

The Philosophy of Personal Influence

A SCIENTIFIC TREATISE

**ON THE USES AND
POSSIBILITIES OF**

Personal Magnetism

Hypnotism

Mesmerism

Suggestive Therapeutics

Magnetic Healing

and Allied Phenomena

TOGETHER WITH A CHAPTER ON

“HOW to ACQUIRE the POWER”

Illustrated with Actual Hypnotic Scenes

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CHARLES S. CLARK, M. A.

Vice-President and General Manager, New York Institute of Science.

The Philosophy of Personal Influence

"That training which does not disclose the secret of power is unworthy the name of education."

DAVID STARR JORDAN, Pres. Leland Stanford University.

THE pages of history are replete with instances of the dominating influence of man's personality. From a lowly station the great Alexander rose to the very pinnacle of power and then sighed for more worlds to conquer. Every field of human effort abounds in characters that have compelled the mental and physical obedience of those about them. Witness the success of Napoleon, the rise of Cromwell, the career of Washington. The fame that great men win is their own. It is to be traced directly to their ability to dominate men, to sway their wills and to master absolutely, by the force of their personality, those about them.

Whence comes this mighty force, this unseen power? What is this wonderful, intangible, omnipotent essence that controls the destiny of man, that makes him a potentate in whatever sphere his life is cast? While the existence of the power of personal influence is unquestioned, its nature has been shrouded in mystery.

It is the glory of the nineteenth century to have discovered the laws of personal influence—of this power that directs and molds the minds of men. Not alone to have discovered them but to have reduced them to a science; yes, to a science of a science—to philosophy. It has been established that all personal influence depends upon divine, immutable laws which have existed and will exist through all ages.

The secret of all personal influence is man's if he will but analyze these laws and acquaint himself with their manifold manifestations. The science of personal magnetism is not complex nor are its laws difficult of comprehension. They depend upon the duality of the mental faculties, the peculiar physiological construction of the mind. They are manifested through what is known as personal magnetism, hypnotism, and suggestion. Each of these depends upon the same immutable laws, and in one sense they are identical.

The discovery of the nature of this marvelous power marks a new epoch in human affairs. It brings into the range of realities what have been but possibilities. It gives to all men who will master these laws the power that has been monopolized and exercised by the few. It opens up a future filled with promise.

The discovery of the laws and correlation of the facts bearing on this subject represent the work of years. How well this work has been done the evidence of thousands attests. These researches in the domain of the occult sciences rank to-day with the discoveries of such men as Franklin, Newton, and Edison. They are even more important to man, for they bear directly on his being. In order that all may participate in the benefits, the results have been given to the world. The way by which this subtle power may be developed is open to you.

In passing, one fact must be emphasized, personal magnetism neither emanates nor derives its being from this volume, but the volume has come into existence as the result of the discovery and analysis of the laws of this marvelous occult science by Dr. X. La Motte Sage, A. M., Ph. D., LL. D.

"I endorse all that you claim for your instruction in Personal Magnetism. It is my opinion that every young man ought to understand it if he wishes to make anything of himself, whether it be in religion, science, or the commercial world. It is the law of life, which no one can afford to be without." STANLEY WHALLEY, Infirmary Mills, Blackburn, Eng.

Personal Magnetism

PERSONAL MAGNETISM, will power, nerve force—call it what you will—is the intangible power that controls human destiny. It is the key to all business and social success. If you come in contact with people, you cannot afford to be without this knowledge. It will give you an inestimable advantage over others.

Advantage Over Others

Man's success in life is dependent upon himself. He is sent out into the world to make his mark or record his failure. He will sink or swim in the seething mass of humanity about him. If he succeeds he is credited with having "had it in him." What is this mysterious "it"? What is this subtle factor lying dormant in his personality, the development of which has brought him triumphs and not defeats? What is this attribute of his individuality, that has enabled him to rise step by step, climbing over the shoulders of his fellow men?

Analyze the success of the illustrious men of the day or of past ages; study the history of their lives; inquire into the methods of their success. You will find that they have risen to their lofty stations by reason of their ability to mold the minds of men, to dominate their wills, to lead them as if they were children. Personal magnetism, develop from a mere latent possibility into an irresistible, insurmountable power has enabled them to fight their way to the top rung of the ladder of fame.

Its Character and Nature

Personal magnetism is a manifestation of hypnotism,—its most important and far-reaching manifestation. It is an effect produced by hypnotic influence in which the person operated upon is entirely unconscious of the fact that you are influencing him. He is perfectly wide awake and accepts your suggestions because he thinks he has reasoned over the matter and believes that his reason tells him to do so. But in truth he has not reasoned, he cannot reason while this subtle influence is upon him. He is practically an automaton, unconsciously obedient to the will of another.

Know the Secret Yourself

You may resolve never to be so influenced again, but you might as well resolve to fight the elements or stay the planets in their orbits. Unless you know the secret, and the science by which to protect yourself and influence others, it is only a question of time when again this subtle power will be brought to bear upon you by some individual and at a time when you least expect it. Again you will awaken to a realization of your senses when it is too late. Simply because you have a strong will you are not exempt from this influence. No man is so easy to influence as the one who believes in his great strength of will power and imagines that it will render him immune. In his fancied security he fails to provide against attack and falls an easy prey to the man who, even with less will power and brains, knows how to train this wonderful unseen force upon the minds of those he wishes to influence.

"By personal magnetism I have made young men do my bidding, by applying this force as taught by you. Have also by it collected bills for different parties. Your instruction is just beginning to give me a force of character of which I feel proud."

FRANK C. MUHL, Fairwater, Wis.

The Key to Success in Life

The unconscious use of hypnotic influence, or personal magnetism, is beyond question the enchanted key that unlocks the vaults of wealth, happiness, and influence. We do not mean that this is the only qualification that one needs to have in order to attain the greatest success in life—far from it—but we do mean that it



Anyone who understands personal magnetism will succeed as a salesman. He will sell where others fail even to get an audience.

matters not how much you know or what your opportunities may be, unless you understand the philosophy of influencing others, you will always occupy a subordinate position in life far below that to which your other qualifications entitle you.

For You to Decide

No man can make the most of his abilities without this knowledge. Some acquire it through the lapse of years without knowing how, and rise to great eminence. The majority of mankind will never get it unless some one teaches them. Without a knowledge of this science, the majority are doomed as they always have been, to disappointment and poverty, while the positions of wealth and trust will be controlled by the few. It is for you to decide whether you will acquire the key to success and rise to eminence and affluence, or plod along with the masses and die in poverty, unhonored and unknown.

Wealth Not Brought by Hard Work Alone

There are many intelligent and industrious persons who work hard from early morn until late at night, who bend every energy even at the expense of health, in a vain endeavor to secure a small competence to supply the necessities of life. Yet with the most strenuous efforts, with years of unrequited labor and toil, they find themselves, in the evening of life, poverty stricken and with the bright hopes of youth turned into the disappointments of age. These people have seemingly taken advantage of every opportunity and no particular fault can be found with the soundness of their judgment, but the gaunt form of ill luck seems to have met them at every turn, and the history of their lives is a constant series of reverses.

Why is this? Surely the fates are not kinder to one than to another. No, not this. Here is the secret,—they lack the greatest of all the constituent elements of success—they lack the ability to influence others. They know not how to apply that most powerful of all forces in the control of the human mind—hypnotism. Had they possessed this information they would have been successful. They would have been prominent in their community, they would have been sought after to preside over meetings or gatherings, they might have been directors or presidents of banks, managers of great corporations, or have held other positions which would have brought influence, happiness and wealth.

What Brings Wealth

It has been said that every man is the architect of his own fortune. This is true. But bear in mind that it is not the mere ability to do work that brings wealth. There is a more potent factor than this; namely, influence. Many a man is promoted in large corporations, not because he is better qualified than those around him, but because he has the "influence." Learn how to influence others and you will have all the influence you want. You will never want for a position. Those who have had bad luck, those who are not securing the promotions or the salary to which their qualifications entitle them, and lastly, all who wish to be successful in life should master hypnotism, or personal magnetism. Then business and social success, wealth and happiness await you. You can rise to great eminence and live in affluence if you will take the trouble to master and use the invisible forces around you.

Unanswerable Argument in Regard to the Unconscious Use of Hypnotism

For the benefit of those who may be a little skeptical in regard to the influence of personal magnetism, we beg to ask the following decisive questions:

1. Does not one person influence another?
2. Do not some persons influence people more than others?
3. Have you not found some persons whom you could influence more than you could others?
4. If there is such a thing as one person's influencing another by speech, by gesture, or by the use of the eyes, is it not perfectly reasonable that a man who has



Subjects hypnotized by the use of Sage's revolving mirror.

made a long, special study of the best methods of influencing people, should know more about it than someone who has never studied it at all? In other words, if there is such a thing as personal influence, is it not presumable that the man who goes about it with a definite plan and system would accomplish more than one who went at it in a haphazard sort of a way? You cannot deny that some people do exert an influence over others. Neither can you deny the advantages of a systematic method over a careless perfunctory method.

Words of Prof. Nathan Sheppard

Prof. Sheppard, in his lectures before the Universities of St. Andrew's and Aberdeen, Great Britain, says: "All this mesmeric (hypnotic) power of which we read so much, works out from the physical side of our nature, and whatever may be our superstitious notions, or scientific solutions of it, there it is, the most powerful constituent element of public speaking, or oratory, or fishing for men, or winning souls, and all the way down from that to carrying an election for village constable."

In the face of such eminent authority as the above (the best in the world) you certainly cannot doubt the great value of this wonderful science.

Public Speakers

The best public speakers now study the laws of hypnotism the same as they study logic or the use of words. A man unfamiliar with this science is absolutely at the mercy of his better qualified opponent in debate or argument of any kind. Many men who are not exceptionally bright seem to have a tremendous power over audiences and juries. People marvel at it and cannot understand it. The whole explanation lies in one word, "hypnotism." This is the key to all secret influence. Having become familiar with this great subject a poorly qualified man will succeed, where a man of fine attainments will make a miserable failure without it.

The Secret of Power

Hypnotism embodies the law and system by which and through which all personal influence is and ever must be exerted. Do you thoroughly understand it and are you applying it systematically and successfully or are you attempting to use an agent with which you are unfamiliar and consequently doing more things wrong than right? When you approach and talk to a person have you any well-defined and systematic method of action, or do you proceed without knowing how to commence or where to end?

If you lack a thorough knowledge of the science of influencing others how do you expect to compete with those who have this information?

What to Do

The philosophy of influencing others is a study,—a science depending upon certain established laws. There is a first thing to do, a second thing to do, etc., etc., the same as in working out a problem in arithmetic. Do you know these things? If not, how can you hope to deal with people to the best advantage? You might as well try to survey a piece of ground without having studied surveying, or solve a problem in interest without having studied arithmetic. "A hint to the wise is sufficient."

"When I first ordered your course I thought it would be a hard task for me to master it. I had no knowledge on the subject besides what I had read in your booklet, 'Philosophy of Personal Influence.' A month after I began my studies, I could perform the tasks without any difficulty. I would not give my knowledge gained by your course for any amount of money." FRANCISCO H. SANCHEZ, C. Aguila 287, Havana, Cuba.

What is Hypnotism ?

HAVING considered personal magnetism as applied directly to the individual and his successes in operating upon his fellow men while they are unconscious of it, it is pertinent to inquire into the mysteries of the great general science of hypnotism, of which personal magnetism is but a special manifestation.

Different Theories

Hypnotism is one of the subtle mysterious forces of nature which can be more accurately described than defined. It is best known from its marvelous results. It is of inconsiderable importance whether we consider it as the effect of a powerful and invisible force which passes from the operator to the subject; whether its cause may be assigned to the focalization of some of the elements of the imponderable ether; whether in the language of the eminent physiologist, Brown Sequard, "It is the sum of the dynamic-genetic and inhibitory acts," or whether it is a harmonious blending of suggestion with some of nature's all potent and intangible forces. We know it exists. Experience has made us aware of its uses and possibilities. The most powerful forces of nature are the unseen forces. It seems unreasonable that the small electric wire should conduct a force so deadly as to destroy instantaneously the life of the strongest animal or man. We cannot conceive how we can send a telegraphic message 25,000 miles in the flash of an eye, but, still, we know that this can be done.

Unseen Forces

So it is with that mysterious force which, for a better name, we call "Hypnotism." While it may be undefinable and intangible to us, still, with the wonderful array of facts and phenomena before us, it would be the most arrogant presumption upon the part of any one to deny its existence or its tremendous power. The wonderful work of the magicians in olden times was undoubtedly due to the slight knowledge that they possessed of this marvelous force.

We see its power in the middle ages in the hands of the eminent divine, Gassner, when he cast the supposed devils out of the girl who was brought before him and made her arise and walk when every one believed that she was hopelessly sick and that her death was but a question of a very few moments.

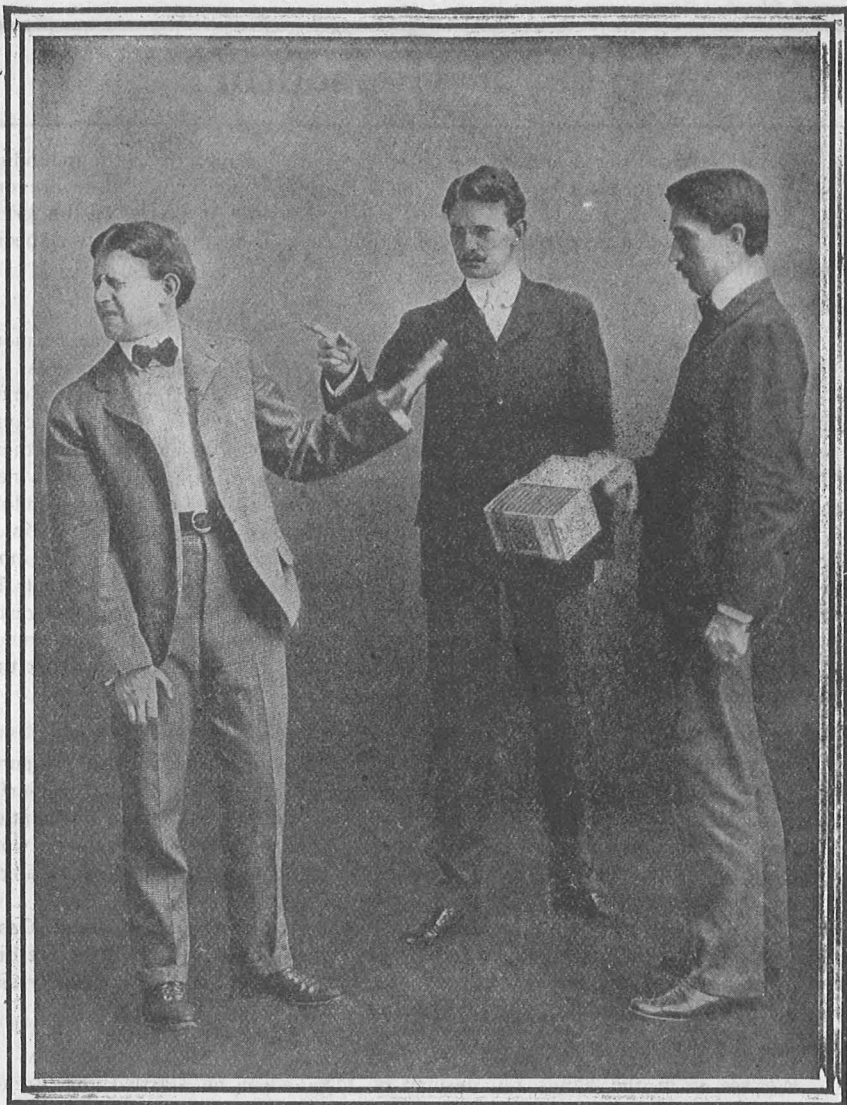
Mesmer and the French Academy

We see it in the hands of Mesmer in 1779, when he startled the French Academy with his wonderful phenomena and set all Paris wild. When the lame were healed, and the sick made well in a manner so miraculous as to dumbfound even the most enlightened and learned.

But little was known about it then compared with now. Under the searchlight of modern science, wonderful and startling discoveries have been made, in regard to its almost unlimited possibilities and uses. These discoveries truly place

"I had three other courses when I received yours, but there was something lacking in each of them. I find nothing lacking in your course. The others do not compare with it. If I could not get another course from you, I would not take \$1,000 for my course. I have a standing offer of \$25 for any case of rheumatism I cannot cure in three treatments."

HIRAM INGALLS, Dongola, Wis.



This young man has been hypnotized to cure him of smoking.
This illustration shows him in the act of refusing to accept a cigar.

"Some three years ago I took personal instruction from an eminent hypnotist, for which I paid three times your price, but I never had the courage to attempt a single experiment until I received your course. My success in relieving neuralgia and curing tobacco habit has simply astonished me. I would not be without your course for one hundred times the cost of the instruction."

J. H. S. MORRISON, Cumberland Gap, Tenn.

it as the crowning triumph of intellectual achievements, and mark a new era in the history of science. For what can be more wonderful than a force which molds the minds of men, which harnesses the intellectual faculties of a human being and directs the channel of his thoughts and his desires, and which alters his very personality?

Different Stages

Hypnotism may be divided into several different stages, each exemplifying different manifestations. You may cause one to obey your commands while he is perfectly conscious, knows you are influencing him and realizes everything that is going on as well as what he is doing, but still he cannot resist carrying out your suggestions.

