

A CORRESPONDENCE COURSE

**The Basic Principles of
Suggestion, Hypnotism,
Telepathy, Personal
Magnetism, Character
Building**

**and the Development of
the Dormant Faculties**

by

Elmer E. Knowles

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1926

Branch ONE of the Elmer E. Knowles System
of PERSONAL INFLUENCE AND HEALING

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the Dormant Faculties**

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of PERSONAL INFLUENCE AND HEALING**

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The Basic Principles Pertaining to the Sciences of Suggestion, Hypnotism, Telepathy, Personal Magnetism, Character Building and the Development of the Dormant Faculties

BRANCH ONE of the ELMER E. KNOWLES SYSTEM of PERSONAL INFLUENCE AND HEALING

"Mind is the master power that moulds and makes,
"And MAN is MIND, and evermore he takes
"The tool of Fortune and shaping what he WILLS,
"Brings forth a thousand joys, a thousand ills.
"He thinks in secret and it comes to pass;
"Environment is but his looking-glass."

This Branch, with which you are now beginning your studies in the psychic and mental sciences, is intended to be purely introductory and I feel sure that I cannot do better than to preface further treatment of the subject by an assurance that you are now embarked on the most fascinating and profitable study that it is possible for man to undertake. Suggestion and its kindred sciences, Hypnotism and Telepathy are seen in the true rôle of benefactor to humanity, giving promise of a morrow aflame with hope to all those, who, in the words of Holy Bible, "labour and are wearied." Be assured that if you faithfully follow the instructions contained herein; if you are firmly and resolutely resolved to nurture the flame of your Personal Powers, you will never regret having undertaken the study of the sciences taught in this System, for a knowledge of the powers of the mind will be an unending source of happiness and benefit to you.

WHAT OTHERS THINK of the Powers of the Mind.

Medical men are well aware that the mind plays a supremely important rôle in the maintenance of the body in health and it is for this reason that so many have

employed and are still employing hypnotherapy - or healing by means of hypnotism. No well-informed person can be ignorant of the fact that physicians of the highest principle and of the most liberal culture have, for years, successfully employed hypno-suggestion in the treatment of diseases. Dr. Liébault, one of the noblest expositors of the science of hypnotic healing, and Professor Bernheim, his pupil, have made the city of Nancy famous all over the world. Professor Charcot and Dr. Jules Voisin are forever associated in the records of medical history on account of their marvellous hypnotic cures at the Salpêtrière Hospital in France. Dr. Grossmann and Professor Albert Moll at Berlin, Professor Forel at Zürich, Professor Paul Dubois at Berne, Dr. Van Velsen at Brussels, Dr. von Schrenck-Notzing at Munich, Dr. Van Renterghem and Dr. Van Eeden at Amsterdam, Dr. Lloyd-Tuckey and Dr. Bramwell at London, whose names and accomplishments are well-known to everyone with any pretence to scientific education, have used the instrumentality of hypnotic suggestion to heal the sick and comfort the unhappy with admittedly phenomenal success. The present attitude of reputable science towards hypnotic healing and towards hypnotic suggestion as a therapeutic

agent is thus incontestably one of hearty approval and support.

This attitude is well-exemplified in a valuable contribution to the "Nursing Mirror", London, by Dr. Maxwell Telling. M. D., F. R. C. P., M. R. C. S., Professor of Therapeutics at the University of Leeds, England, published under date of July 25th. 1925 in which he says :- "All those kinks and abnormalities, such as hysteria, neurasthenia, functional paralysis and so on are amenable to treatment by psychological methods and it behoves, therefore, every nurse, to know something of the basic principles".

The records are so filled with expressions of cordial approval of this science by responsible medical men of all nationalities that there is not room enough in this Branch to make mention of more than a few, but I would not wish to omit the statement made by Dr. William Brown, D. Sc., M. D., M. R. C. P., Professor in Mental Philosophy at the University of Oxford; Honorary Consulting Psychologist and Lecturer on Medical Psychology at the Bethlem Royal Hospital, London, England; etc., etc., who between the years 1914-1918 personally hypnotised some six hundred patients, and who is reported in the Press of September 1st. 1925 as saying that "anyone could hypnotise and cure a person suffering from any simple disease such as hysteria, loss of power of walking, suppression of the power of speech, amnesia or lapse of memory as the result of a shock or severe illness".

This statement is confirmed by Dr. John Duncan Quackanbos, M. D., M. A., author of the standard scientific text-book "Hypnotic Therapeutics" who reports a wonderful cure effected by himself through the instrumentality of hypnotic suggestion and who avers that amnesia or "lapsed experiences or lost self-recognition are thus recoverable by suggestive treatment".

HYPNOTISM IN ITS LEGAL ASPECT.

