FEDERAL TRADE COMMISSION DECISIONS

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0740. **Vendor-Advertiser — Printed Texts and Horoscopes.** — Mystic Brotherhood University, Tampa, Fla., vendor-advertiser, is engaged in selling Printed Texts and Horoscopes and in advertising represented:

There is a mystic key to life by which you can dictate your destiny, control fate, conquer adversity.

In this western world are to be found high initiates working under the great lodge of the world and contacting them are intelligent, sincere, earnest men and women of every walk of life and in every part of the Western Hemisphere. They are finding the personal help, the loving, kindly teachings they need.

First, of course, must come the thorough training and development under competent masters in all departments of occultism, mysticism, psychology, and kindred subjects.

But this need incur no great expense, no giving up of present work while learning. In the privacy of one's own home, in spare hours, the great truths may be studied, the personal instruction received in weekly lessons and letters simple, easily understood, yet giving you the equivalent of a university training, regardless of your previous education and studies.

The cry of humanity today is for light and knowledge, and through the world masters comes the answer—western occultism—no pondering over involved language, no obscure foreign words. Instead the master's teaching through the western traditions give you the secret wisdom of the ages in a form adaptable to modern life and conditions.

Beloved seeker:

You are one of a group of men and women who have been selected to receive special help and instruction from the masters of the world hierarchy.

You are not obligated to pay in money or otherwise for their service to you, though you should be willing to cover the postage and stationery, typing, etc.—such offerings are voluntary and are only to cover your actual expenses—you

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cannot pay the masters for their time and services to you. The masters can only give this personal attention to a limited number of selected people, by reason of the great amount of time and expense involved in the individual letters and the psychic work done for you and with you. Less than one hundred can be accepted at this time.

You have doubtless longed for a real opportunity to have help and instruction of such a nature. You have perhaps sought and tried organization after organization, but yet you have never gotten fully that which you sought. Now, without obligation, without any fixed price, without commercialism, there comes the opportunity you seek.

Its masters are working on the modern advanced ray of the western traditions and it is to this eternal temple in the heavens and the greater masters who rule therein that they look for their inspiration and their authority to initiate regardless of their purely legal rights and charters.

The western traditions, therefore, do not refer to America, but trace an unbroken chain back to the highest development of Atlantis. Egypt and its symbols, as well as the European adepts and mystics and their orders and the symbols of mystical christianity are all part of the western traditions and are very different in most cases from the symbol systems of the eastern traditions.

The Interior Order

So in this brotherhood, truth reposes inviolable. It flows steadily from the great interior order, the brothers who live in silence, but yet in real activity. Besides their secret holy work, they from time to time decide upon strategic action. Thus when the earth was nigh corrupt by reason of the great sorcery, the brethren sent a messenger to bring freedom to mankind.

Now, in these days, have they raised up certain trusted ones to deliver unto men and women the keys to spiritual knowledge and in fulfillment thereof, there has come to you, the reader of this invitation, the message from the interior order.

Rebuilding the Self

This part of the work, consisting of 41 lessons, takes up those phases of mental and mystical development, which brings about a magnetic personality, success on the mundane plane, through a utilization of certain little-known forces, and brings about peace, happiness, and prosperity through direct aid in the untangling of personal affairs and the reconstruction of the personal viewpoint and understanding. There is brought about during this phase attunement with the great interior order and its power and knowledge as occult cognition is unfolded.

Instruction in the Deeper Mysteries

This phase of the work covers a broad course of instruction, uncontaminated by extreme ideas or faddists' viewpoints. It is not confined to the ideas of any one leader, but rather opens to the student the entire knowledge of the ancient mystery schools, concerning the inner plane organization, the fundamental facts concerning the universe and the mighty cosmos. * * *

The Powers of the Magus

This embraces the third part of the work, and completes the most comprehensive system of personal instruction which has ever been given to the western world regardless of the claims of various organizations * * * and covers

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in other words, the most absolute and divine knowledge of natural philosophy, leading to the powers of the adept, controlling manifestations of nature, and invokes the cooperation of the very highest intelligences, who are happy and willing to serve him who achieves. The various phases of this part of the brotherhood work includes the most carefully guarded individual instructions which are combined with the personal correspondence and guidance, not hitherto available.