There is another manifestation or stage in which the subject becomes unconscious, obeys your commands and when restored to consciousness does not remember anything that he has done. His mind is a perfect blank to all that has transpired. In this state all sorts of illusions and hallucinations may be created. The subject may be made to fish or swim upon dry land; to fight bees where none exist; to sing, speak or dance, or do any ridiculous thing the operator may suggest.

Post-Hypnotic Suggestion

You may give the subject a command to do something a month or a year hence; when awakened he will not know what has been told him, but when the time comes he will carry out your command, doing just what you told him to do and he will never suspect that you or any one else has given him a suggestion, but will firmly believe it his own idea, and think that he is doing it solely because he wants to do so. Suggestions of this kind are called post-hypnotic, and when given they should be of such a character as not to bring any great hardship upon the subject.

Certain in its Effects

Post-hypnotic suggestions may be used to inspire in persons a love for study or work, to correct bad dispositions in children, to endear one to his home, to dispel the "blues," to enable one to obtain control of that which legitimately belongs to him, to cure drunkenness, and the morphine habit, to restore the affections of those who have become estranged, to make one liberal who is stingy by nature, and in hundreds of other different ways. It is absolutely certain in its effects. When given under proper conditions a subject has never been known to fail to carry out the suggestion. When the subject obeys these post-hypnotic suggestions he is perfectly wide awake and in his natural state, and to those around him seems to be acting solely from his own impulses. This is one of the most marvelous, wonderful, and mysterious phases of hypnotism.

"Everyone should have your course, and if he abides by the very effective rules of personal magnetism, he will surely succeed. I very sincerely state that either as a hobby or as an earnest study with a view to a professional career, the perusal of those books are worth tons of the commonplace literature which the average intellect greedily devours."

JAMES GILCHRIST, Braeside, Montgomery St.,
Larkhill, Lanarkshire, Scotland.

Hypnotism in Medicine

Suggestive Therapeutics

UNDER this title we include magnetic healing, mental healing, massage, suggestive therapeutics, psycho-therapeutics, etc.

In some instances the patient is put into a hypnotic sleep and in others he is not.

In magnetic healing, the patient is never put into a hypnotic sleep and it is rarely necessary to do so in treating by suggestive or psycho-therapeutics. If none of these forms of treatment need the word "hypnotism" ever be employed. Physicians may use it without their patients' knowledge.

Magnetic Healing, Mental Healing, Etc.

People who do not thoroughly understand the brain and the nervous system do not fully comprehend just how this treatment can so effectually eradicate disease. They are apt to speak slightly of it, as our forefathers, in the time of Galen, ridiculed the idea of the cure of disease by any other method than that of prayer, or through the agency of the priests or clergy.

Physiology teaches that a certain amount of "nerve fluid" or animal electricity is absolutely essential to our well-being, and this nervous fluid must be proportionately distributed throughout the body and nervous system. Disease always disturbs the distribution, or quantity, of the nervous fluid. Hypnotic treatment has the power of restoring it to its normal condition. Psycho-therapeutics, acting through the brain, stimulates every organ of the entire system. It gives strength and tone to the arteries and nerves, equalizes the circulation, and permanently cures the disease by enabling nature to remove the cause.

Assists Nature to Cure

All diseases are cured by their own natural biological evolution. With the organs of circulation, secretion and excretion in perfect condition, disease cannot exist. Nature will throw it off. Hypnotic treatment restores the natural functions of these organs, and the disease is banished. The patient is not only permanently cured but his system is strengthened to such a degree as to offer a very formidable resistance against disease in general.

Thousands Restored to Health

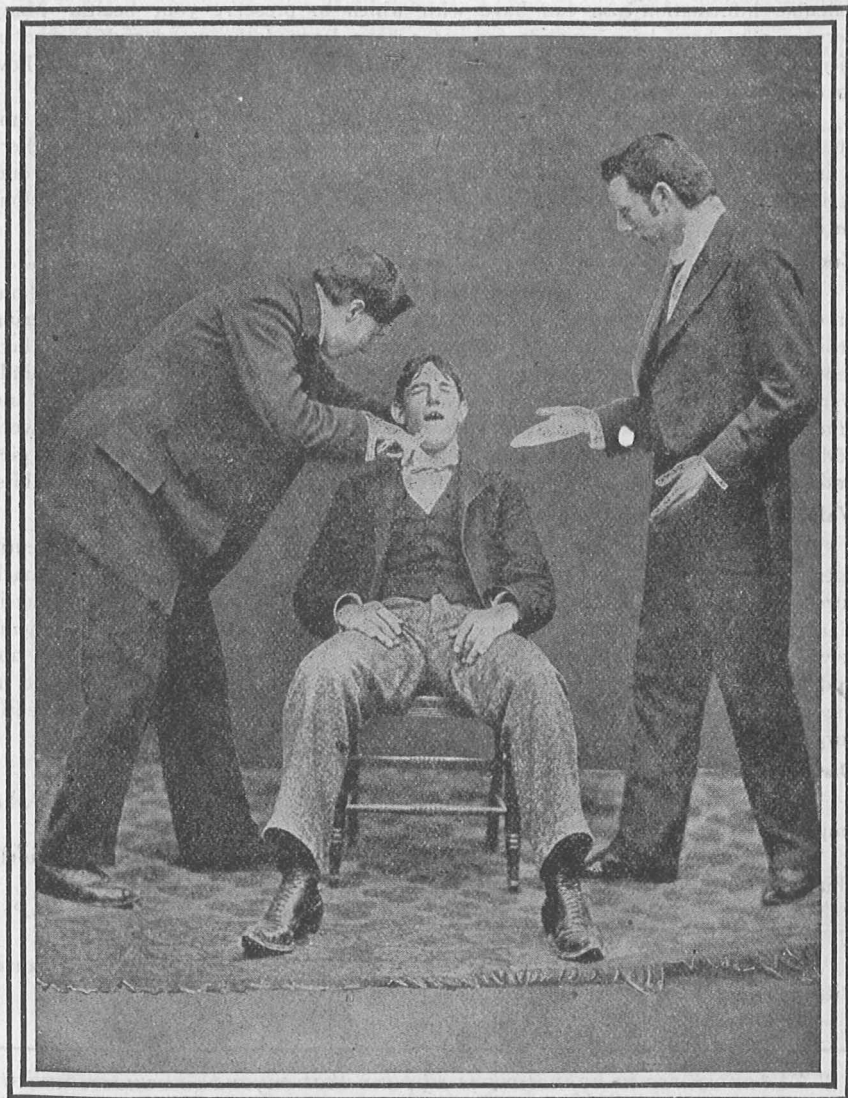
But the real *modus operandi* of the cure is of little consequence. The important thing to a sick person is to get well and he does not care by what means, or whether he understands the means employed, so long as he is actually cured. That hypnotic treatment will cure, admits of no argument. Hundreds and thousands of intelligent and honest people testify to its absolute efficacy, and every year scores of persons who have been given up to die by physicians (pronounced utterly incurable) are made sound and well by the application of some of the forms of hypnotic treatment. Not a year passes but that our instruction is the means of restoring to perfect health thousands of these unfortunate individuals.

"I found hypnotism of inestimable value to me in giving medicine and in the treatment of chronic diseases and functional and nervous disorders. In obstetrics it supplied a want which I am sure has long been felt by every physician. By your methods the practitioner is able to employ it without the knowledge of his patient."

E. H. SUHL, M. D., Fayetteville, Mo.

How Diseases Are Cured

Hypnotism is one of the beneficent laws of our benign Creator, given us for our use. It stands today as the most valuable therapeutic or curative agent that has ever been discovered. He who persists in treating it with ridicule and disdain, and haughtily refuses to employ the innocent means which the divine Creator has seen fit to provide for the eradication of disease, does not deserve to be cured. While man has amassed much knowledge, he has not as yet attained the wisdom of nature, and he who violates nature's laws and stubbornly refuses to employ nature's own methods for restoring health, may well expect to fill an untimely grave.



Extracting a tooth under hypnotic influence. The subject experiences no pain whatever, nor is there any soreness in the gums after the operation. Hypnotism is the most valuable anæsthetic known to dental operations.

Many of our students are making from \$10 to \$25 per day from their knowledge of suggestive therapeutics and magnetic healing and are curing hundreds of people who have been given up as incurable.

Chronic Diseases Cured

If you or any of your friends are suffering from any chronic complaint, write us. Do not consider yourself incurable simply because medicine has failed to reach your case. Your complaint may not yield to medical treatment, while suggestion or what is usually understood as animal magnetism would cure you immediately. Good health is worth more than wealth, and a knowledge of hypnotism is the most valuable information you can have with which to preserve your health. Many persons who have been invalids for years have learned the wonderful science of mental healing and have cured themselves. Hypnotism not only teaches you how to treat yourself, but it teaches you how to remain well.

It must not be inferred that we consider medicine of no value, because it unquestionably possesses great value in the treatment of many diseases, but in others it is worse than useless. Treatment by suggestive therapeutics never hurts anyone. It is always beneficial and in hundreds and hundreds of cases it effects miraculous cures where medicine absolutely fails.

Cures Liquor, Cigarette and Morphine Habits

As a treatment for the liquor, cigarette, and morphine habits, hypnotism is without an equal. We have, through this subtle agency, redeemed many a drunkard suffering from delirium tremens, from an untimely grave. We have brought back to their senses and completely restored to health more than a hundred persons whose minds were reeling under the pernicious effects of that insidious drug, morphine, and hundreds are the mothers and homes we have made happy by curing boys who were addicted to the too frequent use of cigarettes, which were sapping their energies and destroying their minds. Hypnotism is the only real permanent cure for habits.

Valuable to Physicians

The physician who fails to avail himself of this most valuable of all therapeutic agents will always suffer the mental anguish of having someone he calls a quack cure many of his patients that he has absolutely failed to benefit. Leading physicians all over the world are beginning to realize this fact and are devoting themselves to the study of hypnotism, so that in a short time a physician who does not understand this subject will be regarded as a "back number" and will be placed in the category with those who yet fail to recognize the advantages of antiseptic surgery.

Distinguished Physicians Who Use Hypnotism

The following are a few of the ablest and most widely known physicians who employ hypnotism in their practice:

Prof. Horatio C. Wood, M. D., LL. D., University of Pennsylvania, Philadelphia, Pa., U. S. A.

Dr. S. Weir Mitchell, distinguished physician and author, Philadelphia, Pa., U. S. A.

Dr. Ayers, Professor of Nervous Diseases, Western University of Pennsylvania, Pittsburg, Pa., U. S. A.

Dr. Cooke, noted physician, Boston, Mass., U. S. A.

"Your course in hypnotism is so plain that anyone can understand it. No one can mistake the meaning. Last week we extracted some teeth without pain. We are physicians, and find hypnotism of great help to us in our practice." W. E. & W. L. LINK, M. D.'s, Willington, S. C.

Professor F. H. Gerrish, M. D., Bowdoin College, Medical Department, Portland, Me., U. S. A.

Professor William James, M. D., Ph. D., Harvard University, Cambridge, Mass., U. S. A.

Dr. Fillebrown, Harvard University, Cambridge, Mass., U. S. A.

Dr. Carleton Simon, Specialist, New York City, U. S. A.

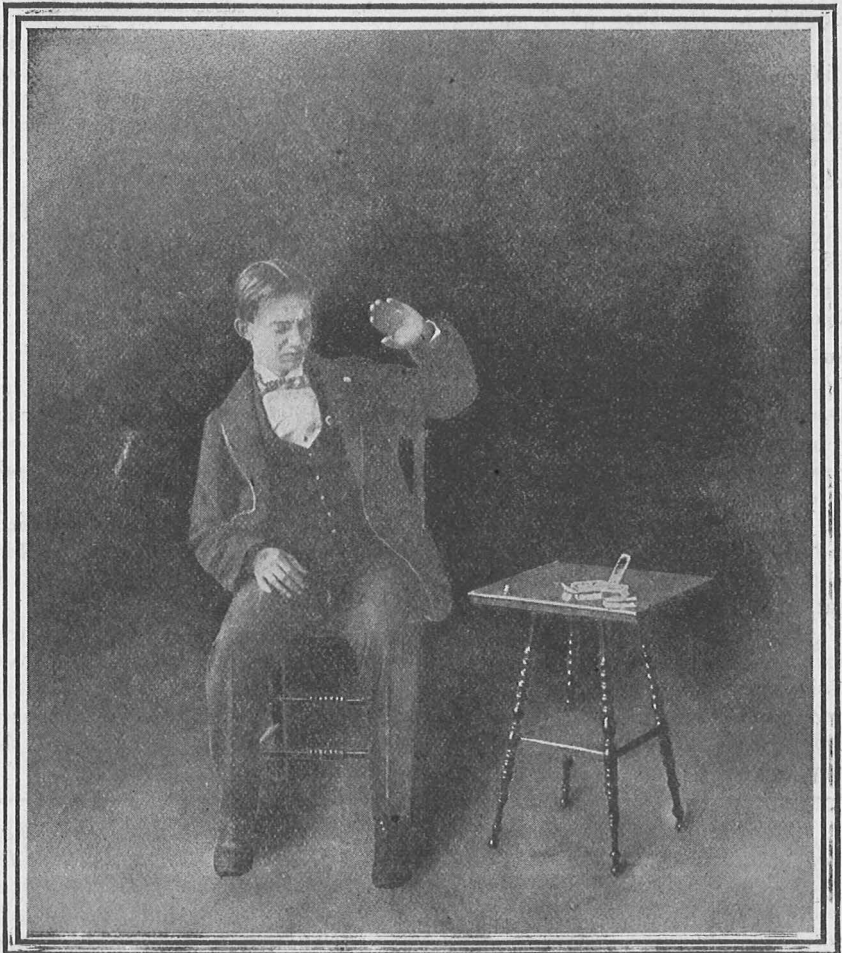
Dr. H. S. Drayton, Bellevue Hospital, New York City, U. S. A.

Dr. C. A. Herter, Specialist, New York City, U. S. A.

Dr. Milne Bramwell, Specialist, London, England.

Dr. H. Bernheim, University of Nancy, France.

When hypnotism is used by such eminent men as the above and by thousands of others, you certainly cannot longer question its great therapeutic value, and it behooves every one who would help afflicted humanity, to acquire a knowledge of it.



The young man in the picture has just been hypnotized and had suggestions given him to break him of smoking cigarettes. The very sight of one now turns him deathly sick.

Prominent People—Authentic Cases

(Associated Press Dispatch.)

YALE GRADUATE USING HYPNOTISM

The Rev. George B. Cutten Successfully Treats Victims of the Alcohol Habit—Baptist Pastor's Power—Places a Youth Under the Influence and Removes the Taste for Cigarettes—Relieves Neuralgia Also

Cures Victims of Alcohol

NEW HAVEN, CONN.—Hypnotic experiments are being tried several times each week by a young clergyman in the psychological laboratory of Yale University to cure victims of alcohol and of cigarettes.

Persons who have passed the gloomy and somewhat dilapidated structure adjoining the Yale divinity school, in Elm street, about 10 o'clock three or four mornings of each week during the summer vacation, have wondered why such broken down men were seen going in. These men called to see the Rev. George B. Cutten, the football centre rush on the '96 eleven, who was graduated from the academic department in the class of 1897.

Mr. Cutten spent the three years following his graduation in special study in psychology,—theoretical and experimental. Hypnotism and magnetic influence took up much of his time when he was not busy preaching or making pastoral visits. A hard worker is Mr. Cutten, and a friend of the poor. His church, the Hope Baptist Congregation, has grown tremendously since he was ordained to that charge.

An Aid to Religion

Mr. Cutten's theology is of the practical sort. He visited police courts and eleemosynary institutions. What he saw led him to think of the influence of science as an aid to religion as a cure for sin, and he began to experiment first with a boy who was addicted to the cigarette habit in such a degree that his mind and body were suffering.

He brought the boy from the Calvary Baptist Home and began to experiment on him by hypnotism. When he had put him under the influence, he lectured him on the terrible effects of the habit, and told him to shake it off, and the result is that the boy does not smoke cigarettes now.

But it is with alcoholic victims that Mr. Cutten is most concerned. To-morrow morning at ten o'clock, three or four men will gather in the upper room. They look dissipated. The stamp of liquor is on their features, but they are better men than they were three weeks ago, and they are hopeful because they have seen other men who have become total abstainers because two months ago they began to take the hypnotic cure.

"The Higher Course you sent me is a book of real value, which has been of much service to me in the practice of my profession. Aided by your clear instructions, I have obtained an extraordinary psychological power; I have been able to cure neuralgia, rheumatism, the habit of alcohol, and other maladies. I recommend your instruction to anyone interested in the study of hypnotism and its branches."