It will doubtless be of interest to the student to examine modern judicial opinion on the subject of Hypnotism and the following excerpts may therefore be taken at random from the mass of published testimony. In Bouvier's Law dictionary, Rawle's Edition - title Hypnotism, we are told that Hypnotism may be defined as a method of artificially inducing sleep. A. & A. Encyclopedia of Law, Vol. 15-905 says : - "Hypnotism is

commonly observed and defined as an abnormal mental condition characterised by insensibility to most impressions of sense, with excessive sensibility to some impressions and an appearance of total unconsciousness; especially that variety which is artificially induced by concentrating the attention of the subject upon some bright object, or upon the operator who generally aids in producing the result by making a few slight passes with his hands. When in this condition, the mental action and the volition of the subject are to a large extent under the control of the operator.

In dealing with the question of Hypnotism, Black's Law Dictionary states :- "The hypnotic state is an abnormal condition of the mind and senses in the nature of a trance, artificial catalepsy, or somnambulism, induced in one person by another, by concentration of the attention, a strong effort of volition and perhaps the exercise of a telepathic power not as yet fully understood, or by mental suggestion, in which condition the mental processes of the subject, and to a great extent, his will, are subjugated and directed by those of the operator. In medical Jurisprudence, Hypnotism is a psychic or mental state rendering the patient susceptible to suggestion at the will of another."

In Withams and Becker Med. Jour. 452, it is said that Hypnotism has been placed on a sure scientific basis thanks to the labour of Charcot and his successors; and that the great French experts in legal medicine, so far as is known without exception, admit its power. It is further said in the same work that Hypnotism has found a place in French, Austrian and Hungarian law.

During the Birmingham meeting of the British Medical Association, the Committee on Hypnotism stated, as reported in 11 Medical Legal Journal. 73, that the members had satisfied themselves of the genuineness of the hypnotic state.

In the very important case of Czynski, reported in 14 Medico-Legal Journal, 150, Professor Greshey of Munich called as an expert witness, said that hypnosis has the peculiarity that it can be produced easier and easier as the operation is repeated and that the operator may finally attain such power over his subject that a single word or a single look may put him to sleep.

With regard to the statement of Professor Greshey that hypnosis becomes easier and easier to induce each time the operation is repeated, every experienced operator will re-echo this opinion. The student will experience a constantly increasing facility in the exercise of hypnotic power and while, as is only to be expected, he will encounter a certain amount of difficulty with his first ten or twenty subjects, he should inevitably reach the stage mentioned by Professor Greshey, in which he should possess the power of being able to hypnotise a given subject almost instantaneously. This, however, is the reward of assiduous and conscientious study of the elements of the subject and the student should resist every temptation to hurry over the preparatory exercises as given in the initial part of Branch No. 2. "Practice makes perfect" says the adage and the student should keep this exhortation firmly fixed in his mind.

The above extracts from standard judicial works dealing with the legal aspect of hypnotism will serve to show that hypnotism has been recognised by jurisprudence as well as by the science of medicine, as a valid subject of study which acts in accordance with certain fixed laws explained in Branch No. 2.

THE WORTH OF HYPNOTISM.

I have said enough to dispel any doubts which might be prevalent in the mind of the student as to the value of hypnotism, whose services to mankind are twofold:—first, as a curative agent, and secondly as a means whereby the mind may be better fitted to combat and overcome the difficulties of Life, by calling into activity, the healthy mind-impulses. Hypnotism is a branch of psychic science which is extremely fascinating and which, when once acquired, will be an inexhaustible source of happiness and power.

The foregoing facts, which can very easily be verified by everyone, will enable the student to understand that he is not now embarking upon any dubious proposition in devoting his attention to the science of hypnotism. It is regrettable, but true, that few people have anything more the vaguest and most elementary conception of the nature of Hypnotism, Suggestion, Suggestive Therapeutics, Personal Magnetism or Telepathy. Let us endeavour, therefore, to establish those general principles

which are basic to the science of applied psychology.

As we all know, Psychology is the science of the observation of the mind as it manifests itself in its operations, and even the newest novice in the science of psychism will readily admit that what we understand by Mind is composed of two separate and distinct parts: the normal consciousness and the sub-normal consciousness.

THE DUALITY OF MIND.

The line of demarcation—the frontier—between these two compartments is very clearly defined. Each is essentially unlike the other. Each is endowed with separate and distinct attributes or characteristic qualities. Each is capable of independent action.

The normal consciousness which only takes cognizance of the physical world, will not therefore interest the student, except insofar as its actions are impelled by the sub-consciousness. It observes by means of the five physical senses of sight, hearing, smell, taste and touch. It is purely physical and not psychic.

Not so with the sub-consciousness which acts by means independent of the physical senses. It is the seat of the emotions and the storehouse of Memory. It performs its highest functions when the physical senses are in abeyance, as for example during sleep. It is highly and constantly amenable to Suggestion.