* * * it may be said that your teachings will come, in the early grades, by mail, and in the higher part of the work, they will come to you psychically, directly from one of the several masters.

* * * the personal help and instruction of the master is what makes the difference and what will make your success assured, even if you have failed under commercial methods of self-learning. Personal, individual help is needed to demonstrate occult laws and principles.

In a stipulation filed and approved by the Federal Trade Commission this vendor-advertiser admits making the foregoing and many other representations of like import set forth in the stipulation and agrees to cease and desist from publishing or circulating, or causing to be published or circulated, any statement which is false or misleading and specifically stipulates and agrees in soliciting the sale of and selling its said product in interstate commerce to cease and desist from representing in advertisements or otherwise:

(*a*) That "high initiates" working under the "great lodge of the world" will personally teach one how to dictate his destiny, control his fate, or conquer adversity;

(*b*) That a "master" will be "assigned" to show you the path of power; or that a master will "personally aid" you in the development of the inner faculties, or at all; or will bring to your aid "mighty forces of the unseen worlds", or any other forces;

(*c*) That this corporation has on its staff, and at its beck and call, "competent masters in all departments of occultism, mysticism, psychology, and kindred subjects";

(*d*) That respondent's teachings are "authorized"; or

That they were prepared "by order of the secret council of the west" or by any other authority; or

That they form "the closely guarded secret of certain orders of magi and mystics" or of any other body; or

That by putting them into practice the student will find plenty even in depression, or be able "just at a glance" to have men and women cooperate with him and help him to the things he wants;

(*e*) That the purchaser must "act quickly" to get the benefit of respondent's "special offer" of astrological horoscopes; or that such horoscopes are "accurate";

(*f*) That the prospect is "one of a group of men and women who have been selected to receive special help and instruction from the masters of the world hierarchy" or from any other body; or

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That he is "not obligated to pay in money or otherwise for their service"; or

That the number "selected" is limited; or

That respondent's offer is "without commercialism"; or

That this "world organization" has the attributes of "the christ of the rays";

(*g*) That respondent's "pronunciamentoes" bring "direct messages of the white brothers" or of any other mystical group or body;

(*h*) That respondent's "masters" are "working on the modern advanced ray of the western traditions", or

That they look to the "greater masters who rule in the eternal temple in the heavens" or to any other transcendental personages for their "authority to initiate" the prospect;

(*i*) That the invitation is a "message from a great university" to the person addressed; or

That through respondent corporation the sages of the illuminated government have "revealed to the outer world a pathway, in order to attract men to the great truths of their sanctuary"; or

That respondent's courses of study are "reflections of the supreme illumination"; or

That through contact with respondent corporation "truth inviolable flows steadily from the great interior order, the brothers who live in silence"; or

That "certain trusted ones"—the "brothers of the university"—have been "raised up to deliver unto men and women the keys to spiritual knowledge"; or

That the interior order has designated the prospective purchaser as an "accepted neophyte student"; or

That "the brotherhood is a noncommercial university" or a "replica of the mystery schools of old"; or

That it "brings to its members the close contact with the highest masters of the lodge invisible" or with any other "masters" or "lodges" whatsoever;

(*j*) That "this occult university, like the mysteries of old, asks nothing for itself"; or

That "its illuminated teachers, as masters of initiation work in obscurity, behind the veil, contact with their assigned student neophytes by mail and otherwise, working with them and for them in many strange ways"; or

That the purchasers of respondent's service "will find that the master is a guide and friend in the planes that lie beyond and his contact is established with the interior order, the lodge invisible";

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(*k*) That through the "personal" work of the master assigned to him, the student will attain such knowledge and contacts without effort, hard study, practice, or changes in habit; that "ten or fifteen minutes nightly at your own conveniences, is all that is required";