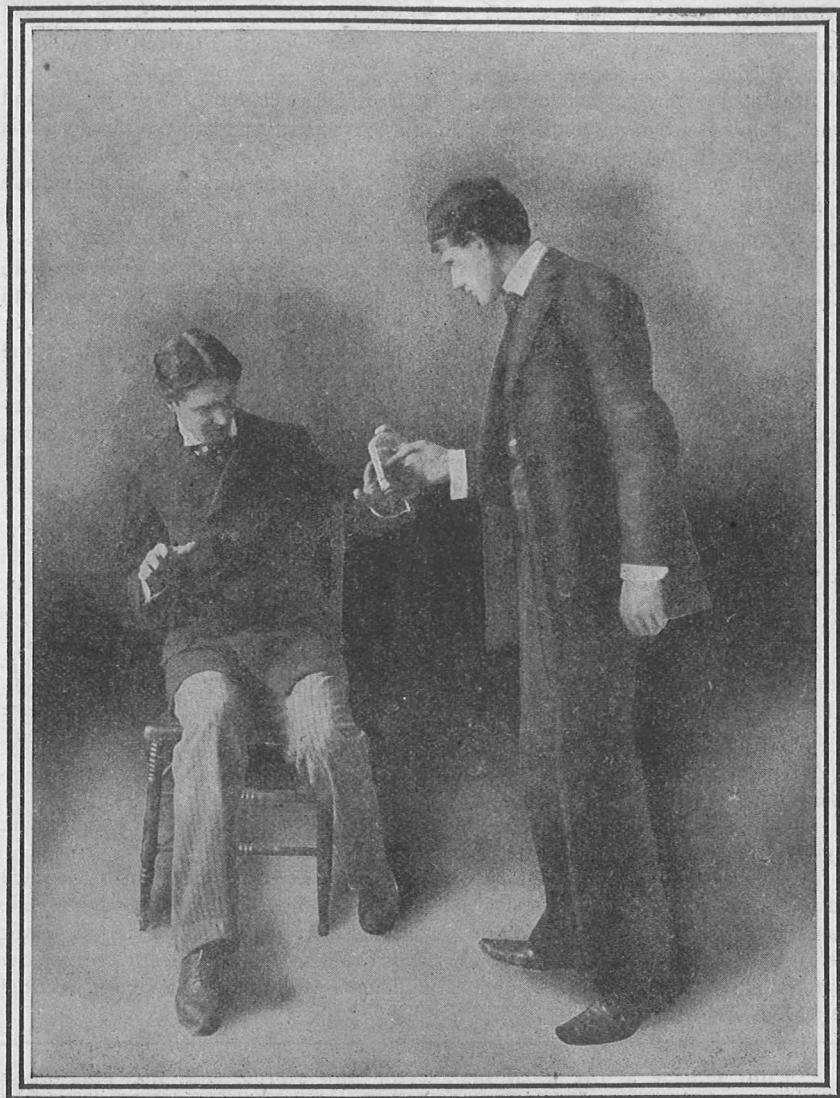
DR. EUGENIO LOPEZ MARTINEZ, Comercio Botica, Cuicatlán,
Oaxaca, Mexico.

How He Treats

Mr. Cutten begins his treatment by calling each man by his name in familiar fashion.

"Tom, you take the chair first. You're sleepy, are you not? Yes, you are; see how heavily your eyelids droop. Now you are quite asleep. Take your place on the settee there," says the preacher, all the while moving his hands up and down in curves, until the patient is under the sway of the stronger will.

The other men wait until in turn all have been put under the spell. That much accomplished, the preacher begins a discourse on the destructive habit of using



The patient can no longer drink intoxicating beverages. He is just trying to swallow some, having been hypnotized, but the very sight of liquor makes him deathly sick.

liquor. Reiterated day after day, the impression takes effect.

In another line Mr. Cutten has tested the efficacy of his hypnotic powers. Superintendent Purley C. Butterfield, of the Calvary Baptist Home, was until a few weeks ago a sufferer from chronic neuralgia. A course of hypnotic treatment with Mr. Cutten cured him.

(*Boston Journal.*)

CURE TOOTHACHE

Dr. Fillebrown, of Harvard, Says that Hypnotism has Become a Standard Remedy

NEWARK, April 16.—Dr. Thomas Fillebrown, professor of dentistry at Harvard University, has come out publicly in favor of using hypnotism instead of medicine to prevent pain in treating sensitive teeth.

He talked on the subject to the Central Dental Association of New Jersey, and related instances where he had filled teeth and extracted them painlessly by hypnotic suggestion on the patient.

Hypnotism has long been used secretly by prominent dentists, but they have publicly denied the use of it.

Used in Filling Sensitive Teeth

Dr. Fillebrown said that he could fill the most sensitive tooth, or even draw it, without causing much, if any, pain. He didn't believe in throwing the patient into a complete hypnotic state. He said it was something like faith cure in some respects. He had often, he declared, persuaded a patient to forget all about the operation.

"I don't wish you to understand that I hypnotized the patients," he continued "But I did the next thing to it. They were conscious that they were in my chair, but they thought about all sorts of things except the fact that I was cutting into their teeth. It was better than laughing gas or medicine."

(*From the St. Louis Republic.*)

PUT HIMSELF UNDER A HYPNOTIST'S CARE

Cornelius Vanderbilt Will Take a Long Trip in Africa

MARSEILLES, Dec. 15.—Mr. and Mrs. Cornelius Vanderbilt, accompanied by Dr. Charcot, a disciple and son of the late eminent French hypnotist and physician, under whose care Mr. Vanderbilt's health has been wonderfully improved, are about to begin an extended tour of Africa. In cases such as that of Mr. Vanderbilt, Dr. Charcot has been most successful.

Quiets Excited Nerves

He has applied hypnotism as an agent in quieting an excited, nervous system, to permit thereby the normal action of the bodily functions.

In the sixteenth century Dr. Charcot would have been looked upon as a wizard and might have been burned as such. Historians and physicians agree that crude hypnotism was the practice of those persecuted persons. Mr. Vanderbilt might have fared badly as an encourager of wizards. But in this nineteenth century the hypnotist is the last resort of the famous millionaire whose health has been wrecked by nervous disorders.

"Your course is the most instructive and simple that has ever been written on the subject. Within a week I tried all of the exercises and succeeded perfectly with them. Kindly accept my congratulations."

DR. M. E. PETZALIS, 6 Rue Rosetti, Braila, Roumania.

(A most remarkable article from the Philadelphia Press.)

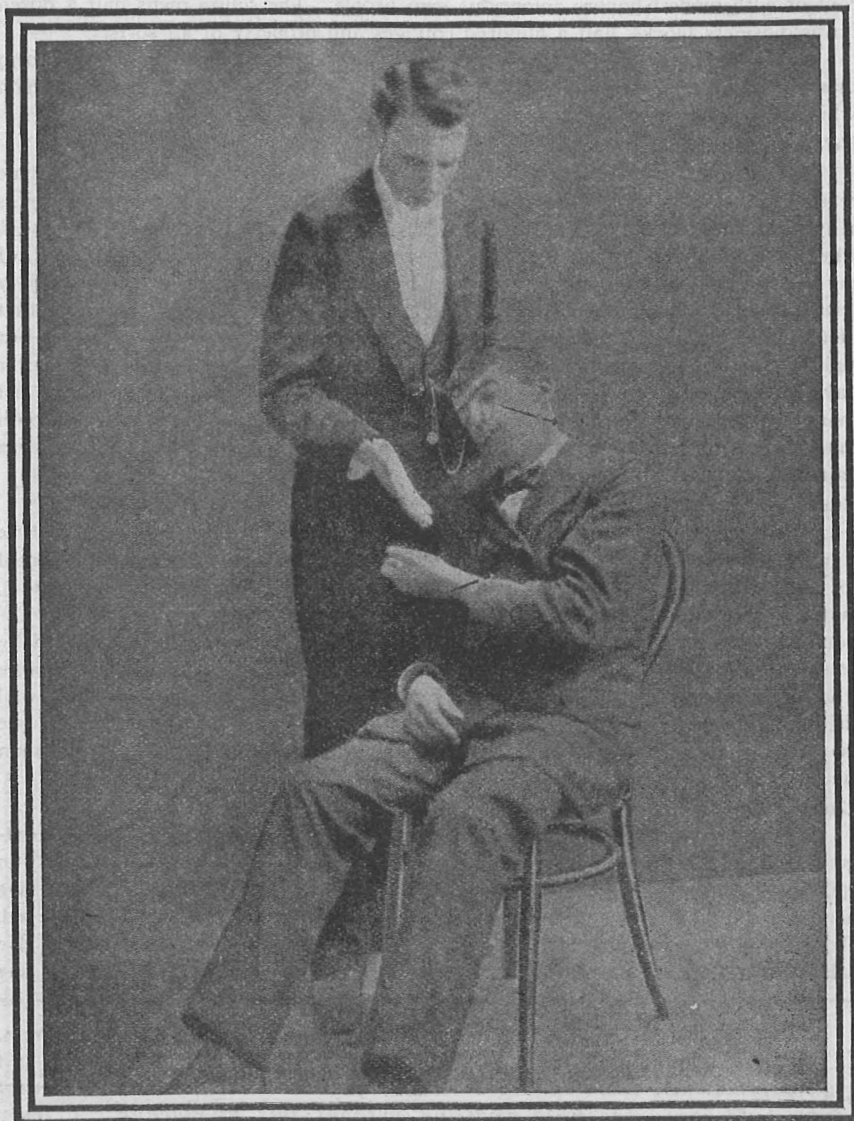
Read this and find out the secret of success.

STRANGE POWERS OF J. C. MONTGOMERY

Who is a Picturesque Person—Could Go To Congress—He Prefers to Stay at Home and Enjoy Wealth While He Cures Hopeless Cases by Magnetism

Montgomery's Hypnotic Mayor

CHARLESTON, W. VA., Dec. 7.—People in this county and Fayette have wondered for years why J. C. Montgomery, mayor of the town of that same name,



Subject in a complete state of anæsthesia, having ordinary steel hat pins thrust through the arm and face. In this condition a surgical operation can be performed without pain.

located on the Chesapeake & Ohio Railroad, in the heart of the soft coal region, should be the most popular man in the whole section, and how he came to be elected mayor of his town, term after term in succession, till no one can remember when he was not at the head of the municipal government.

That Montgomery had the qualities which always rendered their possessor popular could not be denied. He is a democrat, and the town gives three hundred republican majority, but that makes no difference in the certainty of Montgomery's election every time a mayor is to be chosen. He has had opportunities to go to Congress and the Legislature, but he has refused all of them, preferring to rest content with modest honors among his own people. The squire owns half a dozen farms, business blocks, half a hundred cottages and property of all sorts.

He has never posed as the miners' friend, but he has more influence with them than anyone else on earth, and during a difficulty last year he dispersed a mob which even a show of bayonets would not quell.

He's a Hypnotist

But now, although the above qualities are good reasons for popularity, the true reason for Montgomery's power over his fellows is coming out. Montgomery is a hypnotist. About a year ago he became interested in a peculiar case of blindness, where a poor miner lost his sight in the mines, on account, as the doctor said, of the degeneration of the optic nerves, from constant work in the dark. Montgomery tried hypnotic influence upon the man. He decided that if his will power and that of the patient could be sufficiently controlled and directed toward restoring the lost sight, it would be accomplished. Montgomery called at the miner's home day after day and expatiated on his theory and used hypnotism on the patient, till at last there was a partial return of the sight. The work was kept up for fully a month until he was able to go to work, and now he can see very well with the aid of a pair of spectacles.

Cured Judge Brazie

The next person to be relieved by this healer was Judge Brazie, of the Fayette court. After the mine riots of last year he was completely broken down and forced to take to his bed from nervous prostration. He had eminent medical attention, but it did little good, and a trip for rest and health did not revive him. Mr. Montgomery, a close personal friend, called on Brazie one day and said he believed he could do him good. He held Brazie's head in his hands for half an hour, stroking it gently and rubbing the back of his neck. The next day Brazie was so nearly well that he notified the temporary judge in charge of his court that he would assume his duties again on the following Monday, which he did. He has been a well man since.

Cured Epileptic Fits

A few days after, the mother of Miss Mamie Brown, a near neighbor of Montgomery's, asked him to do something for her daughter who had been subject to epileptic fits constantly for seventeen years. The young woman was unable to leave her home, and Montgomery went to see her. She was in a fit when he arrived. By stroking her head and face he soon restored her to her normal condition. He called every day for a week, and at the end of that time, without the use of any

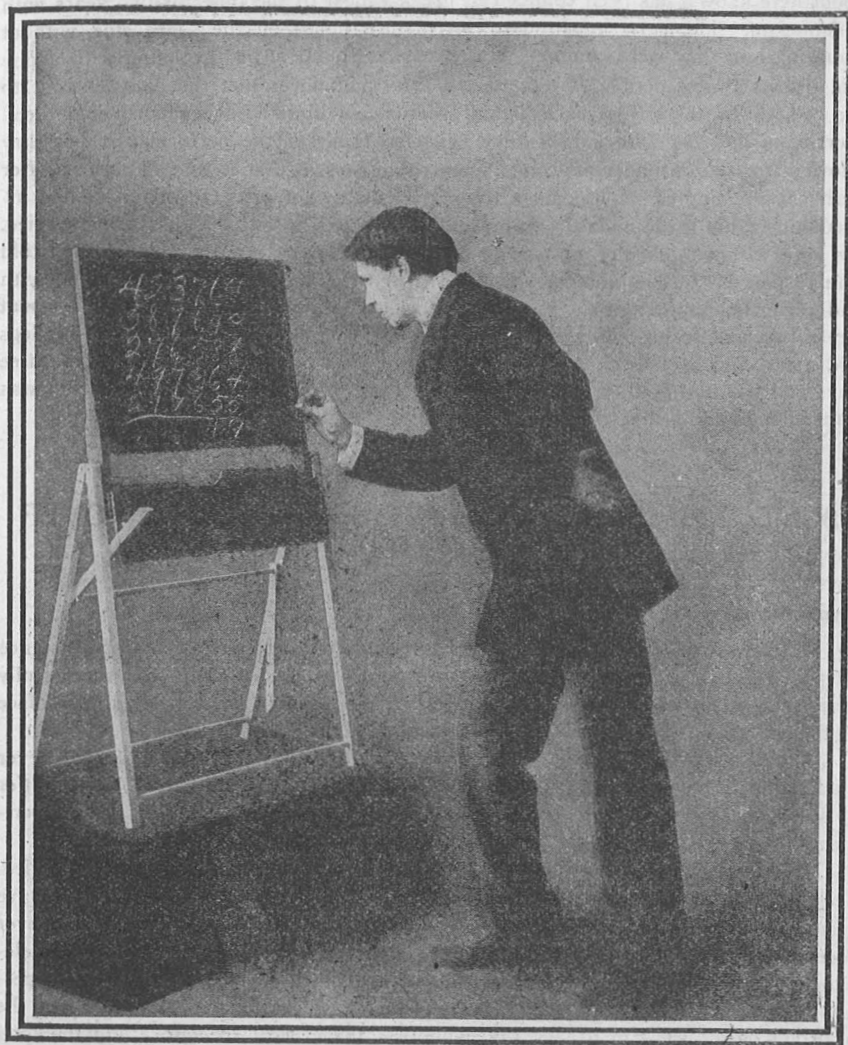
"In my judgment your course is the most complete I have ever seen. It is so plain and comprehensive that anyone of ordinary intelligence can gain a practical understanding of the subject in a short time. I cannot understand how I practiced medicine without this knowledge. I truly congratulate you upon your fine work."

J. W. VAN DEWALKER, Pres., Grand Central Sanatorium, Claflin, Kan.

remedy except his magnetism, Miss Brown was restored to health, and today is a bright hearty girl, having recovered her strength and youthful spirits.

Rheumatism Banished

From time to time others came to be healed of rheumatism and other common ills, and in nearly all cases Montgomery was successful. He made no pretensions and promised no one to do more than try his power. From some of those who were able to pay and offered money he accepted it, but he was not making a business of healing, and asked that as little as possible be said about his work, as the people calling on him seriously interfered with his personal desires as to the manner of spending his time. However, his fame spread abroad, and letters by the hundreds



This young man now adds figures at the rate of 150 per minute, while only a short time ago he could not add 75 per minute. This result was brought about by hypnotic suggestion, this cut showing him while being drilled under hypnosis.

began to come in. People all over the country asked him to help them. Some asked for tokens blessed by him, and all sorts of inquiries were made. These letters he could not answer, but those who came to see him he treated with the best of his ability, being successful in most cases, and always using the same methods.

A Public Test

The local newspapers had been printing news of his work from time to time and quite an interest had been created among prominent people. At the request of several prominent men and two or three newspaper men, he last week consented to give an exhibition of his power, provided the spectators would furnish the patient. The editor of the "Evening Mail" suggested John C. Herrmann, who, as every one about here knows, has been confined to his bed most of the time for two years with rheumatism. The party repaired to Herrmann's house on the south side, without notifying him they were coming. Herrman was found in bed groaning with agony and drawn almost double. Montgomery, who had never met the patient, went to the bed, threw the covers back, bared Herrmann's limbs and began rubbing them. Herrmann and his wife hardly knew what to think of the performance, but they allowed it to go on under assurance from those present that it was all right. After perhaps ten minutes, Montgomery told Herrman to get up. Herrmann smiled incredulously, but made no effort to move. Montgomery insisted, and Herrmann tried. He rose without difficulty, and stood on the floor amazed. Montgomery then told him to dance. In a minute the invalid realized that he was not being trifled with and began hopping about the room in ecstasy. He could jump, run and skip about like a boy, and so happy was he that he could not control his desire to use his legs and arms, and screamed and laughed for joy. Herrmann went to work in three days and has had neither pain nor stiffness since. Ex-Governor E. W. Kilson was a member of the party who saw this cure.

SUBJECTS PUT TO SLEEP BY A SUGGESTION OVER A WIRE 119.8 MILES LONG

Hypnotism Over the Wires

DENVER, COLO., April 14.—The great psychic test of hypnotizing by long distance telephone and by telegraph message between Denver and Pueblo was successfully performed at the office of the Times in Denver last night, connected with the office of the Star in Pueblo.