THE NATURE OF HYPNOTISM.

If the student will remember the foregoing points, he will be enabled to understand the nature of hypnotism, concerning which there has always been a certain amount of widespread popular misconception.

Hypnotism can best be defined as being the science whereby one person, called the operator or the hypnotist, is able to induce a state of artificial sleep, or hypnosis in another person, called the hypnotee or subject. An intelligent person can by means of hypnotism exercise more influence over others than he could without it but it is not always necessary to put a person to sleep in order to influence him.

We see thus that Hypnotism is the power by which the normal consciousness of the operator is allowed or enabled to

exercise itself on the sub-consciousness of the subject. Auto-hypnosis (or Self-hypnosis) denotes the influencing of the sub-consciousness of any person by that person's own normal consciousness, in other words, the operator is eliminated and the subject influences himself in the direction desired.

Suggestion is the means whereby hypnosis is induced. Auto-Suggestion (or Self-Suggestion) means the act of imparting suggestions to one's own sub-consciousness without the intermediary of any operator.

These few explanatory remarks will enable the student to have a better understanding of the nature of the study on which he is engaged and will befit him to deal with any misrepresentations concerning the science.

THE ACTIVITY OF THE SUB-CONSCIOUSNESS.

It seems to me to be advisable to explain the activity of the sub-conscious mind in some little detail. If the student will examine his mental processes, he will see that while he can give a logical reason for many of his acts or opinions, there are nevertheless, certain definite and important convictions for which he can give, neither to himself nor to others, any valid justification. We all know why we prefer gold to silver, why we light a fire when it is cold, why we open an umbrella when the rain begins to fall. For all of such things, the normal consciousness can provide a convincing reason. But are there not a thousand and one things in our daily Life, which are settled for us without any reasoning on our part? Nay, it is not the greater part of our Life, our emotions and our sensibilities, quite independent of our reasoning powers. We are constantly drawn to one person and repelled by another. Someone persuades us to a course of action which is entirely against our reason. Why? Because the sub-consciousness, which never sleeps and never forgets, has placed our normal consciousness in abeyance for the time being.

THE POWER OF THE SUB-CONSCIOUS MIND.

The sub-consciousness does not reason. It accepts suggestions and it creates. It creates for itself the most alluring of heavens or the dismalness of Hell. It can build itself out of airy nothingness, gorgeous palaces and delightful some gardens. Think with the normal con-

sciousness of ruin and disaster and you cannot fail to become morose and despondent. Why? Because your sub-consciousness accepts unquestioningly your suggestions of despair. Think constantly, on the other hand, of success and gratitude and you will become afire with an all-pervading and buoyant enthusiasm.

It is in this attitude that I would present the science of the mastery of the mind to the student as a subject deserving of his most devoted attention. I want to make it clear that, far from being looked down upon, Hypnotism, Suggestion, Suggestive Therapeutics, Magnetic Healing, and other branches included in this System, have won the right to the warmest thanks or mankind. Hypnotism or Suggestion is the only means, which man possesses to empty the sub-consciousness of all its worries and perplexities and, be it noted, that this power is exercised, more or less unknowingly by everyone in the ordinary acts of Life, for you cannot offer your mind an idea without, in some measure, hypnotising yourself.

THE SIX BASIC POINTS of MENTAL SUGGESTION.

1. There is absolutely no danger or any kind in Hypnotism or Suggestion, when it is legitimately applied.
2. Whoever wishes to be hypnotised must be prepared to follow the operator's instructions and to yield to his influence. Too much insistence cannot be placed on the fact that IT IS UTTERLY IMPOSSIBLE TO HYPNOTISE A PERSON AGAINST HIS WILL. He need not necessarily be a believer in hypnotism or in hypnotic suggestion, but he must be willing to remain passive and refrain from offering any conscious or willed opposition to the influence exercised by the operator. The fact that a person falls into an hypnotic sleep, really proves that he has done as much by his receptivity, to induce that condition as the operator has done to exert the influence.
3. The person who succumbs to the hypnotic suggestion and falls into a state of artificial sleep,

or hypnosis, does not thereby show himself mentally or physically weaker than the operator. The idea that only the weak-minded can be hypnotised is a ridiculous popular delusion. As a matter of fact, weak-minded persons are most difficult to hypnotise. It should never be forgotten that — contrary to a widespread opinion — the student's best and most receptive subjects are persons of strong intellect and will-power, which enables them to succumb voluntarily to the influence. The subject may, in many cases, have a stronger will than the operator.

