Treasurer.  
 W. M. JOHNSON, Recording Secretary.

MISSOURI  
 State Board of Dental Examiners.  
 Office of Secretary.

Clinton, Dec. 14, 1898.

To Whom It May Concern:

This is to certify that Prof. A. Vernon has given a series of entertainments here and has greatly delighted his audiences.

A therapeutic suggestion has long been known as a very important factor in the relief of pain and it is now in use by many leading dentists as well as physicians. Prof. Vernon's instructions along this line are excellent and prove him master of the situation.

*S. C. A. Burey*

Prof. Vernon,

Pres. Vernon Academy of Mental Sciences,  
 Rochester, N. Y..

Galena, Ill., Sept. 25, 1900.

I take pleasure in stating that I have taken Prof. Vernon's course of instruction in Mental Science and Personal Influence and am more than pleased with it, as by it I have learned to hypnotize successfully and produce all the different stages. I heartily recommend this course as a strictly scientific treatise on this subject.

Yours very truly,

*W. A. Telford*

(Contractor and Biller.)

H. CASSER, M. D.,

Platteville, Wis., Sept. 25, 1900.

Regarding the possibility of producing anaesthesia for surgical operations, Dr. H. Casser, of Platteville, Wis., makes the following statement: "Miss Roxie Vail was hypnotized by Prof. Vernon, and I removed a neuroma (tumor) and tied an artery, all without the slightest evidence of pain or twitching."

*H. Casser M.D.*



GEORGE POWELL.

Polo, Ill., Sept. 14, 1900.

Prof. Vernon, Rochester, N. Y. :

Dear Professor—Replying to yours will say, I am more than pleased with the instruction received from you and can heartily recommend your instructions to any one interested in this great field for investigation.

Yours very truly,

GEO. POWELL.



J. H. FORDYCE, M. D.,

Office 255-257 N. Main St.

**SPECIALTIES:**

DISCASES OF HOBB, THROAT,  
LUNGS AND NERVOUS SYSTEM,  
HYPODID TREATMENT GIVEN  
WHEN REQUIRED OR DESIRED.

**OFFICE HOURS:**

9:30 A. M. - 12:30 P. M.  
2:30 P. M. - 5:00 P. M.

**RESIDENCE: 520 ST. FRANCIS AVE.**

RESIDENCE PHONE 267.

OFFICE PHONE 210.

Prof. A. Vernon,

Rochester, N. Y.,

My Dear Professor:-

*Wichita, Kans.* Oct. 8, 1900.

Your kind favor of the 29th ult. received. In reply will say, that I have been using hypnism as taught me by you, for more than two years in my practice. My success with it in cases of incipient insanity--or even in marked cases of insanity--has been almost all that I could ask. In neurasthenia and other nervous conditions I regard it as superior to drugs, and, in combination with the proper medication, works cures little short of miraculous. Don't see how I could well do without it.

I have had occasion since I saw you to investigate more than one of the schools and methods of teaching hypnotism and must say that I regard yours as the simplest and most effective of any that I am acquainted with.

Wishing you success and hoping to hear from you again, I am,

Sincerely yours,

*J. H. Fordyce*

Bloomington, Wis., Sept. 29, 1900.

Mrs. Andrew Foster being duly sworn on oath says, that she is 42 years old, and resides at Bloomington, Wisconsin, that for four years prior to November, 1899, she was unable to attend to her household duties, on account of a paralytic stroke, which affected her lower limbs, and she was unable to move about without the aid of crutches during that time. That after one treatment by mental suggestion, by Prof. Vernon in Dr. Glacier's office in Bloomington, Wisconsin, she was able to walk out of the office without the aid of her crutches, and she has not used crutches from that day to this; that she is now able to attend to her household duties and has the free use of her lower limbs.

*Mrs Andrew Foster*



Subscribed and sworn to before me this  
29th day of September, 1900

*Leo Philipson*

Notary Public.