The distance is 119.8 miles. The test made for this distance is the greatest ever made, and the operators, Dr. J. Edward Hilts of Denver, and Prof. F. H. Stouffer of Pueblo, can congratulate themselves upon the complete success of their experiments.

The tests were pronounced absolutely fair by the physicians who attended. They were, indeed, surrounded with such complete precautions that it would have been impossible to practice any fraud or deception, even if such a thing had ever been thought of. Whenever the hypnotists were talking over the long distance telephone, the direct telegraph wires were clicking in the same room, telling the spectators just what was being done by telephone between the two cities. When the telegraph wires were in use by the hypnotists the critical spectators had the long distance phone at their disposal to keep check on the proceedings at both offices.

NOTE.—*This article consisted of an entire page. Professor Stouffer is a pupil of our correspondence course.*

Extract from

The Chicago Chronicle.

FRIDAY MORNING, APRIL 21, 1905.—TWELVE PAGES

SECRET OF OYAMA'S SUCCESS

**Prof. Quackenbos says the Success of Famous
Japanese General is Due to His
Hypnotic Power.**

**All Great Military Commanders From Alexander Down
Have Had This Power.**



COPYRIGHT, 1906, BY COLLIER'S

NEW YORK, April 20.—J. D. Quackenbos of Columbia college, the famous authority on hypnotism says he believes the success of Marshal Oyama in the present Manchurian campaign is due to his hypnotic power and highly cultivated knowledge of telepathy. Prof. Quackenbos says these faculties have been responsible for the successes of all great military commanders from Alexander to Oyama.

Uses of Hypnotism

In Controlling Children

ITS use in the control of children and the correction of their evil tendencies is no less potent than its use in medicine. Here it fills a want which nothing else even pretends to fill. Bad tempered children may easily be transformed into children of sweet dispositions. Lazy children are often filled with a desire to work. Wives may influence their husbands and husbands their wives, thus removing domestic infelicities and giving a life of contentment and happiness. For the overtaxed nervous man, or for women affected with diseases which make them cross and irritable, nothing is so speedy and completely effective in its action as hypnotism.

Cures Insomnia

Here its use seems indeed miraculous, and the effect appears that of a hand Divine instead of a subtle invisible agency which anyone can employ who chooses to take the time to acquaint himself with the method and manner of its use. It is nature's own anæsthetic, often relieving pain where morphine and cocaine have failed. It induces a quiet, restful sleep, which is always beneficial and never harmful. Insomnia quickly vanishes beneath its magic power. Many persons have looked upon hypnotism as a myth, but the day of skeptics has passed. It is now recognized by the leading universities of our land, and its tremendous power is no longer questioned.

Hypnotism Develops the Mental Faculties

In the development of mental faculties, the wonderful effects of hypnotism are none the less startling than in the treatment of diseases. It permanently and completely cures bashfulness, lack of confidence, nervousness, etc., and gives one an easy manner, which makes him appear well in society, and command respect and confidence in business.

Improves the Memory

It cures mind-wandering and improves the memory by establishing wonderful powers of concentration of the mind. People have been trained in a short time to add with lightning-like rapidity, to retain dates and numbers with a marvelous degree of accuracy, and perform many other wonderful intellectual feats. Its power in developing the faculties of music and drawing is also remarkable. Its greatest value, however, lies in its ability to create a desire for the good, for the ennobling, for that which builds up the character, the body and the mind, and to create a dislike for that which undermines our physical, intellectual and moral welfare.

Creates a Desire for the Good

Many a man who has filled a drunkard's grave, who has ransacked homes in the stillness of the night, who has died by the hand of the executioner, or whose character is tarnished by the awful odium of a felon's cell, might have been a respected and honored citizen, if hypnotism had only been used in his youth to suppress his evil tendencies and encourage those that were good and noble; for bad, indeed, is the child that has no good qualities. The trouble is, the bad qualities have not been uprooted, the weeds have been allowed to outgrow the corn as it were.

"I cannot speak too highly of your course, it is so easy to understand it by your system." ARTHUR A. GREENE, Ashaway, R. I.

Parents Should Understand It

Now, who is to blame? The child, of course, when he grows to be a man must answer for his own misdoing, but may not those who have day by day watched the weeds grow without trying to uproot them, also be held in a measure responsible by Him who will righteously judge all things when that great day shall come? Every mother should understand this wonderful science, and use it whenever necessary for the welfare and uplifting of her children. Every father should understand it, and by its diligent application to all evil tendencies see that none of his progeny shall ever disgrace his name.



These children are under hypnosis, one to be cured of the habit of fault-finding, the other of a disposition to run away from home.

From New York Herald, Sunday, October 16, 1904.

DR. QUACKENBOS TELLS MOTHERS TO USE HYPNOTISM WITH CHILDREN

**In Paper Read Before State Convention of Clubs at Sandy Hill New York
Scientist Startles the Delegates—How Influence Accomplishes Good**

Paralysis of Will Inconceivable

MOTHERS who went to the State Convention of Mothers' Clubs held in Sandy Hill recently to get new ideas on the rearing of children got them. There were almost as many theories as delegates, and fathers and others tolerated by courtesy or invited to instruct the mothers presented opinions so varied and so novel that notebooks bulged large with their contents at the end of the session.

Nothing, however, startled the mothers quite so much as the paper of Dr. John D. Quackenbos, of this city, on the power of mothers to train their children in right thought and action through hypnotic influence. There were about eight hundred persons in the audience, the majority of them mothers, and they were variously moved by wonder, amusement and mystification during the reading of the paper. The doctrine was new to almost all, and the exposition of it bewildering to those who were hearing it for the first time. But the lecture produced a great impression and gave the mothers something to think about, report to their clubs and experiment with when they returned to their homes.

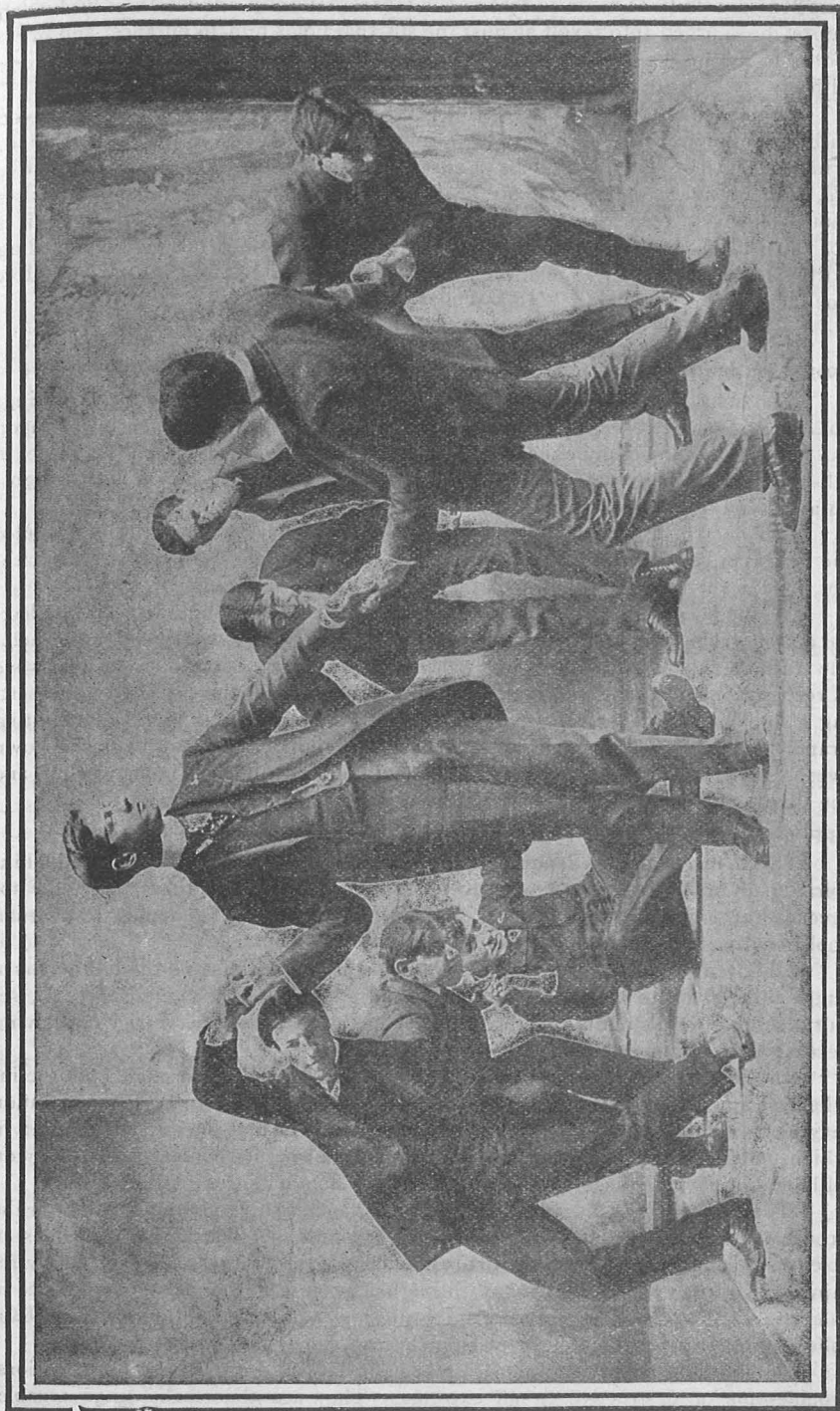
"In practical hypnotics," Dr. Quackenbos told his hearers, "the best thing one has to give is himself, but he must be as his inspiration. The regenerating force is measured exclusively by the quality of soul in him who suggests.

"Suggestion of this high order is capable not only of transforming character, but of opening men's hearts to the divine illapse. On the contrary, to deflect by suggestion from the perpendicular of right a pneuma governing its body along ethico-spiritual lines is practically impossible to a human agent. Hence, moral injury can hardly be inflicted through suggestional channels. Those who are good may not be debased; so-called hypnotism is not used for criminal purposes.

Bad Soul And Bad Cell

"It is because ethical energy is potential in man as the created copy of God that successful appeal may be made to the transliminal self in states of unstable moral equilibrium. And assuredly there is no man or woman, however seemingly enthralled by sin, who is not capable of regeneration and of moral greatness. As in intellectual disqualification, some subtle degeneration of the cell—due to poisoning by tobacco, fusel oil, morphia or other drugs, or traceable directly to physical disease or to heritage—may explain the swoon of conscience. Brain defect unquestionably accounts for that distortion of God's image in the act of its transmission which we know as insanity. It were uncharitable, therefore, not to distinguish between a bad soul and a bad cell, and wise to remember that man is not by nature, but by unnature, sin loving and sin living. 'God hath made man upright,' and the image of God in the man cannot be obliterated by wrong doing. It prompts those periodic longings for escape from sin that characterize every depraved career.

"Yet the flesh may become so pronounced in its demands for indulgence that the objective will is impotent to grapple with the situation. The subject apprehends his spiritual danger and rallies at intervals, only to be drawn with resistless force back into the deep waters of his specific sin. For such a wretch the Almighty has provided a way of escape through appeal to the godlike in his constitution. In a



These subjects believe they are receiving an electric shock.

state of hypnosis he is made to realize the inherent dignity and worth of his human nature; he is urged into revolt against the sin that holds him in durance, and in response to the inspiration abandons the life he is leading for one that is in harmony with his newly apprehended relationship to God and duty.

"While acquiescence in the treatment is essential, will power has nothing to do with the result. Paralysis of the will, which is the *bête noire* of the popular mind, is inconceivable. The mesmerizee works out his own salvation in his own objective life, without conscious effort of any kind, or, if the blacklisted feelings or impulses should fugitively recur, it costs him no struggle to banish them. Mark well, it is not the will of another that constrains and regenerates, it is not God compelling worthy action; it is the free man himself that has come to his own assistance. How true the words of Helena in "All's Well:"—

Our remedies oft in ourselves do lie
Which we ascribe to heaven.

Gospel of Self Help

"God helps those who help themselves. Grace may indeed be had for the asking; but the surest way to secure additional grace is to use that already bestowed upon us. This is the line of my exhortation to a sleeping subject. I preach the gospel of self-help, and transliminal interference to regulate a disordered function or straighten a crooked moral bent is self-help.

"The doctrine of the utter helplessness of man, which has for centuries unsouled the Christian, is taught neither by Jesus nor Paul. God does not create souls without good in them, without power in themselves to help themselves.

"To the personality that appries an apparently helpless soul of its own intellectual and moral powers and makes plain the possibility of conquest through self-help, the truth an enfeebled world craves today, that soul flows out in a great tidal wave of recognition, gratitude and reciprocal stimulation. And the possibility of asserting a slumbering intellectual courage that clearly discerns and a moral courage that grandly undercrests is open to all who have lost sight of the godlike in their own lives. There is a divine potency as well as an old Adam in every human being, and the divine potency will always win if given half a chance.

Applies to The Child

"I have dwelt thus at length on the nature and the efficacy of transliminal inspiration in order that you who are to teach it and use it as mothers, may fully appreciate the sovereign force you have at your command. What applies to the man applies with double force to the child.

"Children, as a rule, are more impressionable than adults and the fulfillment of suggestions given to them is more pronounced and more permanent. Here the result of suggestion amounts practically to regeneration, moral perversity not having become fixed by the indulgence of years.

"In the training of children tactful suggestion has power to exalt both the intellectual and ethico-spiritual nature. Differences induced by objective education may be obliterated; and the fundamental endowments of that finer spiritual organ in which under God we have our highest being—endowments conferred by Deity on all human souls without favor and without stint—dominate the intellectual life.

"The divine image is supreme in the child, and creative communication on the broadest lines and the most exalted planes becomes possible. The principles of science, of language, of music, of art, are quickly appropriated and permanently retained for post hypnotic expression through appropriate channels. Confidence in talent is acquired, and embarrassment, confusion, admission of inferiority are banished from the objective life—by placing the superior self in control.

"Many children are contrary, disobedient, lacking in reverence for superiors, troublesome or destructive to an extreme. They are abnormally ungovernable. Kindly persuasive measures, the line upon line, precept upon precept treatment are

inefficacious. Corporal punishment is equally impotent to accomplish reform. They are helplessly graceless or wicked because they have come into the world under the spell of some heteroclite impulse which compels acts for which they are not responsible.

"In some instances the tendency is distinctly hereditary. These subjects, born with brains perhaps capable of education, physically without stigma, lack absolutely the will power to resist temptation. Nor can that will power be created and reinforced by the ordinary means employed in case of children who 'know better' and yet are deliberate wrongdoers. How careful are parents to guard a child against the evils of hereditary in physical disease! Why should they not be equally concerned to discover the appropriate treatment in the case of maladies that are mental or moral in their nature? Such children left to themselves are certain to develop into moral monsters.

Black Sheep by Chance

"Other children are chance black sheep, bearing no resemblance in their unfortunate traits to parents, grandparents or remoter ancestors. In all such cases of inherited or accidental mental deformity, castigation is the remedy of fools. As well whip a child for mutilated fingers, knock knee or spinal paralysis. The warped mind can be straightened and strengthened only by judicious suggestion; there is no other known instrumentality through which it can be speedily and permanently modified.

"There are children who are unnaturally stupid, of sluggish intellect, born without the ordinary ability to concentrate thought or rivet attention, with defective memories, easily confused, embarrassingly self-conscious, so that the mind becomes a blank under the pressure of a necessity for reflection, or if thoughts are there the vocal mechanism refuses to express them.

"For these conditions, as well as for habitual indolence, disinclination to exertion and cowardice, suggestion is the philosophical treatment. Where medication, moral influences, institutional discipline, change of scene and companionships are of no avail, carefully directed suggestion, if confidently persevered in, is, humanly speaking, sure to awaken intellectual perception, impart mental alertness, improve the memory conditions and substitute self-reliance for diffidence and timidity.

"A troubled mother writes to inquire whether a child of six can be satisfactorily influenced by hypnotic suggestion—'a sensitive, nervous, high strung, exceedingly affectionate boy, but cursed with a painful lack of courage in his contact with other boys. This leads to a perpetual persecution by his companions, besides being in itself deplorable, inasmuch as it is a trait indicating lack of manliness. By nature he is exceptionally truthful, but at times I suspect this supreme timidity may lead to deception through fear of consequences.'

Perfect Subject for Hypnosis

"My reply to such an inquiry is that the child as pictured is a perfect subject for hypnotic treatment, which will convert the cry baby into a resolute, manly boy, the unhappy, cringing coward into a model of bravery and truth.

"The most unpromising child that has recently come under my observation was a boy of twelve, hysterically insane from inhaling tobacco smoke. This boy had been smoking from thirty to fifty cigarettes a day, with the usual consequences. I was asked to educate out of vice and nervous bankruptcy, a liar, an incorrigible thief, a master of profanity and obscenity, an adept in the schoolery of the streets, a colexix at home and designated by his teacher as 'the biggest devil she had ever seen.'

"Ten treatments were required to change this nature. The cigarettes were first attacked, and Freddie soon found it impossible to take a single puff without paying the suggested penalty of nausea and vomiting. The devilry coembodied in him entirely through this habit and was then disposed of piecemeal. His temper gradually

improved; and in the course of two months he became respectful of parental authority, kind to his little sister, affectionate to his mother, disinclined to truancy, and both well-behaved and industrious at school.