4. More than one attempt may have to be made before a person can be successfully hypnotised, however willing he may be to submit to the influence.
5. A person, who as been thrown into an hypnotic sleep will, if left alone, awaken naturally after a time, generally much refreshed, and without any ill-effects whatsoever. Amateurs and students who have learned to hypnotise have, very infrequently experienced difficulty in de-hypnotising, or awakening, the subject. By following the instructions given hereafter, the student will experience no difficulty in awakening his subject at any time.
6. The possession of hypnotic power does not show that a person possesses any supernatural gift. It is impossible, by means of hypnotism or by any other means to exercise a lasting influence upon anyone, or even the control anyone absolutely even for a short time only.

WHEN ONE IS HYPNOTISED.

During hypnosis, the subject is in a state of suspended consciousness, or rather in a condition of semi-consciousness, which physiologically speaking, does not differ from ordinary natural sleep, in which we spend about a third of our life-time.

No special impressions are conveyed to the brain of the subject : save such as in ordinary circumstances might present themselves in the form of a dream or be suggested by the operator. The things seen or felt are largely due to the imagination of the hypnotised person, which has been powerfully affected by the statements of the hypnotist.

THE SECRET OF HYPNOTISM.

The nature of the hypnotic power is as mysterious as the nature of electricity, but it may be said that hypnosis (except in cases of auto-hypnosis, as explained above), depends upon the voluntary co-operation of two minds upon a given idea which to the subject becomes a reality. The phenomena of hypnotism depend on a psychic combination of strong self-confidence and will-power in the operator and equal determination and faith on the part of the subject. Various inventions have been used in different countries for inducing hypnosis. Their effect upon persons who know nothing of the science is to cause a tendency to fall asleep. The Radio-Hypnotic Crystal is a most scientific device to enable a person to focus his or her thoughts upon the subject in hand to the exclusion of all extraneous ideas. It is therefore of potent aid in facilitating concentration and assists in overcoming that aberration of mind which is the consequence of so many failures. It is admittedly invaluable in producing that state of passiveness and equanimity in the mind of the subject, which is so necessary in the preliminary stages of any hypnotic experiment. Furthermore, the use of the Crystal has the advantage of giving the student something tangible to work on, something that is equally beneficial to both operator and subject in inducing the proper state of mental composure.

THE NECESSITY of WILL POWER.

Too much emphasis cannot be laid on the fact that no person has ever succeeded in hypnotically influencing any person against his or her will. In vain would an operator make a suggestion to a subject with strong will-power who was determined not to comply. On the other hand, the strong-willed individual makes the best possible subject when he decides to yield to the influence.

THE FIVE STAGES of HYPNOTISM.

There are five stages in the induction of hypnotic sleep, which are as follows:-

1st. In this stage, the subject does not lose consciousness but his physical powers may be affected to such an extent as to make it impossible for him to separate his hands when they have been put together, or to bend the arm when he is told that it has become rigid. Impressions of this kind, however, do not last more than a few minutes.

2nd. In this stage, the subject is in a sleepy, dozing state, making excursions into dreamland. At such times, he may be made to imagine many impossible things, at the will of the operator and on awakening may remember what has passed, but may attribute it to a dream.

3rd. The subject is now in a heavy slumber, but keenly susceptible to suggestions made by the hypnotist; prolonged sleep may be produced or telepathic experiments successfully conducted in the 3rd. stage.

4th. In the 4th stage, the subject's members may be made rigid, so that his body becomes as stiff as a log of wood. Anaesthesia (removing the sense of feeling) can be successfully produced in this stage and a surgical operation can be made entirely painless. This insensibility to physical suffering may also be brought about in stage No 3, but not so effectually.

5th. Here we have the clairvoyant or clairaudent condition in which the subject may be made to describe scenes at a distance and receive impressions of future events. Exceedingly sensitive and highly developed subjects are required for tests in the 5th. Stage. Dr. Quackenbos, in common with many other scientists, bears witness to the possibility of inducing clairaudent and clairvoyance by hypnosis, for he states:- " Self-Projection along these supernormal lines is facilitated by the induction of hypnosis and psychological records contain a number of well-authenticated illustrations. "

INDUCING HYPNOSIS.

The hypnotic sleep may be induced in three ways, used singly or in combination with each other :-

1. By suggestions or commands given to the subject.
2. By downward passes made near to or touching the subject.
3. By the use of the Radio-Hypnotic Crystal.

Whichever method may be adopted, the subject should be fully informed as to the details of the modus operandi. The operator should ask the subject to concentrate his whole attention on the experiment.

Each method has its merits, and occasionally all three may be employed with advantage. Much benefit is derived from passes, which have a soothing influence and will sometimes affect the subject when other means have failed. Verbal suggestion is, however perhaps better calculated to hypnotise people than any other, but it requires to be applied in the proper manner.

HYPNOTIC SLEEP AND NATURAL SLEEP.

The two are practically identical from the physiological point of view, except quantitatively, but this is a matter most difficult to determine.

A person usually acts under hypnosis as he expected to do before he decided to obey the suggestions of the operator.