## COLCHESTER DEMOCRAT, Colchester, Ill.

Colchester has experienced a week of entertainment and instruction in the work of Prof. Vernon, the hypnotist. The professor proves beyond all doubt that he is master of the science; those who have attended the performance pronounce the work as wonderful.

Wednesday the wife of Rev. Baird was put into the hypnotic state by Vernon at Dr. Horrell's office and two badly decayed teeth were extracted without pain. His work is clean, wonderful and entertaining.

Colchester, Ill., Oct. 20th, 1898.

To Whom It May Concern:

This morning Mrs. Baird, wife of Rev. Baird of Argyle, was in my office for the purpose of consulting me relative to two badly decayed teeth. While examining the teeth, Prof. Vernon accidentally came into the office and I thought that I had a good subject on which to exhibit his profession as the patient is an extremely nervous lady but very intelligent.

I introduced the Professor to her and suggested that she allow him to hypnotize her and I would remove the teeth. She readily assented. Being very nervous, about twenty minutes were consumed in getting her anesthetized and I extracted a very sore ulcerated tooth. I allowed her a few minutes to rest and laugh over her experience, when the process was repeated with beautiful results, and, as she said, absolutely no pain.

She was very much delighted and I was very deeply interested.

This statement is voluntary on my part, and with the agreeable consent of Mrs. Baird I make this statement hoping to interest intelligent people in the science of hypnotism.

Dr. C. B. Horrell.

## THE VERNON SANATORIUM.



The Vernon Sanatorium was established in connection with the Academy, to satisfy the demands of the hundreds of persons all over the country who were anxious to be given the benefit of Prof. Vernon's treatment and at the instigation of the physicians whom he had taught and who were using the power of suggestion in their everyday practice. It was considered fitting, and, in fact, deemed necessary that an institution or Sanatorium should be opened where patients might be sent and where persons desirous of being cured of disease, pronounced incurable or of long standing, and especially those of a nervous nature where drugs had proved unavailing, and also where persons had become the slaves to habits could come for safe and

sure treatment. In this latter connection, it is well known, that many so-called cures for this curse—especially the "Gold Cure," often leave not only harmful effects but a positive physical injury.

During the many years which Prof. Vernon devoted to public exhibition work he was repeatedly called upon to treat persons for disease or ailments of long standing and often his assistance was solicited by physicians who were about to perform surgical operations and wished the power of which he was master in producing anesthesia. Many persons are unable to stand the ill effects of drug anesthesia, and, consequently, surgeons are only too willing to accept an alternative, which, according to every law of reason and knowledge, can have no possible harmful results.

The many testimonials which abound throughout this booklet are but evidences of the successful use of suggestion. As you will instantly see, when perusing the affidavits and letters from benefited patients, Prof. Vernon performed some wonderful cures.

The testimonials contained herein are not a tithe of those he possesses. A volume could easily be filled with the letters of gratitude for the benefits received and appreciation of the instruction given; but these were taken at random although some were inserted because the writers particularly requested that they be given an opportunity to testify to the worth of the methods of Prof. Vernon.

You will notice testimonials from many prominent physicians who have unhesitatingly stated what they have done with the knowledge given into their possession by the instruction of the founder of the Sanatorium.

As we said in the beginning, it was mainly through the counsel and at the instigation of physicians and surgeons, who desired to have an institution of this nature under the supervision of a person whom they could unhesitatingly trust, and whose methods had been proved to be not only the best, but the only ones which could be relied upon to produce satisfactory and never-failing results, and also at the earnest solicitation of those who had been cured and wished to know that they could recommend persons whom they might meet or friends or members of their own families who might be suffering from disease or habit, and know, unquestionably, that they would be benefited.

In nearly every city and town in which Prof. Vernon gave public demonstrations, he effected cures of more or less importance and in-

variably would come the request "If you ever establish an institution or sanatorium for the treatment of disease, or if you ever secure a permanent address where we can meet you, do not fail to let us know where you are."

Thus, it was but natural that, when he decided to found the Vernon Academy of Mental Sciences and give it his personal supervision he should incorporate with the Academy a Sanatorium.