"But you are already asking yourselves whether you can accomplish such results, if the necessity should arise, in the children intrusted to your care. You certainly can. Each mother in the land can make her children what she wishes them to be, provided she is a woman of high moral principle, gentle and patient, apprehensive of the power of transliminal appeal, possessed of courage to apply it with intelligent persistence and having ardent faith in its effectiveness. And she may suggest with point before her child is born. All mothers know, or should know, the influence of maternal thoughts and feelings upon the nature of expected offspring. The not uncommon selfish or even inhuman attitude of the prospective mother toward an unwelcome child, is a most fruitful cause of disqualification and unbalance in the young people of to-day. * * * *

Cure of Cigarettes

"Perhaps you have an older boy who has become a slave to the cigarette; who realizes his danger and honestly desires to escape from the thralldom and regain his capacity for useful service and for happiness. Thoroughly assure yourself that cigarette smoking is more injurious than the use of tobacco in any other form, first because of the inferior quality of the tobacco usually employed, and secondly, because the smoke is inhaled, thus producing the most depressing effects. The whole system is tobaccoized, the organs and tissues of the body smelling of tobacco smoke. Boys who begin the use of cigarettes at five or six years of age, as many do, break down during the critical period. Boys who contract the habit later in their youth, and defy the risks by going to the usual extreme in the abuse of cigarette smoking, are likely to become nervous bankrupts before they are twenty-one.

"Most young men who are addicted to cigarette smoking, display a lessening or complete loss of moral sensibility, with a conspicuous tendency to falsehood and theft—so much so that many business firms are declining to employ users of cigarettes. * * * *

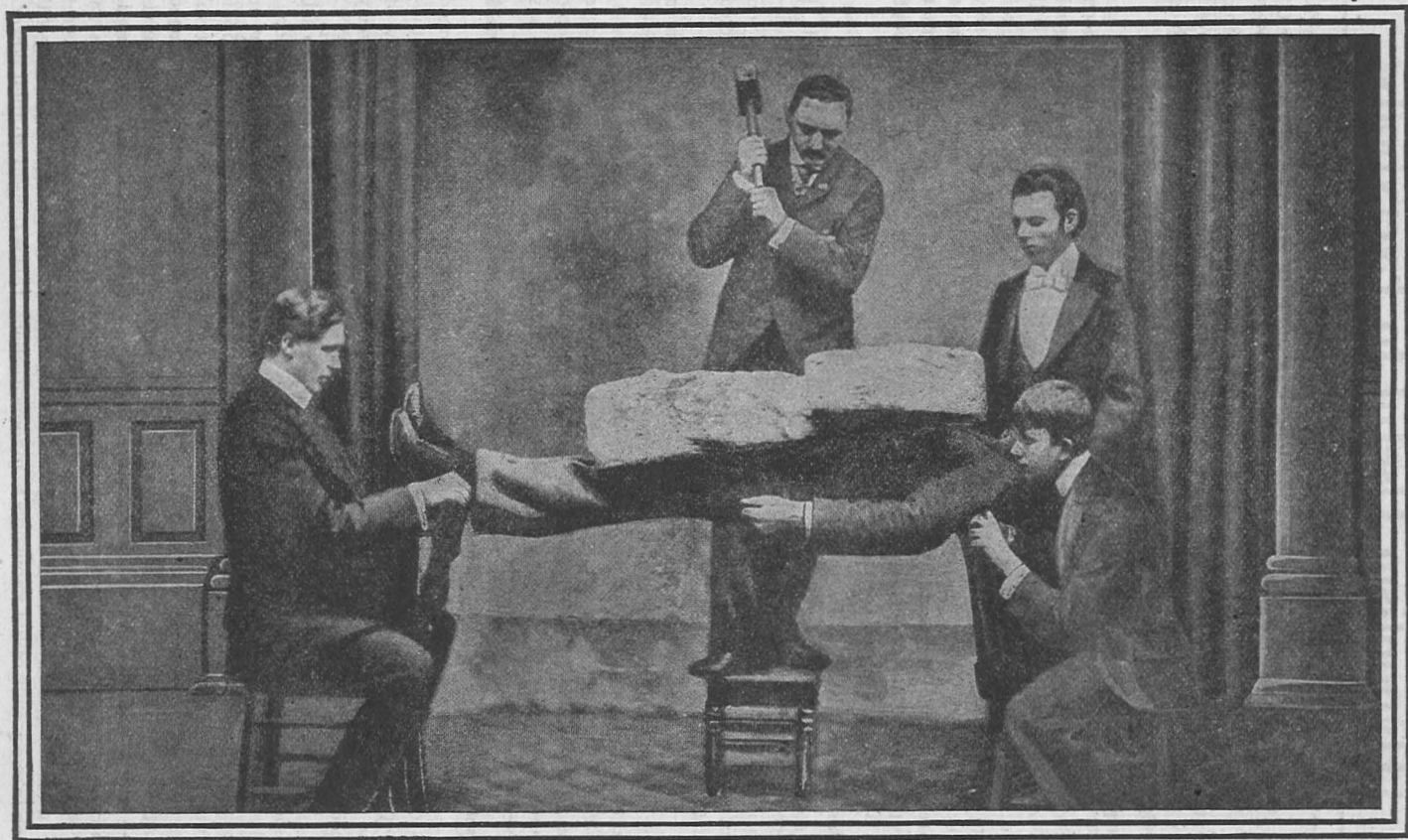
Useful In Reformatories

"In the hands of wise persons suggestion may further be made a most valuable accessory to objective ethical training in our reformatories, and if the authorities in charge of institutions where the friendless young are cared for would encourage as a part of the moral curriculum the practice of hypnotic suggestion on the high plane projected in this address there is no question that in a few generations, through the transmission of automatic impulses to right doing, crime would be perceptibly lessened.

"Especially are philanthropic women who serve upon the boards of managers of homes and asylums for the protection of wayward girls and the reclamation of outcasts urged to consider this instrumentality in connection with the noble work for humanity they might do if they thoroughly understood and judiciously applied the science of suggestion."

"It is a pleasure for me to declare that your course is one that I can highly recommend as clear, practical and complete. Your instruction is easy to practice and anyone with an ordinary education can become a hypnotist. I practiced occult sciences for many years having read many books of Charcot, Bernheim, etc., but I am sure no one can master this science as rapidly as with your course."

PROF. RENE GOSTELI, c-o Gosteli Major, Jura Bernois,
St. Imier, Switzerland.



Hypnotized man in cataleptic condition, suspended across the backs of two chairs. while a 500-pound stone is broken on his body without the slightest danger of injury to anyone. Before the rock was broken a powerful man struck it seven blows with a sledge hammer.

Hypnotism Useful to Everybody

IT matters not whether we consider hypnotism with reference to its seemingly miraculous power over disease, or merely as an innocent agent of amusement, whether we consider its wonderful anaesthetic properties in completely allaying all pain under the most difficult surgical operations, or the seemingly impossible control that one may exercise over another, we cannot help being struck with wonder and astonishment, that a force so apparently simple in its nature should produce such marvelous and stupendous results. Doctors have puzzled over it.

Surgeons, Physicians, Scientists

The large number of cures of obstinate chronic diseases which have lately been effected by it, when all other remedies have failed, have forced physicians to regard it seriously. Its exact method of cure may in a measure baffle explanation; still the fact that it will cure and often when nothing else will, stands out in bold relief and is incontestable. Under its subtle influence the blind have been made to see, the deaf to hear, the paralytic to walk, and hundreds of other equally remarkable cures performed, often in less time than it takes to write this. No wonder that people who do not understand it regard the possessor of this mysterious knowledge as a worker of miracles.

The Service You Can Be to a Community

If there is anyone sick in your city or neighborhood with a chronic ailment, if there is anyone who has a bad habit of any kind, if there is a child with a bad disposition or uncontrollable temper, or if there is someone with a poor memory, you can apply your knowledge of hypnotism and not only bring happiness to afflicted humanity, but get good pay for your services as well.

One of our students, after studying our course three hours, cured a man in a few minutes who had been paralyzed for ten years, and received \$125 for his services. Another, after studying only a few days, cured a young man of the morphine habit, and received \$25 for his services. Nothing else in the world is half so sure a cure for all habits as hypnotic suggestion. Dr. Sage formerly cured hundreds of people annually of cigarette smoking alone, and many are the stammerers whom he has given control of their speech.

Useful to Lawyers, Public Speakers, Salesmen

The study of hypnotism unfolds the secret law by which people are influenced by others in every walk of life, and the possessor of this knowledge has an inestimable advantage over those who have not studied this wonderful science. Many of the finest salesmen all over the country now admit that they owe their extraordinary success to their knowledge of the laws of hypnotism.

A clerk in a large wholesale house in New York started out on the road to sell goods, but he succeeded so poorly that he soon returned broken hearted. One day, when he was lamenting over his unfortunate condition, a friend suggested that he learn hypnotism. At first he treated the matter lightly, but the thought grew upon him, and at length he secured an instructor and took up the study of this wonderful science. In one month from the time he began the study of hypnotism, he started on the road again. He was a changed man. Everybody seemed to want his goods and appeared anxious to do his bidding. From this time on his success was assured, and today he is one of the finest salesmen in the United States, and draws a salary of \$10,000 a year. It matters not how much you know, unless you know the secret of influencing others you cannot hope to make the greatest success of life. Our great men in every walk of life know how to influence others; this is the key to their power.

Hypnotism as an Amusement and Source of Entertainment

NOTHING that has ever been devised will furnish as much amusement and mystery as can be obtained from demonstrations in hypnotism. It will furnish a never failing source of pleasure not only to yourself, but to your family and friends as well. The hypnotist is able to amuse and bewilder, and by reason of his art commands immediate attention and respect wherever he may go. For the benefit of those who desire to use hypnotism as a means of amusement, we present a plan of entertainment which cannot fail to give satisfaction.

How to Give a Parlor Entertainment

First, get a number of persons to volunteer as subjects. Do not start with one or two, unless you find it utterly impossible to get a larger number. If you get eight or ten volunteers you can give a much better entertainment than you can with one or two persons.

After you get your volunteers, first hypnotize them so they cannot take their hands apart. Allow them to pull quite hard for a few seconds, straining every nerve and muscle, thoroughly demonstrating to their own satisfaction and to the satisfaction of those present that it is impossible for them to get their hands apart until you release them from the influence. Then you should have them walk stiff-legged and affect the organs of speech so they cannot speak their names. Make them try hard to speak, as the effect of opening and closing their mouths very rapidly in the vain effort to utter a sound produces a most ludicrous sight.

Physical Test

These tests may all be quickly tried, and they never fail to produce round after round of uproarious laughter. They also inspire those present with confidence in your ability as a hypnotist, and put you in a favorable position for more advanced experiments.

Fishing Scene

Select four or five of your best subjects, hypnotize them, give them broomsticks for fishing poles, and have them fish in an imaginary pool of water. Have them bait their hooks and pull out the imaginary fish, etc. It is a good plan to tell one he has a fish so large that it will pull him into the river, and let him think it is doing so, after which tell him he must swim out. The earnestness with which the subjects go through this scene, and their utter astonishment upon being awakened is irresistibly funny.

"I have just closed a very successful season at New Rockford, N. D., and my profits have been far beyond my expectations. I am using your methods as I have found them to be the only successful ones for a public hypnotist and I recommend your course to all who are interested in the science and art of hypnotizing others. To my knowledge, you are the only reliable teachers of hypnotism in America, and it gives me genuine pleasure to recommend you to my friends at all times."

C. A. GEO. NEWMAN, Cooperstown, N. D.

Balloon Ride

Next hypnotize a number of subjects and have them take an imaginary balloon ride. Show them various places of interest. Take them to England, tell them that they see London, etc. Also have them visit Paris. Tell them that they can see the pretty girls in Paris, and have them flirt with them. Tell them the girls are making faces at them, and that they must make the ugliest faces they can in turn. Also show them prize fights between noted prize fighters. Let them see tight rope walkers walking over rivers, etc. Anything that the operator may think of may be introduced. The comments and actions of the subjects in this scene will keep those present in a continuous roar of laughter.

Singing and Dancing

Hypnotize several of them, tell them that they belong to an opera company. Have them sing grand opera and comic opera. Also have them sing solos and make them waltz. As a closing incident to this scene, you may have some one dance around the room with a broom, telling him the broom is a young lady.

Hypnotizing by Telephone and Cards

If a telephone is convenient, as a matter of scientific experiment you might hypnotize some one by this means. This is a most startling feat, and never fails to astonish everyone present. Also hypnotize some one by having him look at a card which you have prepared for the purpose. A good plan is to put the card in an envelope, hand him the envelope, requesting that he open it. When he opens it and looks at the card, he will fall into a deep sleep. This is also a most marvelous test.

Catalepsy and Anaesthesia

If physicians are present, or if you have an audience composed of scientific people, manifestations of catalepsy and anaesthesia should not be omitted. They will really prove most wonderful and startling to any audience. Hypnotize some one; make all the muscles of the body perfectly rigid. Put his shoulders on one chair and his feet on another, and have several persons stand or sit upon him. The wonderful rigidity of the muscles is a most convincing test in regard to the reality of this strange influence.

A Test in Anaesthesia

Now hypnotize some one, make proper suggestions and run a sterilized needle through the arm or lip, or if there is some one who would like to have a tooth extracted, make proper suggestions and get a dentist to extract it. When the subject awakens he will not know his tooth is out. He will suffer no pain whatever, either during or after the operation.

Post-Hypnotic Suggestion

In these tests, suggestions are made to the subject when he is asleep. He is then awakened, and in his natural waking state he carries the suggestions out, not knowing from whom he received the command.

If there is a cigarette smoker present, hypnotize him, make proper suggestions for the cigarette cure, then awaken him. When he is awakened he will not remem-

"I have had splendid success with your instruction. I have used it upon myself (auto-hypnosis). I was sick and worried very much, so that I could not eat or sleep, but I am all right now. I would not be without the knowledge for any amount of money."

MRS. MARY MINER, 312 D St., Pueblo, Colo.

ber what you have told him. A short time after, if he has any cigarettes about him, he will throw them away. If any person offers one to him the sight of the cigarette will make him deathly sick.

Impromptu Speech Under Hypnosis

Next hypnotize some one, and make proper suggestions that when he is awakened he will be a king, and that he will make a political speech. Now awaken him, and a short time after he is thoroughly awakened he will get up, a strange look will come into his eye, and he will commence a remarkable political speech. The power of even the most ignorant person to make a political speech under hypnotic influence is really most wonderful and baffles explanation.

These tests under post-hypnotic suggestions will prove the most mystifying of the whole evening's entertainment, and will immediately establish your reputation as a hypnotist of extraordinary ability.

Marvelous Scientific Test

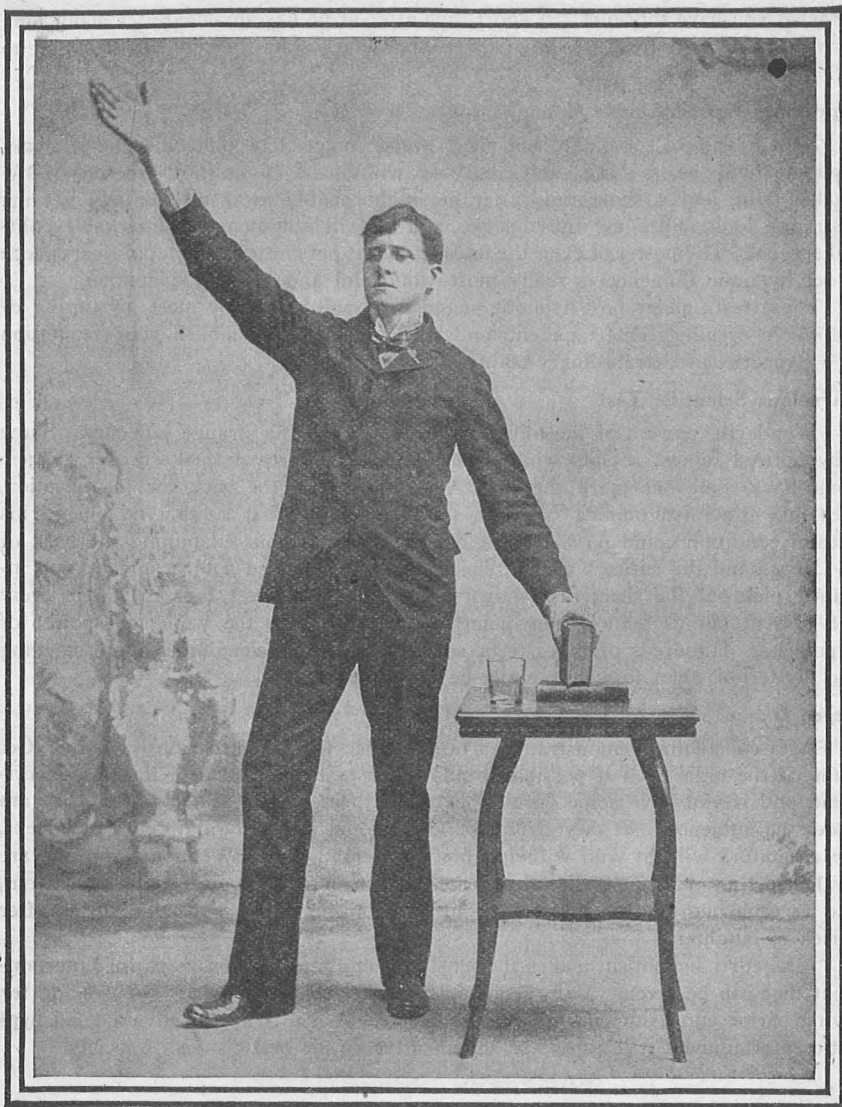
Wonderful powers of the mind are developed by this strange influence. Show a hypnotized subject a plain white sheet of paper, or a card; make proper suggestions, have some one mark the sheet very slightly on the back for identification, then mix it with a number of other sheets exactly like it so that no one in his natural condition could possibly pick out the sheet without examining the back of it. Now hand the entire bunch of sheets to the hypnotized subject and he will instantly pick out the sheet first shown him. This test never fails to startle every one present and is a most convincing one in regard to the wonderful power of hypnotism. Hundreds of other tests, some of which are very much more startling and mysterious than this, may easily be performed.