As regards insensibility to pain, this appears not to be so much a usual consequence of Hypnotism itself as of a particular corresponding suggestion made by the operator, tending to impress the subject with the belief that he does not or will not feel pain. Hypnotism is therefore, when properly directed, most valuable as a means of producing a state of local or total anaesthesia, where operations are to be performed.

Hypnotism is, in fact, mainly suggestion skilfully directed. Some suggestions are made to the subject while he is in the hypnotic state which will be carried out by him in the subsequent waking state. Or again, a suggestion being made to him while he is awake, he obeys it when next under the influence of hypnosis. A suggestion may also be made that will become realizable during natural sleep.

It is believed that the mental activity which exists in hypnotic sleep is much the same as that which obtains during natural sleep, but in the one

case the subject will carry out the suggestions made by the operator, but not usually in the other.

Instances can, however, be cited of people who conversed while in natural sleep and carried out suggestions. In all sleep; whether natural or hypnotic, certain faculties are dormant while others are active. As one writer has well put it: - "The night-time of the body is the day-time of the Psyche." Sleep has been used in order to implant suggestions for the eradication of undesirable habits.

THE LIMITS OF HYPNOTISM.

Now and again, we come across a "scare" feature in the lay press, in which mention is made of some person who has been hypnotised and made to commit a crime. These lurid statements emanate from the brain of some sensational penny-a-liner, and are devoid of any foundation of fact. There is no scientific warrant to say that a person may be made to commit any action by hypnotism, which he would not otherwise be quite willing and prepared to do. There never has been and there is not now, any hypnotist, or other practitioner who can control the actions of any person against the person's will. As I have said elsewhere, the placing of suggestions, the carrying out of which would be repugnant to the natural disposition of the subject, would be unsuccessful, for the reason that Conscience - that faculty in Man, which enables him to discriminate between Right and Wrong - would revolt and assert itself, thus acting as a filter between the Suggesting Mind and the Receptive Mind. This can confidently be stated despite the fact that cases are reported from time to time, where the contrary would appear to have taken place. Scientific psychic analysis of the subjects concerned have conclusively proved that, in spite of all assumptions and appearances to the contrary, such people would even under normal circumstances have performed the immoral acts suggested to them. In other words, their own natural tendency was to act in the manner in which they did act.

The well-known authority, D. Quackenbos, is very categorical in dealing with this accusation against hypnotism. He says: -

"It cannot be too often insisted on, that the possibilities of subconscious crime dance upon nothing. There is no such a thing as a sub-conscious criminal. No proof exists that a crime has been ever committed through the instrumentality of suggestion, which is valueless as an agent of temptation in the honest and clean. Its power for evil-doing is limited but its influence for good is without bounds."

Mr. Antony Wynne, the famous English novelist, who deals with the possibilities and limitations of hypnotism in his novel "The Double Thirteen Mystery" assures us that there are certain things which no hypnotist or suggestionist, however great may be his power or however profound his domination over his subject, can ever achieve. "Hypnotism", he says "is powerless in face of real love. Hypnotism cannot quench love. No hypnotist can make a criminal of an honest man; nor a liar of the lover of the truth. You can hypnotise a thief and then suggest to him an elaborate form of theft, in the full assurance that he will obey you, to the very minutest detail and at the exact time that you have ordered. But an honest man will refuse such a Suggestion. He may go to the place indicated. He may even handle the article which he has been commanded to purloin. But he will not steal it. Something stronger than your suggestion will interpose to defeat you". Persons who say, therefore, that "I was made to do it while under hypnotism" are adding one crime to another by lying, and excuse themselves by endeavouring to cast on the science of hypnotism, the responsibility for an action, which they themselves willed.

THE NATURE of AUTO-HYPNOSIS.

There are a great many people who can throw themselves into the hypnotic state without the assistance of any operator. With these auto-hypnotists, it is often sufficient to lie down and determine to go to sleep - a process which quite apart from the result, is an excellent exercise in the application of will-power.

Several attempts may have to be made before auto-hypnosis can be induced, but once it has been accomplished, it will be easy to repeat the process whenever desired. As regards the awakening of

the auto-hypnotist, he must determine this before he throws himself into sleep and decide that he will awaken at a certain time.

Auto-hypnosis is naturally even less well-understood by the general public than the combination of two persons and two will-powers to produce the desired result. But when acquired, it will be found to be very potent for good, for endless lines of self-improvement lie open to the auto-hypnotist who is anxious to ennoble and beautify his life. Accompanied by the uplift which it is possible to attain through regular auto-hypnotic treatment, the self-inspired man may go forth to his tasks with exalted confidence that his new-found strength will not fail him in his hour of need.

THE GENESIS of SUGGESTION.

The word Suggestion used in this connection, means any sort of advice, command or exhortation addressed to the subject, either in his waking hours, or in a state of hypnosis.