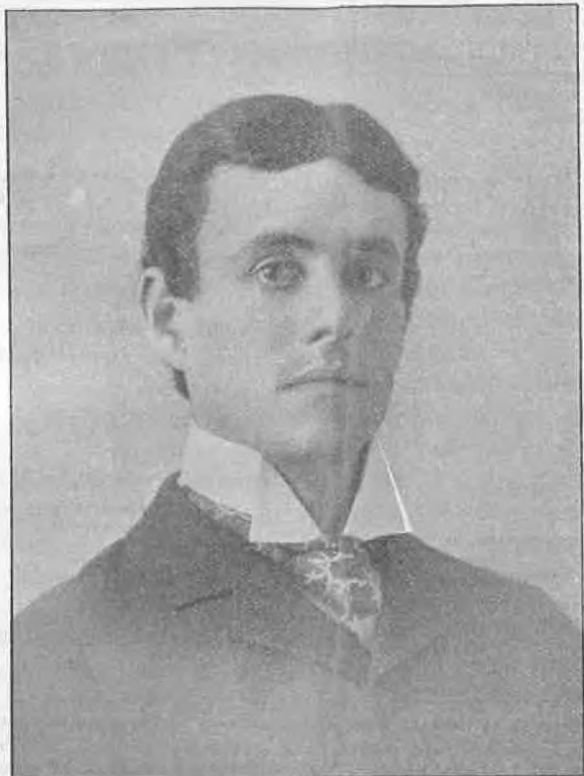
Here all diseases and habits, in the treatment of which suggestion has been found to be so efficacious, will be treated, and an able and efficient corps of physicians and surgeons will assist Prof. Vernon in his work.

No effort has been spared to make the Sanatorium all such an institution should be, and every convenience and appliance to insure the comfort, ease and skilled treatment of the many who will come here for benefit, has been placed in this home of suggestive therapeutics. All forms of disease will be treated and results will demonstrate what can be done. A FREE clinic will be a feature of the Sanatorium work. This will be held at regular specified times and everyone will be treated according to the demands of his particular case.

The Sanatorium is established on a sure foundation and is a permanent institution, depending wholly and entirely on results, making no attempt to convince people of what may be done, but demonstrating what can be done by doing it.

All communications regarding this branch of the institution should be addressed to VERNON SANATORIUM, ROCHESTER, N. Y.





CHAS. F. CALDWELL.

Dallas City, Ill., Oct 7, 1900.

Prof. Vernon, Rochester, N. Y. :

Dear Sir—I feel that I owe you a testimonial in regard to the value of suggestion in the extraction of teeth, as I had teeth extracted by Dr. Walter of this city while I was hypnotized by you, and the anesthesia produced by your Psychic Influence was a complete success as I suffered no pain whatever during the operation, and I most heartily recommend this method to alleviate pain for dental work or surgical operations.

Yours very truly,

CHAS. F. CALDWELL.

G. C. MARLOW.

DENTIST.

This is to certify that I took the course of lectures on Hypnotism from Professor Vernon (A. V. Hart), and was never as well paid for my time and money as I was by the instruction I received. It opened a wide field of knowledge to me that I was not aware existed before.

Yours respectfully,

G. C. MARLOW, D. D. S.,

Lancaster, Wis.

KANSAS CITY HOMOEOPATHIC MEDICAL COLLEGE.  
CHAIR OF SURGERY.

L. J. WORTHEN, M. D.,  
Chronic Diseases.

*Mohe, Kansas, Sept. 27, 1900*

A. VERNON, Hypnotist,  
Rochester, N. Y.

To Whom it may Concern:

This is to certify that I took lessons in Psychratism from Vernon the Wonder, and consider him a marvel in his art. I am well satisfied with what I received for the amount invested. I consider him a very competent teacher, patient and careful with all his pupils. Anyone taking instruction from him will, I am sure, be well satisfied.

*L. J. Worthen, M.D.*

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DAVID JAYNE HILL,  
*Ex-President University of Rochester,  
and now 1st Ass't Secretary of State.*



VERNON ACADEMY  
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