Negro Dance

As a concluding demonstration a negro dance will be unroariously funny. Get some of the older men if possible to allow you to hypnotize them for this experiment, and if you have some peculiar hats put them on the subjects after they are under the influence. As they strut around the room trying the different fancy steps, the spectators will go wild with laughter and enthusiasm. When the subjects are awakened they will not realize they have hats on, until they accidentally find it out, and as each one does so his look of utter astonishment will provoke shriek after shriek of laughter.

Altogether hypnotism makes the most amusing and instructive parlor entertainment that can be given. Many hypnotists charge from \$50 to \$125 per evening for giving parlor entertainments to wealthy people. A man who can give a good hypnotic entertainment will always be sought after by the best classes of society.

"I feel it my duty to acknowledge that I found the instruction exactly as represented, and away ahead of my expectations. I must say that I am very much pleased with my course, and I believe that my success as a hypnotist is certain. I have hypnotized quick as a flash, and produced the cataleptic state and other tests with ease. I would advise all persons desirous of obtaining full information on the subject to purchase this course." HAMMOND HERING, 118 Washington St., Williamsport, Pa.



This subject is delivering an impromptu speech under hypnosis.

"Since receiving your course I have given exhibitions in my parlor with remarkable success. It was accomplished after reading your course but once. I have taken three other courses, and after reading yours through once, I found more plain and specific information than in all the others combined."

G. W. THOMPSON, a prominent dentist, of Collinsville, Ill

A Startling Experience

By F. T. GORDON

THE greatest difficulty is experienced in gaining any information concerning the secrets of the high-caste fakirs, so closely do they guard them from the profane mind, transmitting their stores of knowledge only to their chosen disciples. Then, too, the centuries of flesh diet and widely different manner of living have set up a barrier between men of the European races and these vegetarian sages that even the intensest concentration and purity of purpose on our part cannot tear away; in other words, we cannot, if we would, experience their feelings. Although many have tried it, from motives widely varying, few Westerners have had the strength of will and body to pass through the ordeal exacted from all those who seek for knowledge, and those few who have penetrated into the outer court of the temple of mystery are not apt to reveal their experiences to the world of vulgar curiosity. Most of these seekers have tried to fathom the wisdom of the East from motives of curiosity or ambition, and could not bring to bear that pure thirst for knowledge which alone avails, and what little these have learned, in spite of the obstacles they encountered, for the mind is strong, is but the outside husk of the fruit of the tree of knowledge—the kernel is beyond their grasp. Some day a man from the West will arise who will combine the needed qualifications in himself with absolute self-effacement in his seeking. Then will the world learn some of the mysteries that the East so jealously guards in her bosom, and from the teachings of such a man will arise a new religion that will sweep the jarring creeds of to-day from the minds of men, and make them what their Creator intended, lords of themselves and all created things.

During extensive travels through India and the Far East, the writer had forced upon him, in spite of his scepticism, that there was a grain of truth amidst the chaff of charlatanism and jugglery which he encountered, and the study of the ways and feats of the fakirs became a constant source of wonder. He was privileged to witness many marvelous feats, of which probably the most convincing and inexplicable one is now related for the first time.

While at Singapore I was the guest one evening of a gentleman who had long been a resident of India and who was a most profound Oriental scholar, and during a discussion of these very fakirs I expressed my opinions of their general humbuggery in the positive terms of youth. My host warmly opposed my mistaken conclusions, saying, very truly, that "I had never seen any but the lowest and commonest class of fakirs, but that he had seen enough to know there was more than mere trickery in the feats of some of the higher classes." The outcome of the matter was that my host agreed to take me to see a Hindu of his acquaintance who was a "Yogi" of high degree, who, if he could be prevailed upon to exhibit his powers, would show me more than I had ever dreamed of. On my asking him how *he* could influence such a man, he pointed to a tiny Masonic charm which he wore, and said that the Craft was widely followed throughout the East, and that part of its mysteries played a very important part in the creed of the higher Adepts, and, being a high dignitary himself, he was able to penetrate into many mysteries that another would not be permitted to see.

Early next morning we left the hotel and drove through the wonderful Botanical Gardens and out through a most beautiful avenue of tall palms, along a winding road, until about six miles from the city. Here we alighted from our vehicle and made the rest of the distance, half a mile or so, on foot along a narrow path, through what seemed to me to be a virgin jungle. We soon reached our destination, a tiny

hut surrounded by a grove of palms and bamboos, and sitting under the shade of a noble teak tree, we saw the man we sought. In his hut of thatched bamboo, this man, who might have wielded world-power, lived alone with his meditations, supported by the voluntary contributions from the natives of a nearby village. I looked eagerly at the man who possessed such wonderful power, and was somewhat disappointed to find him very little different from other aged natives, until we drew closer, then, never in all my life had I looked upon one who impressed me with the feeling of age—centuries instead of years might be the markers of this man's life—and yet he seemed young and vigorous. His dark, piercing eyes looked into one's very soul in spite of all resistance, and in that face of stately beauty and mental calm was the expression of an unearthly knowledge, of secrets wrung from another world by sheer force of will and yet made subservient to further seeking, and the beauty of that peace of mind that passeth man's understanding. My host approached this being with great deference and addressed him in a language which I could not understand. Although I was burning with eagerness to see some of the wonderful power of which I had heard so much, it seemed to me inappropriate to ask this strange human being to stoop to vulgar magic, so I was already resigned to bear the disappointment which I thought inevitable, from the gestures of dissent the patriarch made; but at last the fakir gave his consent to carry out my host's wishes.

Selecting a bamboo, he cut a cane about five feet long and handed it to me to examine, with a piercing glance that seemed to read my mind with one swift look; then he threw it on the ground before him and sat down on the low seat, as when we first saw him. Concentrating his gaze on the cane, he seemed to be gathering up some great force, and, while I was yet wondering what would happen next, I saw the bamboo cane slowly rise upright and stand on end as if fixed in the ground. This was surely proof enough of the control of mind over matter, but more was to come. Almost in the twinkling of an eye the cane seemed to swell out, and there, before my eyes, was a snake, the dreaded cobra, scourge of India, with its mottled hood and glittering eyes, its forked tongue darting in and out with baleful menace. As I gazed in wonder on this marvel, our "Yogi" began slowly to wave his hand from side to side, and, as he did so, the cobra followed every movement; then gradually raising his hand, the snake rose from the ground and floated in the air until it remained in a horizontal position, writhing and twisting its body to and fro. To my horror, it seemed to be gradually coming toward me, with its fierce little eyes fixed on me with malignant hate; it came nearer and nearer, while I stood as one paralyzed, until it was within a foot or two of my face, when it paused as if for a spring, and then I gained speech and motion, and shrieked aloud for help. But before I could turn to run the snake faded away, and the space it occupied a moment before was vacant. In another second I saw the bamboo cane lying on the ground as it was in the beginning of the scene.

It took me quite awhile to recover from my horror and astonishment at witnessing such a feat, and when I was ready to ask for more sights our "Yogi" had disappeared, and my host told me that it would be useless to disturb him again, as he considered he had lowered himself in thus exhibiting his skill to a scoffer's gaze.

"Had a case of paralysis last week. After five minutes' treatment, she walked alone across the room. She was considered incurable. She is happy to-day. Cured a case of somnambulism; this patient would never sleep more than three hours at one time. She was on the verge of insanity. She now retires every night at 9.30, and falls asleep instantly. Says she would not wake up if a cyclone struck her."

R. F. EICHLER, Sec. of Board of Trade, Waltham, Mass.

The Power of Personal Magnetism in Love and in Society

HOW to be loved, how to win and hold the affections of others may to you seem a gift enjoyed by a favored few. Such is not the case. This mysterious power is within the reach of all who will only make an effort in the right direction.

How to Inspire Love

There are certain things which produce and inspire love; there are certain things which blight and destroy it. Do you know these things; or are you attempting something you are totally ignorant of?

Would you expect success as a civil engineer, when you had never studied mathematics or civil engineering? Would you expect success as an orator without a knowledge of language? Then how do you expect success in winning and holding friendship, admiration, and love without a knowledge of the finer forces of nature, without the knowledge of those constituent elements upon which all true love does and ever must depend?

Startling Information

The powerful search-light of investigation has been turned on the inner mysteries of life and sex, of passions and intellectual faculties, and the dark hidden recesses of time have been forced to yield their secret information. We have made a long and careful study of magnetism, physiology, and psychology with special reference to sex and can give you startling information of which you have never dreamed.

The art of fascination, the power of charming by voice, manner, etc., etc., and the real nature and source of all true love will be fully and thoroughly explained to you.

Mysteries of Life Revealed

There is nothing silly or foolish in our course; every word is reason, common sense, scientific facts deduced from long and painstaking investigation, and the moment you read our instructions, you will see the reasonableness of everything contained therein. Astounding discoveries will be disclosed to you and mysteries of life revealed that will put you in an entirely new sphere. You will see and understand things as you have never before seen and understood them. You will have knowledge that more than anything else will bring you happiness and pleasure. A home without love is the most desolate place on earth. Our country is today dotted with thousands of dwellings from which the winged bird of love has flown and hundreds of graves mark the green hillsides of our nations, showing the final resting place of those who have perished for a vanished love; those whose spark of life grew dim and finally went out in the darkness of night, because the hand that was once magnetic, grew cold. A love was lost, a home destroyed, and a life despaired of and finally renounced,—all for the want of information in regard to the mysteries of life and sex, of love and human magnetism.

Invaluable to Ladies

No lady has ever been prominent in society, a leader of women, and able to fascinate those with whom she came in contact, unless she possessed a magnetic personality. Mere beauty alone will not do it. How often do we see a woman radiantly beautiful, surpassed by her more homely sister, simply because the latter has that invisible something which people call magnetism.

Success in Society—Manner More Fascinating

Than Beauty

Ladies so often say, "I can make friends, but I cannot hold them; people like me very well at first, but after a short acquaintance they cease to pay me attention." The reason is obvious. You may have beauty, education and wealth, but that omnipotent force, called personal magnetism, is lacking. This wonderful agent is more fascinating than beauty, more subtle than education, more powerful than wealth, and imparts to its possessor a grace and finesse that nothing else can even begin to give. How curious, that the stronger a man is intellectually, the more easily he is influenced by this mysterious invisible force. He who can stir a nation to its profoundest depths by the magic of his pen, or sway the minds of the multitude by the charm of his voice, is shorn of his tremendous power and reduced to the pliancy of plastic clay before a woman of strongly magnetic personality. And yet this mysterious power which has swayed the destiny of kings and caused the boundaries of nations to oscillate upon the maps, can be acquired and used by any intelligent woman who is willing to take the time and trouble necessary to learn how to do so. Those who are eminently proficient in the use of this power have acquired it. Many have studied it and learned it the same as you learned arithmetic or spelling. This information, however, has been kept from the public at large. Its secrets have been jealously guarded by those in possession of them, and never before have they been placed at the disposition of the general public.

We will forfeit \$1,000 if the instruction we give along this line is not the latest and best extant and we will forfeit another \$1,000 if you can get elsewhere the information we give you, that is, a complete exposition of the real secrets of the art as we explain them.

Real Secrets

We do not take up your time with a discussion of diet, bathing, etc., etc., nor is our course a rehash of old books, but we give you the real secrets of the art of fascination or the science of manner, and show you just how you may acquire and use this wonderful power.

Banish Misfortune

This information has been gleaned at the expense of thousands of dollars in money and years of study by eminent specialists. Everything is reduced to a system and the course of instruction is so plain that anyone can easily make it his own. No woman need longer complain of her inability to influence others or to appear well in society. You now have the opportunity to acquire this invaluable information, and if you refuse or neglect to do so and go through life a victim of ill-luck, misfortune and unhappiness, you have no one to blame but yourself. You were offered the magic wand, a wave of which would bring you power, influence and luxury, but you refused it, knowing well at the time that a strongly magnetic personality is a weapon before which the most powerful cannot stand.

"I cannot help feeling grateful for the great good your course has done me. I am not the same man I was two months ago. I am now enjoying life. I am able to attend to my work. Things seem easy to me and I accomplish more than I ever dreamed of. I find there is more in me than I ever knew before. It gives one a force of character that they cannot otherwise have."

R. A. COOKE, 75 West 10th Ave., Columbus, O.

What Colleges and Distinguished Men Say of Hypnotism

From Harvard University

HARVARD UNIVERSITY, CAMBRIDGE, MASS.

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

WILLIAM JAMES, Ph. D., M. D.,
Professor of Psychology.

From Temple College

TEMPLE COLLEGE, PHILADELPHIA, PA.

I have seen the subtle power of hypnotism remove pain where other anæsthetics failed. I have seen the sick man restored to health through no other means than the quiet, restful sleep brought about by this wonderful agency.

REV. RUSSELL CONWELL, D. D.,
Pres. Temple College and Pastor of Temple Church (Baptist).

From Paris, France

It is not only in hysteria, in neurosis, and in pure functional nervous maladies that hypnotism finds an application. We have seen the cures which it has brought about in organic affections of the nervous system, in chronic articular rheumatism, paralysis, gastric troubles, etc.

H. BERNHEIM, M. D.,
Professor in the University of France.

From London, England

Disease is accompanied by either excess or deficiency of nerve energy in the centers enervating the affected organs, and hypnotism enables us to check and correct this disarrangement and thus cure the disease.

C. L. TUCKEY, M. D.,
Physician to the Margaret Street Infirmary, London.

From Berlin, Germany

Hypnotism as a therapeutic agent will outlive many remedies whose praises fill the columns of medical journals at present.

ALBERT MOLL, M. D.

"From the study I have made in your course, I can see that your instruction in occult science has no equal. I have been very successful in the practice of your instruction; therefore, I will do all that is possible to recommend the New York Institute of Science to those who are seeking for knowledge in Hypnotism, Personal Magnetism, etc."

PAULINO DIAS MACHADO, Calle Uruguayana 102,
Rio De Janeiro, Brazil, S. A.

International Congress of Hypnotism

Held at Paris, Aug. 12, 1900

PERHAPS nothing illustrates better the fact that hypnotism occupies a foremost place among the leading sciences of today than the report of the International Congress of Hypnotism, which was held at Paris, August 12, 1900, in the building of the Congress of Medicine. Many important communications bearing on hypnotism were discussed. The convention was exclusively scientific in its character and the sessions were productive of much which furthered the development of hypnotism.

Twenty-four different nationalities were represented in this congress by over 500 delegates, including college professors, medical men and scientists, from America and Europe. A fair idea of the standing of the men who were active in the investigation and study of this great science may be obtained by an examination of the list of officers elected:

President: M. le Dr. Volsin (Jules), Medicin de la Salpetriere.

Vice-President: M. M. Dauriac (Dionell), Prof. honoraire a la Foculte, des Lettres de Montpellier.

Secretary: General M. le Dr. Berrillion.

Secretary: General adjoint M. le Dr. Farez (Paul), license en philosophie.

Treasurer: Colas (Albert), President d'honneur, M. M. de Dr. Joffroy; le Dr. Raymond; M. le Dr. Charles Richet; le Dr. Durand; le Dr. Liebeault, and other prominent men.

Among the eminent men who represented the United States were Dr. MacDonald of Washington, the noted government expert; Dr. Hamilton Osgood of Boston; Dr. Henrik Peterson of Boston: Prof. Morris Teligson of Cleveland; and Prof. William James of Harvard University.

Speeches were made by representatives of nearly all countries. Mr. Clark Bell spoke for the United States Government; Dr. Edward Berrillon gave a most interesting address upon the "History of Hypnotism." He distinguished himself throughout the congress in every way, and greatly assisted in the advancement of the cause of hypnotism as a successful therapeutic agent in the treatment of disease.

The report of the congress has permanently established hypnotism as a science, and the untiring efforts of these thinking men have disclosed its phenomena and established a working hypothesis.

Hypnotism and personal magnetism have taken hold of the thinking people, and they have found these sciences a fruitful and profitable subject of study. There certainly must be something in personal magnetism when thinking men of every civilized country on the globe are mastering it. Upon investigation you will find representative, professional, and business men in all parts of the world who attribute their success in life, in a more or less degree, to a knowledge of these sciences. It is not consistent that these people could all be deceived.

"When I received your course I was a very sick man with nervous prostration. For four years I had been unable to do any kind of work or business, and baffled medical skill. I had about given up hope when I commenced studying your course and practicing it upon myself. In less than one week my stomach was in better shape than it had been for thirty years. I could eat anything I chose without bad effects."

DR. PHILIP KENNICUTT, 18 Judson St., Binghamton, N. Y.



Subjects in a cataleptic state (with the limbs perfectly rigid) posed to represent a death scene. The picture gives one but little idea of the scene itself with the colored lights flickering thereon. Again, much of the facial expression has been lost in the engraving.