Suggestions may be of many different kinds and made in many different ways. They need not necessarily be clothed in words and uttered by the operator. A gesture may be sufficient or an example set in view of the subject. If you desire him to gaze at the ceiling, you need only stop talking and fix your eyes on the ceiling. This will be sufficient to make him gaze in that direction also. Or, supposing him to be accustomed to hanging his head when walking, and you wish him to correct that bad habit, you must take hold of him and march him about the room, holding up his chin meanwhile with one hand, while you put the other at the back of his head. In these and similar circumstances, speech would not be absolutely necessary, but, of course, it is always much better to join spoken precept to visible practice and in this last case, your voice and eloquence would contribute powerfully to effect the cure.

As I have said above, in hypnotic sleep certain faculties of the mind are dormant, while others are preternaturally active. It is these latter that are acted on by the hypnotist, but not merely for the sake of sterile experiments, although such experiments may be amusing and even interesting. There would be, on the whole, no point in hypnotising people unless the subject could thereby be benefitted in some way. Hence the ultimate goal of the hypnotic

suggestionist, or indeed of anyone else who hypnotises another person is to persuade that person that he ought absolutely to do or to leave undone some specific thing.

When in the waking state, we are persuaded or coerced into certain action, it is because we either do not or cannot resist the action brought to bear upon us. In the one case, it may be either willingly, or even wantonly submitted to, as where one person is prepared and even anxious to co-operate with and yield to another; in the one case we are subjected to a certain amount of physical and moral force which compels us to do or to abstain from doing a given thing. This second hypnosis is aptly illustrated by the processes of the law of the land which is executed by policemen and sometimes soldiers. In this last resort, however, there is, strictly speaking, very little of hypnotic influence, even indirect, unless it be the well-founded belief that if we fail in the prescribed course, there will remain an impersonal and mighty power ready to compel us to yield obedience to it.

In the hypnotic state, the subject can only be suggestionized or persuaded and not coerced. When under the suggestive influence, he will not do anything more immoral or criminal than he would do in the waking state. It is absolutely impossible to coerce the subject to perform any act which is in contradiction with his natural impulse. Hence it can definitely be laid down as an irrefutable principle that the subject possesses the same characteristics under hypnosis as at any other time.

THE UNIVERSALITY OF SUGGESTION.

Everyone is more or less amenable to suggestion. We may go back to the earliest times of which relatively credible history speaks and we shall find that in every clime, Suggestion, accompanied by more or less conscious hypnotism, has largely contributed to shape the destiny of individuals and of nations.

In the treatment and cure of diseases working sometimes in conjunction with drugs, and as often as not, alone, it has accomplished countless "miracles". The sentences for repetition used by Aesculapius, the Father of Medicine;

the incantations of the ancient priests and soothsayers; the sacrificial formulae of the Druids; Voodoo medicine among the Indians; and an infinity of other instances may be cited to show the scientific nature and beneficent possibilities of this mysterious force of suggestion, which is diffused everywhere throughout the world.

ITS USE BY DOCTORS.

It is an admitted fact that there has never been a doctor of repute who did not occasionally use suggestion, although he may have done so quite unconsciously. The very manner of the doctor, which he has imbibed during his apprenticeship in the hospitals is intended to convey to the patient that the medico possesses the power to deal successfully with the disease from which the patient is suffering.

The success of the twentieth-century physician depends measurably upon his use of suggestion. The attendance of a tactfully optimistic doctor is in itself an inspiration and very often his manner is sufficient to fan the flickering flame of life into a blaze of hope and assurance.

THE VALUE OF SUGGESTION TO BUSINESS-MEN.

Under the term business men, I wish to include everyone whose activity is, in a large measure, intellectual, be they employers of labour, managers, salesmen, book-keepers, clerks, shop-keepers, typists and so on. Suggestion, based on a knowledge of applied psychology, will make them of greater value to themselves and will win them the confidence and patronage of all those with whom the nature of their work brings them in contact. Suggestion will teach them how to impress their opinions upon others whom it is desired to influence, will give them that consummate tact that reads the interlocutor, will enable them to bend, where necessary, to the moods of others and will throw into their manner, ease and confidence. It will befit them to develop initiative and concentration that fixes attention on the matter being dealt with to the exclusion of all petty worries and irrelevancies.

Suggestion is indispensable to everyone who sells, whether it is labour or goods, for the capital of the seller is his ability to gauge human nature, the power to tune the sub-consciousness of others

to accord with the idea which he wishes them to receive and then to project his suggestion into their minds in the confident assurance that it will not fall on barren soil. It will impart to them the power to handle people of widely different classes, and to persuade them without giving offence.

SUGGESTION FOR PARENTS AND TEACHERS.

I have coupled parents and teachers under the same heading, for the conscientious teacher, imbued with the dignity of his profession, is in a great measure a parent, that is to say, that his success depends on the degree in which he can express himself mentally and psychically, as a parent; but as a kind of super-parent, whose judgment is not clouded by inordinate parental love.