(*l*) That respondent's course of instruction brings to the student either "a magnetic personality", or

"Success on the mundane plane, through a utilization of certain little known forces" or otherwise, or

"Peace, happiness, and prosperity through direct aid" or otherwise, or

"Attunement with the great interior order and its power and knowledge", either through the unfoldment of "occult cognition" or otherwise; or

That it "opens to the student the entire knowledge of the ancient mystery schools";

(*m*) That respondent's said correspondence course is "the most comprehensive system of personal instruction which has ever been given to the western world regardless of the claims of various organizations"; or

Leads the student "to the powers of the adept, controlling manifestations of nature", or

"Invokes the cooperation of the very highest intelligences, who are happy and willing to serve him";

(*n*) That for subscribers to respondent's course, "psychic help in all emergencies is given" or any other help beyond letters of advice from respondent's corps of instructors;

(*o*) That "later on the psychic revelations of the lodge invisible and its great halls of initiation come to you";

(*p*) That "in the higher part of the work, the teachings will come to you psychically, direct from one of the several masters";

(*q*) That your success is "assured" through the "personal help and instruction of the master even if you have failed under commercial methods of self learning";

(*r*) That respondent corporation's methods are those of the "western traditions using the same contracts of the Mayan and Atlantean groups, and the high spiritual contracts of the Master Jesus and the group working with Him in the inner planes"; or

That respondent is collaborating with "High Initiates working under authority to the great white lodge of the world and under guidance of the lodge invisible", or with any other beings, persons, hierarchies, groups or authorities whatsoever;

(*s*) That respondent is maintained by "free will offerings" so long as the subscriber must enclose his "offering" with his applica-

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tion and agree to "send you my alms each lunar month", before receiving the instructions, "contacts" and "aid" promised; and from making any other claims or assertions of like import.

Respondent further stipulates and agrees to discontinue the use of the word "university" as a part of its corporate or trade name or in any other connection, until such time as it may conduct a general institution of higher learning recognized by the collegiate world as entitled to the designation "university."

Respondent furthermore stipulates and agrees to cease and desist from issuing certificates or diplomas purporting to confer the degree of "doctor of philosophy" or any other degree indicating a college education.

It is also stipulated and agreed that if the said corporation, now designated "Mystic Brotherhood University", its officers, or agents, under whatsoever title it may hereafter operate, should ever resume or indulge in any practice violative of the provisions of this agreement, this said stipulation as to the facts may be used in evidence against it in the trial of the complaint which the Commission may issue. (Sept. 12, 1934.)

0741. **Vendor-Advertiser—Epilepsy Treatment.**—Dr. S. Perkey Co., Altadena, Calif., vendor-advertiser, is engaged in selling an alleged treatment for epilepsy and in advertising represented:

FITS

Epilepsy cases of 30 years' standing have been permanently relieved by Dr. Perkey's Prescription. Write for special trial offer and money-back guarantee. The Dr. S. Perkey Co., Dept. 9, 234 E. Las Flores Drive, Altadena, California.

RELIEF FOR EPILEPSY

Sufferers from this dreadful malady find quick, positive relief with Dr. Perkey's Prescription. Used ever since 1877 by thousands all over the world, and hundreds of grateful letters prove the merit of this remarkable remedy.

Dr. Perkey's Prescription for Epilepsy

A Message of Hope for All Sufferers from this Dreadful Disease

A severe case of epilepsy in one of his own patients called Dr. Perkey's attention to the crying need of a specific for this dreadful affliction, and, having a thorough knowledge of chemistry as well as medicine, he set about to find a remedy. He sought to find not only a curative but a palliative treatment, one that would enable those afflicted to go about their daily concerns with comfort—free from attacks with their consequent mental deterioration. Finally his efforts were crowned with success, and the formula now known as Dr. Perkey's Prescription for Epilepsy was given to the world.

* * * and ever since, the remedy has been in constant use by thousands of sufferers from epilepsy and fits.

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