"Your course in healing is far superior to all others I have seen. I had a course that is widely advertised, and I thought it was good, but it does not in any way compare with your course. My hobby is treating. I have not had a failure up to date. I cured a man's hand which had been crippled for fifteen years. His fingers were all crooked and hand all puffed. I also cured a man who had suffered a sunstroke which the doctors could not relieve." P. C. FEENY, National Soldiers' Home, Kan.

Dr. Sage as an Authority on Personal Magnetism and Hypnotism

By REV. J. S. WHARTON

World-wide Renown

FOR a score of years and more the name of Dr. X. La Motte Sage has been identified with the subjects of personal magnetism and hypnotism. Dr. Sage has won world-wide renown, not alone by his investigations in the realm of the occult sciences, but as a scholar and author as well. He is very generally known for his works on Mathematics, English, and Laws of Commerce. Several leading institutions have honored him with degrees, and he is now Master of Arts, Dr. of Philosophy, and Dr. of Laws. He is best known to the public as the author of that celebrated work, "A General Course in Hypnotism."

Dr. Sage's Tour

Dr. Sage made an independent fortune in a few years by giving public exhibitions and lectures on hypnotism. There is no reason why others cannot do the same. When Dr. Sage made his famous tour, the people in the different cities went wild with enthusiasm. The largest theaters were packed and jammed to their utmost capacity, hundreds were turned away nightly. Old amusement and lecture tour managers say that nothing ever placed before the public caused such wonderful and prolonged excitement as did these hypnotic demonstrations and lectures. People would often pay any price for standing room.

Few People Possess It

With a good knowledge of hypnotism you can be a royal entertainer at a parlor gathering and command the respect of the best and most intelligent people in your locality. When you have this knowledge, you have something that very few people possess. Those with whom you come in contact are bound to respect and honor you on account of your superior attainments.

Dr. Sage has had long practical experience in every phase of hypnotism. He teaches you exactly how to become thoroughly acquainted with personal magnetism and to influence others unconsciously. He does not simply tell you that hypnotism does it, but he tells you how to use hypnotism. We guarantee that he gives you more and better information on this point than all others put together. He tells you how to use your eyes, your hands, what to say, and how to say it, what to have the other person do, how to tell when you are getting a proper influence, etc., etc. On this subject alone he gives you secrets worth hundreds of dollars.

Knows Every Phase

He tells you exactly how to treat diseases. He does not merely say use hypnotism or animal magnetism, but he shows you how to use it. He does the same in regard to giving an entertainment, and in everything else he teaches you. Most

"Since taking your course I find all your claims verified. I have seen several other courses and have studied suggestive therapeutics for two years, but have never seen so much given for the money as is contained in your course. I cured one lady 60 years of age, of heart trouble. Her name and address is Mrs. Lucy M. B. Grennell, Oak Ridge, Plymouth, Mass." H. HARRY JOHNSON, Box 213, Plymouth, Mass.

people advertise to give you a large amount of information, but only teach you the elementary principles of hypnotism; tell you that you know it all, you have the key, go ahead. The rest is all done by hypnotic influence. You might as well teach a man notation, numeration, addition, and subtraction and tell him to go ahead now; that all problems are solved from these four principles. So they are, but there is a world to learn about arithmetic after mastering these four principles. The same is true about hypnotism.

Experience with the Wealthy

Wealthy people in New York and in various parts of the country are constantly paying Dr. Sage large sums of money for instruction in the unconscious use of hypnotism, or personal magnetism.

These people realize fully the value of a knowledge of this subtle power, and know the great advantage it gives them over other people. They study the science carefully and grow more and more successful each succeeding year. "Do not put off till to-morrow what may be done to-day," but commence the study of the wonderful science of hypnotism at once and get the key to all great success in every walk of life.

Dr. Sage has reduced the philosophy of influencing others to a system and has taught this science to hundreds of prominent men and women. He numbers among his students senators and representatives in the United States Congress, distinguished politicians, ministers, priests, lawyers, governors of states, ambassadors and consuls, presidents and cashiers of banks, orators, life insurance men, managers of big corporations, and successful people in every walk of life.

Wonderful Secrets Explained

These people know the value of influencing others, and are always ready to add to their knowledge. They control people, they direct the destinies of our nation. The masses of people work for them, and get practically nothing, because the masses are ignorant of the law by which the human mind may be influenced and controlled. To exercise this influence successfully you must not let people know that you understand this phase of hypnotism, say nothing about it to anyone. "A still tongue maketh a wise head." If people knew you had this knowledge they would always be expecting you to influence them and would resist your efforts.

Dr. Sage's residence for a number of years in the great metropolis, New York, gave him unlimited facilities for testing his system himself and for having his students test the methods.

Nothing is taught in his course but that which has been proved by long experience to be eminently practical, its efficiency having been tested in every case by prominent business and professional men in New York whose daily vocations require them to be able to influence others to a remarkable degree.

"I received your course of instruction in hypnotism, personal magnetism, etc. It is far superior to anything I have ever seen, although I have four other courses. Yours is so simple a child can understand it. I have had good success in everything I have undertaken. I have treated a number of cases and have not failed in a single instance."

MRS. J. N. COMBS, Box 124, Dodge City, Kan.



ENDORSED
BY
COLLEGES
AND
UNIVERSITIES

OHIO STATE UNIVERSITY

COLUMBUS, OHIO. Feb. 1, 1897.

To Whom It May Concern :

At my invitation Dr. X. La Motte Sage addressed our classes last Friday in the University Chapel, on hypnotism. His presentation of the subject was reasonable and candid and free from all extravagant claims. Those present were greatly interested and enjoyed a rare opportunity of learning the nature and possibilities of hypnotism, so far as they have been ascertained by the most distinguished investigators.

After the address some practical experiments were conducted by Dr. Sage, with the students and faculty of the University as subjects. These were highly satisfactory and thoroughly enjoyed by everyone present.

It gives me pleasure to commend the doctor as a person whose intelligence and address entitle him to recognition by the best people of the places he may visit.

W. H. Scott

Professor of Philosophy,
For 13 years President,

UNIVERSITY OF MARYLAND.

Baltimore, Md., Jan. 10, 1898.

Dr. Sage has this day delivered a scholarly and impressive address upon hypnotism before the Students and Faculty of the various departments of the University of Maryland. He sketched in a most instructive manner, the legitimate uses to which hypnotism may be put in the practice of medicine.

The lecture was followed by a most instructive, entertaining and convincing demonstration of the remarkable phenomena of hypnotism, the subjects being instructors and students of the University.

C. W. Mitchell
Dean.

FALL RIVER MEDICAL COLLEGE

Fall River, Mass.,
April 16, 1898

By special invitation Dr. X. La Motte Sage appeared before the Fall River Medical Society and gave a very interesting demonstration of hypnotism, performing a number of genuine and remarkable tests upon prominent physicians present.

E. Hanis
Secretary.

Given by order of the Society.

TEMPLE COLLEGE.

RUSSELL H. CONWELL, PRESIDENT.

DEPARTMENT OF PHILOSOPHY,
EDWARD N. ELDRIDGE, A. M.
PHILOSOPHY AND LOGIC.

Philadelphia, Pa.,
Feb. 3, 1889.

I have examined the correspondence course in Hypnotism by X. La Motte Sage, and beg to state that for a clear and practical explanation of how to hypnotize, I know of nothing that will in any way compare with it. I believe that such a course in the hands of any physician or professional man, will enable him greatly to increase his usefulness.

Very truly,

Edward N. Eldridge

SOUTHERN HOMOEOPATHIC MEDICAL COLLEGE.

Baltimore, Md., Jan. 10, 1898.

On Friday, the 7th inst., Dr. X. La Motte Sage gave at the Southern Homoeopathic Medical College, a most interesting and instructive exhibition, before the students of the college, of his hypnotic powers.

Various members of the class were placed under the hypnotic influence, and the students and faculty of the college were very much pleased with the address and exhibition.

Henry Randall M.D.
Dean.

"I was troubled with complicated ailments for years. It cost me a great deal for doctors, and I got no relief. Your instructions in auto-suggestion have done me more good than anything else. I have had remarkable success in healing others. I find your instruction very plain and complete in every detail."

FERDINAND HEINTZ, 2121 Ash Lane, Erie, Pa.

HYPNOTISM TO BE COLUMBIA'S NEW STUDY

**Prof. Hyslop Gets Promise of \$100,000 to Establish Such a Department if
Like Sum is Provided for the Course**

Donor's Name is Not to be Made Public

THAT an institute for the special study of hypnotism as a science may become a part of the curriculum of Columbia University is now more than a mere possibility, and is the hope of Professor James H. Hyslop, who has already been promised \$100,000 as a nucleus for the large fund that would be required to successfully establish such a department.

A report which gained currency that John D. Rockefeller had signified his willingness to give \$100,000 toward the establishment of a department for the study of hypnotic suggestion caused much interest among disciples of the cult as well as among the friends and faculty of Columbia University, and was given credence because of the fact that several years ago Mr. Rockefeller had given the university a like amount for the department of psychology. * * * * *

Will Not Disclose Identity

"No, I am not at liberty to tell the name of our would-be benefactor, nor can I even give the exact amount of his offer; but the report that a hundred thousand dollars is available so far for this purpose is not erroneous. However, to launch such a department successfully and to insure its continued success would require a million dollars. This amount is not in sight as yet, and possibly it may not be forthcoming, and it is too early to talk of any definite plans.

"The plan to which I referred in my paper, read before the Medico-Legal Society at the Waldorf-Astoria, is still in too nebulous a form for me to discuss it at present. * * * * *

Hypnotism Valuable

"There is a wide range of usefulness in this field not appreciated by those who have not made the subject a special study. People of large means are not apt to look with favor on hypnotic treatment, and, of course, it would be among the poorer classes, who are grateful for anything that might do them good, that we would find our principal field.

Not only from apparently diseased conditions may relief be had by hypnotic suggestion, but in surgical operations it may be made almost invaluable by rendering an operation otherwise exceedingly painful, almost or entirely painless. Dr. Bramwell, of London, has long been performing such operations and his experience is that there is much less loss of blood from operations performed on persons under the hypnotic influence than in cases where anæsthetics are used.

"Hypnotism has the added advantage of removing all danger attendant upon the use of anæsthetics, as well as eliminating all the bad after effects from the use of drugs.

"Only a short time ago I had a most pleasing illustration of the curing of disease by hypnotism in my own home, the patient being my own little boy. I came

"Your course has helped me in a business way. I paid particular attention to the use of personal magnetism. The proof of same, I was laboring by the day for Hartszog & Co., Allegheny, before I had your course; now I am managing a business for Mr. J. K. Davis."

A. J. MCGINNIS, South Side Tobacco and News Co.,
60 Ohio St., Allegheny, Pa.

home rather late and found him suffering from croup, which I feared might develop into membranous croup of a malignant type if not treated at once, as he experienced such difficulty in breathing. I immediately called the doctor by telephone and was informed that he could not come to the house at once. I told the doctor that I would try hypnotism, and if he was not relieved in a short time I would call him again on the 'phone.

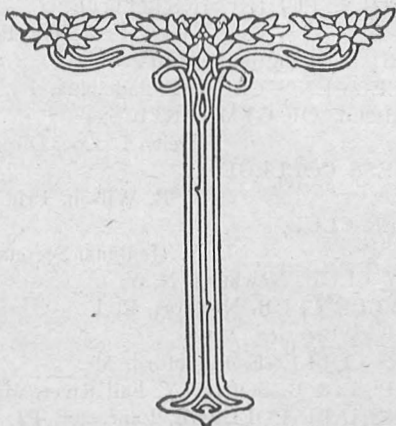
Puts His Boy to Sleep

"I passed my hand gently over his forehead and eyes, meantime speaking soothingly to him and telling him to go to sleep. He succumbed to the hypnotic influence and then I told him that when I had counted three he would be able to breathe easily.

"After counting three I aroused the lad, and he said he was much relieved. Then I placed him under the influence again, and told him that when he awoke in the morning his throat would be 'good', carefully avoiding any allusion to the possibility that his throat might be 'better', and leaving the hypnotic suggestion that his throat would be all right when he awoke. Next morning he said to me:

"'Papa, my throat is good this morning', and as a matter of fact the child was cured by hypnotic suggestion.

"This simply illustrates one type of cases which might be treated with advantage by hypnotic suggestion. The principal difficulty is to tell just what degree of hypnotism in a given patient renders him best fitted to undergo a surgical operation or give relief from disease. The function of such an institution as we hope one day to establish in New York would be to make its students experts in this one thing, as well as in all other phases of the practice of hypnosis."



"I have not finished your entire course, but have learned enough to be able to influence people to fasten the hands, stiffen the arm, etc. In fact, I have had no failure as yet. I am immensely pleased with your instruction. All my friends and acquaintances are anxious to have me give them demonstrations."

W. C. MORRILL, 1313 Willow St., Austin, Texas.

Dr. Sage Before Clubs and Educational Institutions

To Whom it May Concern:

This is to state that Dr. X. La Motte Sage has given us a very interesting and eminently successful demonstration of the remarkable power of hypnotism, using as subjects parties who volunteered from among those present, all of them being residents of our city and well known to us.

MARYLAND BICYCLE CLUB,

Chas. W. Sloan, Pres., Baltimore, Md.

MARYLAND STATE NORMAL SCHOOL,

E. B. Prettyman, Principal and Supt. of Public Instruction,
Baltimore, Md.

MT. VERNON SCHOOL OF ELOCUTION AND LANGUAGES,

Philadelphia, Pa.

HOLY GHOST COLLEGE, Pittsburg, Pa.

YOUNG MEN'S CHRISTIAN ASSOCIATION,

Jas. E. Picknew, Gen'l Secretary, Troy, N. Y.

CENTURY CYCLE CLUB, Poughkeepsie, N. Y.

WORCESTER RAILROAD MEN'S ASSOCIATION, Worcester, Mass.

SADLER, BRYANT & STRATTON BUSINESS COLLEGE,

Warren H. Sadler, Pres., Baltimore, Md.

RENSSELAER POLYTECHNIC INSTITUTE,

E. R. Carey, Professor, Poughkeepsie, N. Y.

MYRTLE WHEELMEN, Baltimore, Md.

CENTURY WHEELMEN'S CLUB, Philadelphia, Pa.

PORTLAND SCHOOL OF GYMNASTICS,

Helen L. Coe, Director, Portland, Me.

CHILD'S BUSINESS COLLEGE,

W. B. Wilson, Prin., Worcester, Mass.

KNICKERBOCKER CLUB,

D. W. Jenkins, Secretary, Baltimore, Md.

NEWBURG CITY CLUB, Newburg, N. Y.

NEWPORT BICYCLE CLUB, Newport, R. I.

HANCOCK CLUB, Worcester, Mass.

BLISS BUSINESS COLLEGE, Biddeford, Me.

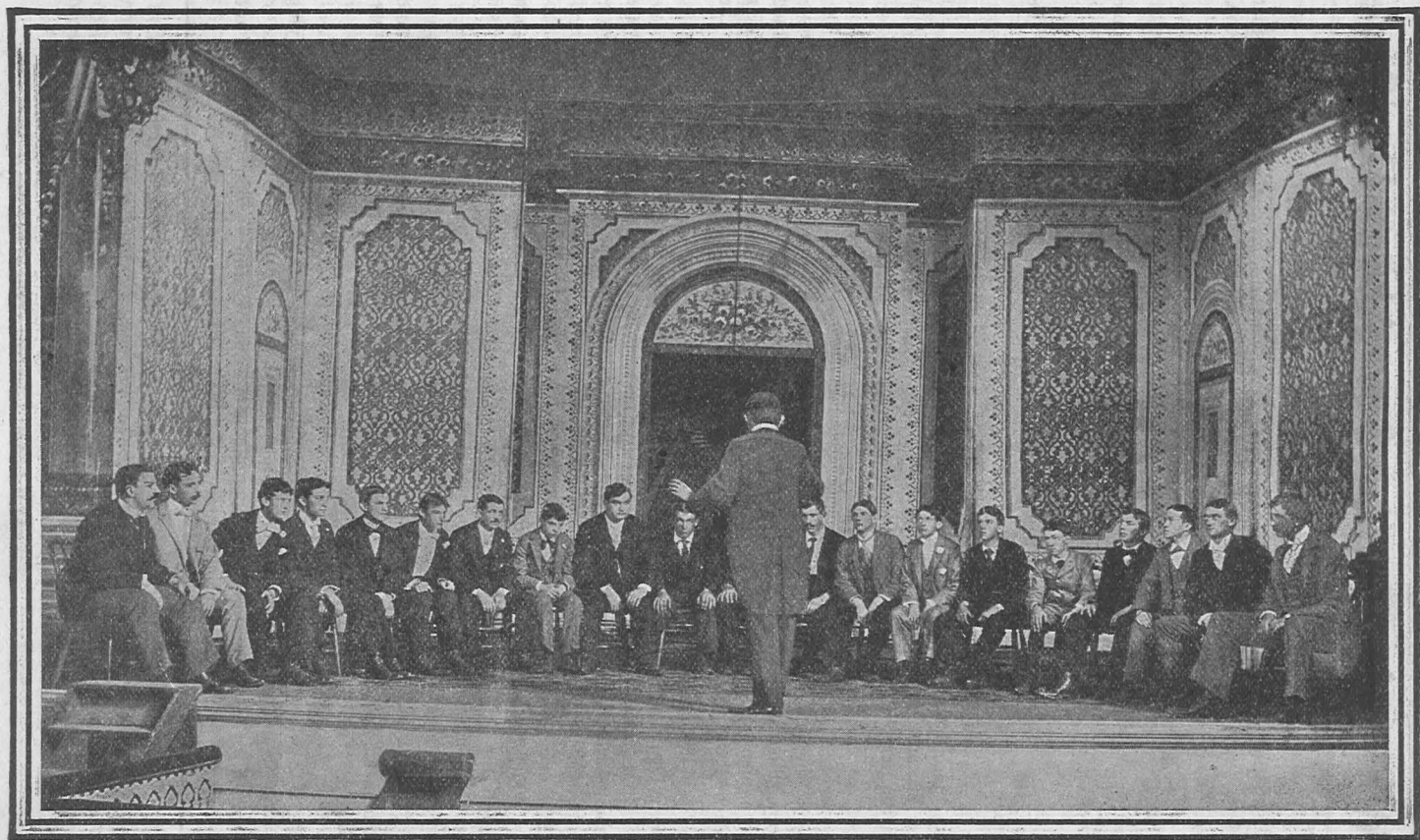
YOUNG MEN'S P. T. & B. SOCIETY, Fall River, Mass.