The duty of the teacher is not merely to instruct, but to educate, and the teacher who is not satisfied with doing his business tolerably well, but who strives to do it excellently well, who will not be content with anything less than the very best that he is capable of, will find the principles of Suggestion a source on which he can draw for help, for guidance, for inspiration. That is why, nowadays, in every training-college in every land under the sun, teachers are counselled to study the principles of applied psychology, which alone can make them more efficient craftsmen, better teachers and more patient and reliable guides to the budding mind.

In a great measure, the child is the offspring of the past but it is also the parent of to-morrow and both the family and the classroom represent a society of immature minds at the most critical period in life, when the character is being formed, for good or ill, with startling rapidity, when the reason is weak and the sentiment and emotion is strong.

A teacher or a parent cannot be just to himself, cannot be fair to his charges unless he knows them and himself, their character and his character and how to use the vivifying power of Suggestion to shape the plastic minds entrusted to him.

Special Lessons in the Use of Suggestion for the eradication of Faults and Failings in Children may be obtained, free on application, by subscribers to the Complete System who, as teachers, parents, or guardians are interested

in the proper development of the juvenile mind. It is not recommended to apply for the Special Lessons until the foundational principles contained in the Complete System have been absorbed and the student should, when making application, send a report of the progress which he has achieved in the control of his own mind forces.

ousting Pessimism by Suggestion.

I have not space enough here to make mention of all the various categories of human endeavour where Suggestion and hypnotic Suggestion can be beneficially applied but I have said enough to show that this science is, indeed, the world's greatest magnet. The ordinary man and woman cannot afford to doubt of the potentialities inherent in Suggestion, which is the greatest motive power in the world. It alone can teach you how to relax and scientific relaxation is the fuel of Life's fires. It alone can teach you to overcome worry, for worry is nerve-extravagance and criminal waste of vital tissue. It can be used — and is being daily used — to oust pessimism, based on economic fear and care — those two grim sisters which can destroy happiness, if you allow them to batten on your sub-conscious mind. No psychologist can tell you precisely what steps are applicable to particular circumstance — at least not within the limits of a general instruction — but the practical psychologist can give you helpful and inspiring principles in the light of which, you can direct your efforts. Suggestion quickens the pulse of Personality and throws into the future the mellow light of a confident optimism.

Suggestive Therapeutics.

The use of Hypnotism and Suggestion for curative purposes does not fall within the realm of this Branch and is dealt with in a detailed manner in subsequent Branches. It may not be amiss, however, to state that medical records show that suggestive and hypnotic therapeutics have worked wonders in connection with nearly every known disease, and where the subject had a particularly robust faith in the efficacy of suggestive treatment, such treatment has been shown in very many cases to have been able to remove the cause of disorder. There is indeed a vast quantity of evidence showing

the value of Hypnotism in connection with medicine and surgery and many modern doctors use it in preference to drugs.

Applications of Suggestion and Hypnotism to Somnambulism, Surgical Operations, etc.

It is not my intention to explain in this Branch exactly how cures are effected by hypnotism but that they are so effected no longer admits of doubt. We have the authority of Professor William James, Ph. D., M. D. of Harvard University, for stating that the most severe operations can be carried out without the slightest pain being felt by the hypnotised patient who, through suitable suggestions is placed under what may be called hypnotic anæsthesia.

It is easily understood why persons addicted to somnambulism may be cured by hypnotism if we remember that in hypnotism, influence is exercised on the sub-consciousness of the subject. Somnambulism — or sleep-walking — stripped of all verbiage, is due to the sub-consciousness of the patient taking command of that person's normal consciousness and causing the physical being to walk during the time that should properly be devoted to rest and it follows therefore that this peculiar condition is one that should be extremely susceptible to hypnotic treatment acting on the disordered sub-consciousness.

Hypnotic Suggestion in the Eradication of Evil Habits.

This is a most valuable phase of hypnotism from the medical point of view and covers the giving of suggestions to a subject when in the hypnotic state which he is to carry out in the waking state. After the student has completed the study of the Complete System to his own satisfaction, he is counselled to request my Supplementary Instruction in Post-Hypnotic Influence (should he not have made application therefor when ordering the System). This Supplementary Instruction which deals in detail with the use of Post-Hypnotic Influence is supplied free of charge to all students.

The sub-consciousness of every single person is adequate to the extirpation from his normal consciousness of any abnormal craving or passion or habit and there is no drug in the world whereby the sub-consciousness can be influenced.

No habit or craving can be overcome if the sub-consciousness is left out of consideration and any "cure" which does not work through the higher Self is merely a temporary makeshift, foredoomed to failure.

THE VALUE OF HYPNOTISM AND SUGGESTION IN THE CURING OF NERVOUS DISORDERS.

No well-informed person can ignore the fact that physicians of high repute have for years successfully employed hypnotic suggestion in the treatment of nervous disorders. Neurasthenia or nervous prostration is due to the nerve-wrecking atmosphere of the present century and is so very common, especially among women, that the market is flooded with various drugs, patent medicine, and other nostrums which do incalculable harm to the already intoxicated nervous system. Indeed this senseless bolstering up of shattered nerves is accountable for an ever-increasing proportion of cases of lunacy.

Hypnotic Suggestion can be made to exercise a sedative, curative effect on the overstrung nerves, and properly applied has been known to work wonders. This question is dealt with in detail in a subsequent Branch of this System.

SUGGESTION AS A CURE FOR SPEECH-DEFECTS.

Speech-defects of whatever nature they be are extremely distressing to the unfortunate sufferer who is worthy of everyone's commiseration who is subject to a great degree of mental anguish by reason of his defect. The two most common forms are Stammering and Stuttering which however must not be confounded. Stammering is speech characterised by involuntary pauses and imperfect articulation while Stuttering on the other hand is inability to connect consonants with succeeding vowels in the attempt to pronounce words. In Stuttering (the most common speech-defect) there is no error in articulation but an uncontrollable spasmodic repetition of the initial sounds of the words it is desired to utter.

It is admitted that all classes of speech-defects and especially Stammering and Stuttering can be cured by suggestive methods. We are told by Doctor George

Otto Wetterstrand of Stockholm, Sweden that:- "of forty-eight patients treated by him for speech-defects by suggestional methods, fifteen were completely cured and nineteen greatly improved. Many of these cases lacked perseverance and the result would have been still more satisfactory if the treatment had been prolonged."

As this Branch is intended to be merely introductory, further remarks in connection with this question will be found later in the System.

TRAINING THE MEMORY BY HYPNOTIC SUGGESTION.

Many instances are given of the use of Hypnotism in Memory-Training and it is a proven fact that through Suggestion and Hypnotic Suggestion, richness of association (on which Memory depends to a great degree) and a surprising facility in Recollection may be created in the sub-consciousness of the subject. Memory being the faculty of recalling past experiences of past knowledge out of the storehouse of the inner Self, it naturally follows that hypnotic and suggestional methods may be employed to great advantage.

Dr. William Brown, Professor of Mental Philosophy at the University of Oxford and a convinced advocate of hypnotic and suggestional methods, speaking at the beginning of September, 1925, before the British Association on the subject of "Suggestion and Personality" said that "memory-weakness can be cured by hypnotism". There is no need to dilate at any length on the profit which will accrue to the student whose Memory is thoroughly efficient. The Special Instruction on the Development of Memory will be supplied free on application to every student who has conscientiously worked through the Complete System.

THE POWER OF PERSONAL MAGNETISM.

Personal Magnetism is the mysterious influence which one person exercises over another. This influence, seen everyday, in every walk of Life is in reality closely allied to Hypnotism and Suggestion. Everyone is endowed by Nature with the power of Personal Magnetism and this power can be enormously developed by study along correct lines such as indicated in a subsequent Branch of this System.

TELEPATHY - ITS NATURE AND POSSIBILITIES.

Telepathy - or the transference of thought from one person to another without the use of speech - implies the power of knowing what is passing in another person's mind or of introducing into it a given thought or idea. This faculty of sub-conscious inter-communication is dependent on a very high degree of Concentration and is dealt with in Branch No.2. of this System.

CHARACTER-BUILDING BY SUGGESTION.

Suggestion and Hypnotic Suggestion are of great value in directing the Character towards noble ends. Character-Building presupposes self-recognition which depends on the faculty of self-analysis. While the Complete System will serve to guide the student in the general principles of the mental and psychic forces which play such an important part in character-formation, the student interested in the question of Character is advised to make application for the Special Instruction on Character Building which is supplied free to all subscribers of the Complete System. Before making such application, however, students are coun-

selled to pursue their studies in logical sequence and to assimilate the knowledge contained in each Branch of the System. Regularity and system in studying often make the difference between success and failure.

CONCLUSION.

It has not been my intention, as already stated, to give specific instruction in this Branch Number One as to how to obtain specific results. The sole object of the present Branch is to familiarise the student with the basic principles. When you feel that you have thoroughly grasped the nature of the undertaking upon which you are engaged, you can proceed further in your studies with full assurance that a knowledge of the psychic and mental sciences will benefit you as it has benefited thousands of others.

Study the lessons exactly in the order given, never leaving one matter until you have thoroughly absorbed it. Concentration, Conscientiousness in study and Persistency in applying the methods outlined in the next and following Branches should ever be present in your mind. If you do not allow yourself to be discouraged, there is not the slightest doubt of your ultimate success.