FRANKLIN-MARSHALL COLLEGE, Lancaster, Pa.

And over 200 others.

"Since receiving your course I find everything as represented. I have seen Prof. Sage in his exhibitions when he was in Portland, and I know it is the same method which he uses."

FRED A. KEIRSTEAD, Box 5, Sanford, Me.



Mr. Sage hypnotizing a large number at once on the stage at the Park Theatre, Philadelphia, Pa.

What the Papers Say About Dr. Sage

(*Philadelphia Press*, Sept. 1, 1896.)

"Dr. Sage manifested a power over those who volunteered as subjects, that Charcot or Luys, after devoting their lives to the study of hypnotic phenomena, could not gain in so short a time."

(*Worcester, Mass., Telegram*, Oct. 24, 1897.)

"Dr. X. La Motte Sage is certainly a past master in the art of putting people to sleep."

(*Troy, N. Y., Record*, Nov. 23, 1897.)

"Dr. Sage accomplished hypnotic feats of the most inexplicable kind with the greatest ease and facility."

(*Boston Journal*, Feb. 6, 1898.)

"Dr. Sage is a wonder. I honestly did not believe he could hypnotize me, but he did, and I take off my hat to him. The study of hypnotism is interesting and in the hands of a learned man like Dr. Sage it is doubly so."

(*Philadelphia Enquirer*, Sept. 1, 1896.)

"The influence of mind over matter was given a startling, and at times ludicrous, illustration last evening at the Park Theater when Professor Sage entertained an immense audience with the science of hypnotism and hypnotic scenes. The effects reached were marvelous, whether viewed from the standpoint of the skeptic or the most abject believer."

(*Pittsburg Leader*, February 1, 1896.)

"Dr. Sage is remarkable, in that his performances while amusing, are always demonstrations of scientific phenomena, never before attempted by any other hypnotists."

(*Harrisburg News*, May 29, 1896.)

"Dr. Sage has greater control of the wonderful power than any other man before the public today. His exhibition of the powers and possibilities of hypnotism are truly marvelous."

(*Reading, Pa., Times*, May 5, 1896.)

"Dr. X. La Motte Sage appeared before a very large audience last evening and demonstrated to the satisfaction of all present his wonderful hypnotic powers. Mr. Sage is a cultivated man and a persuasive talker."

We have testimonials and press clippings almost without number, all certifying to Dr. Sage's wonderful success. After the founding of the New York Institute of Science Dr. Sage ceased to give public performances and to deliver lectures, and devoted his entire time to the interests of the institution and its pupils.

"I have studied Dr. Sage's course in hypotism, personal magnetism, etc. It is all and more than the author claims. Every person should study it if he would be fully equipped for the battle of life. The general information it contains is worth hundreds of pounds. It assures those who master it a future fully provided for."

WILLIAM LEVEY, Rincarooma, Tasmania.

How to Acquire the Power

MANY PERSONS through the lapse of years develop a certain amount of hypnotic or magnetic power without knowing how they acquired it, or fully realizing that they have it. Such persons, however, never attain the brilliant success that they would have attained had they made a careful, systematic study of the subject.

How to Be Successful

To be eminently successful you should thoroughly master the first principles, then you will have a foundation upon which to build. You will know what you are doing and why you are doing it. You will have a system which will add a thousand-fold to your power. No man with a haphazard method can compete with a man having a systematic method. Thousands upon thousands of persons go through life without even realizing in the faintest degree the wonderful power of a magnetic personality. Such persons are often very scholarly and otherwise well equipped to fight the battle of life, but they accomplish little. They daily see persons outstrip them who have not one-tenth of their ability. The reason is obvious. No man has ever yet been known to reach the full measure to which his qualifications entitled him, unless he was magnetic. Thousands of persons possessing personal magnetism, who are otherwise poorly equipped, are lauded to the skies by the admiring multitude and live in affluence and ease, simply because they have the magic wand with which to sway the human mind.

Not a Gift

Personal magnetism is not a gift; you can learn personal magnetism, suggestive therapeutics, and all hypnotic sciences, if you want to do so. This well-spring of valuable information is open to you, and you may drink of its effervescent waters, and mold the minds of men. Every person who has this wonderful power, acquired it. True, in times past it has been kept secret, but its hidden mysteries have now been revealed by the searchlight of modern science and you need not longer walk in darkness. Only will it, and light, truth, and knowledge are yours.

Guarantee to Teach You

We will absolutely guarantee to teach you and put you in possession of the most valuable secrets known in all occult sciences. We have taught thousands of persons who write us the most flattering letters, telling in glowing terms of their marvelous success, how their homes have been gladdened, their impecunious circumstances removed, their diseases cured as if by magic, and scores upon scores of incalculable benefits have been received. Verily a new light and a new world have opened up to them. This may appear to you as overdrawn, but the half has not been told. Read unsolicited testimonials from our pupils appearing in this booklet, write to these persons about us, or come to see us and read in the handwriting of our students over their own signatures, the many marvelous benefits they have received, benefits which in many cases we dare not mention in print. The most laudatory things which are said about our instructions are those which our students say.

"Since taking your course I have seen life anew; another world has opened up to me and each day brings additional influence and power. I just now realize how helpless a human being is without a knowledge of these wonderful sciences. It truly reveals the secrets of life and the mysteries of nature."

JUDGE SAMUEL E. NASH, Richland, Texas.

We Teach You Thoroughly by Correspondence

SOME persons have the idea that it is impossible to teach hypnotism by correspondence. By most methods this is possibly true, but our method and system is so plain that we can teach it to anyone by correspondence who can learn anything else, and as proof positive of our confidence we offer to refund your money if you do not learn. Thus we take all the responsibility. All we ask of you is to try. Our course is finely illustrated throughout with elegant half-tone engravings and is the only correspondence course in hypnotism that has ever been illustrated. With every course a written guaranty is given to make a hypnotist out of you or refund your money; the guaranty is accompanied by a sworn statement as to financial responsibility and by bank references which absolutely and unconditionally warrant that we will do exactly as we agree.

Cannot be Forgotten

After you once learn our method it is not necessary that you keep practicing to retain your ability to exert hypnotic influence. If you do not practice for ten years you will still be able to hypnotize by our methods. Our methods cannot be forgotten after being once learned.

Hypnotism is Harmless

You can hypnotize by our methods as often as you wish, without hurting anyone in the least. Where any injurious effects follow, it is solely the result of improper methods in inducing the hypnotic state or in not understanding properly how to throw off the influence. We positively guarantee that no one will be injured in the slightest and that the majority of persons will be materially benefited from being hypnotized by our methods. Hypnotism within itself is absolutely harmless. You can only injure people by improper methods or through gross ignorance.

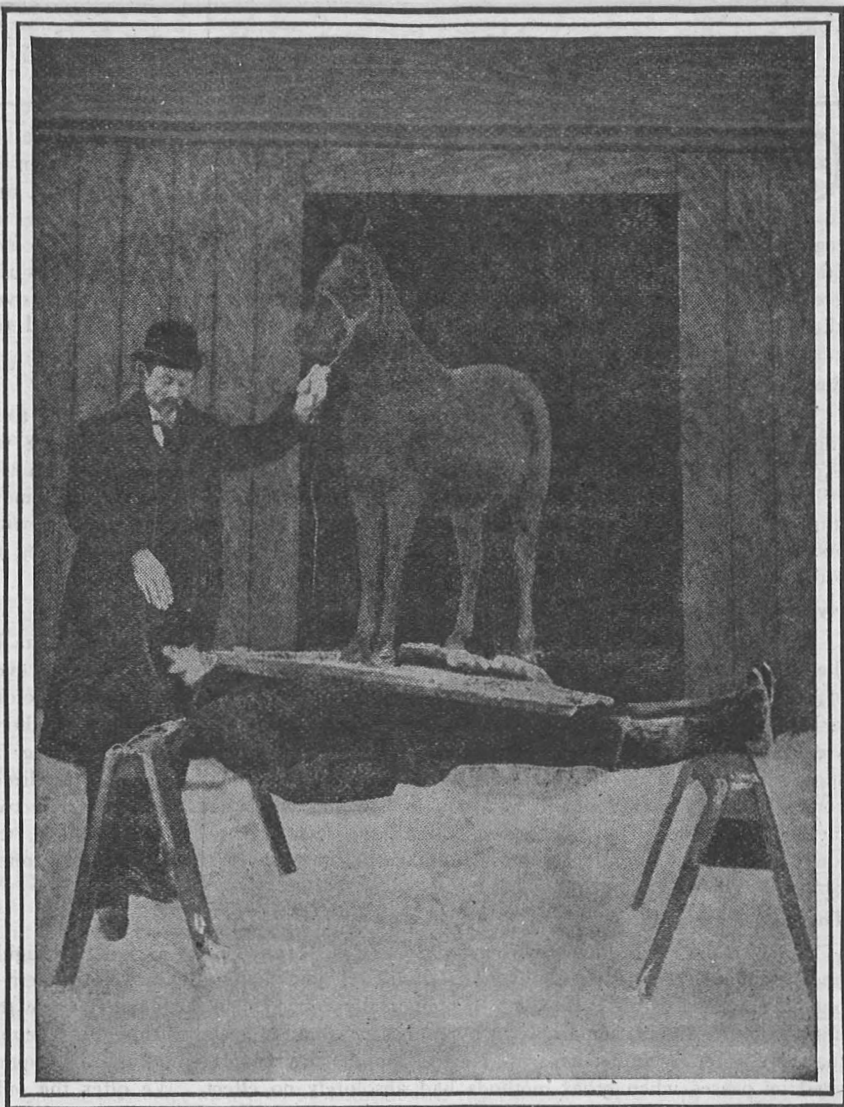
Character of the Instruction

These instructions were prepared by the eminent scholar and hypnotist, X. La Motte Sage, Master of Arts, Doctor of Philosophy, Doctor of Laws; Professor in Pierce College, Philadelphia, Pa., Central College, Sedalia, Mo., and the New York Institute, New York City, for over eight years; author of works on Mathematics, English, Laws of Commerce, and "A General Course in Hypnotism."

Dr. Sage has had the pleasure of delivering, by special arrangement of the different faculties, a large number of scientific lectures before different educational institutions, among them being: The Ohio State University, Columbus, Ohio; Temple College (Baptist), Rev. Russell Conwell, President, Philadelphia, Pa.; Holy Ghost College (Catholic), Pittsburgh, Pa.; Ohio Medical University, Columbus, Ohio; The Western University of Pennsylvania (Med. Dept.), Pittsburgh, Pa.; Bates College and Theological Seminary, Lewiston, Maine; Franklin-Marshall College, Lancaster, Pa.; Mt. Vernon School of Elocution and Languages, Philadelphia, Pa.; Eastman College, Poughkeepsie, N. Y.

Hypnotized Over 15,000 People

Dr. Sage has personally hypnotized and awakened over 15,000 people, and is, undoubtedly, the greatest living authority on methods of inducing hypnosis. In his course he imparts to you the secret methods of hypnotizing people and of throwing off the influence, never before imparted by anyone. He has had twenty times the experience of any other teacher of hypnotism, and the results of his rich experiences are all thoroughly explained in his valuable course of instruction, which is universally pronounced by all who have ever examined it to be the best correspondence course in the world.



This represents a test in catalepsy made several years ago by Mr. J. K. Perkins, of Kalamazoo, Mich., one of our pupils. Mr. Perkins is the first operator who ever attempted this test.

"I have had marvellous results from the study of your course, and whoever follows your instructions must have the same success. In its simplicity it surpasses all the books written on the subject and is worth a hundred times its cost."

DESIRE PORCQ, rue Fourcroy, Cours Lawvers, 4,
Roubaix, Nord, France.

What Our Course Teaches You

OUR course is guaranteed to be the plainest and most complete instruction by mail ever offered, or your money will be promptly refunded. Thus in taking instruction from us you are not compelled to rely solely on our word for what you get. We will give you unquestionable references in regard to our responsibility and refund your money immediately if you do not find everything exactly as represented. It is impossible to explain in words the great value our instructions will be to you and their wonderful superiority over all other courses which have ever been given. This course has been prepared regardless of expense, our only aim being to have the best at whatever cost.

Elegantly Illustrated

1. Our instructions are profusely illustrated throughout by the finest half-tone engravings showing the exact position of subject and operator in everything we explain. While these illustrations more than double the cost of the course to us; still without them the student might get an entirely wrong idea of many of the most important things. This is the only course offered which is properly illustrated with photo-engravings, thus showing the student by pictures exactly how to proceed in order to bring about the best results.

Hypnotism by Suggestion

2. We teach you how to hypnotize by suggestion, giving the best formulas in the world. This department of our instruction is far in advance of anything ever before offered. Dr. Sage has hypnotized more people than any other ten instructors in hypnotism put together, and he knows from long experience just what methods are the most effective. There are a large number of methods of hypnotizing by suggestion and unless you have some one with long practical experience to direct you, it is likely that you will be years in learning what are the most effective methods. Besides, Dr. Sage gives you all his own private, secret methods, the identical methods which enabled him to make the most successful tour of the United States that has ever been recorded.

The Use of Passes

3. We show you how to hypnotize by passes. Many operators not thoroughly understanding this method of hypnotism, will tell you that passes are not effective, but do not be deceived. Dr. Sage is universally conceded by all experts to be the finest operator living, being able to hypnotize in a limited space of time more people than any other hypnotist known. He has found many people who could be hypnotized by passes when other methods had absolutely no effect. We offer the only course that thoroughly explains this useful and often very necessary method of hypnotizing.

Combined Processes of Hypnotizing

4. We teach you how to hypnotize by a combination of processes, which will hypnotize more people than any single process. Our course is also the only one explaining how to combine passes, suggestion, and mechanical appliances, so as to hypnotize the most difficult individuals. Thus we actually put you in possession of information, from a thoroughly practical scientific man, which cannot possibly be obtained elsewhere and which has never before been offered to the public.

Without Passes

5. We teach you how to hypnotize without making a single pass or hardly giving a suggestion. A look, a thought, and the subject falls into a trance.

6. We thoroughly explain mesmerism, giving the latest and best processes of mesmerizing and teaching you the difference between mesmerism and hypnotism.

Magnetic Healing

7. We explain magnetic healing, or the use of what is known as animal magnetism in the cure of diseases. There is a great field for this work at the present time in the treatment of both chronic and acute complaints. Cases of sore throat, tonsillitis, dyspepsia, nervousness, chronic diarrhoea, deafness, and blindness, and many other maladies, have been cured by this remarkable agency when all medicines had failed. Many of our students are making from \$10 to \$25 a day from their knowledge of this art. In explaining these different things we employ the names most generally understood and show how to get results as well as give you the theory. Our theories as to the real cause are often very different from the theories entertained by most people who have not made a careful study of occult sciences.

Suggestive and Psycho-Therapeutics

8. We show you how to treat diseases by suggestive therapeutics and psycho-therapeutics. These agencies have cured and are today curing hundreds of people who have been pronounced incurable. They are the most valuable agents known in the whole field of medicine. With them you can treat drunkenness, the morphine habit, cigarette smoking, chronic constipation, rheumatism, neuralgia, insomnia, incontinence of urine, general debility, bashfulness, lack of self-control, and hundreds of other complaints. No physician can afford to be without this knowledge and every mother ought to have it in order to control her children and protect their health.

Mental Healing

9. We explain the process of mental healing, and how to cure one's self. This branch of therapeutics has thousands of adherents throughout the civilized world, and has unquestionably been the means of saving hundreds of people from premature graves. It often cures when all medicines fail.

Personal Magnetism

10. We explain personal magnetism or the unconscious application of hypnotism. This information alone is worth ten times the cost of the entire course. Dr. Sage has devoted a large part of twenty years to the study of this particular phase of hypnotism. He has acquired information along this line that is possessed by no other living man outside of his pupils. This is, perhaps, because he has had opportunities not afforded to others.

In New York he constantly came in contact with the most prominent men in the land, men who are noted for their magic influence over others, and he has made it his business to find out the exact method each has used to attain success. He has sifted the whole thing down and he gives you the cream of his rich experience. If you want to be successful in life, if you want to influence those with whom you come in contact, you can't afford to be without this information. It is here offered to the public for the first time.

Remember it is not always the brainiest men who succeed best. It matters not how much information you have, you will never be brilliantly successful in business, in a profession, in love, or anything else that brings you in contact with people, unless you know how to influence the human mind. This is a science. Certain prescribed and fixed laws are laid down which if you master and follow, will absolutely bring you success, wealth and happiness.

"Your mail course is complete and I am confident that any person can understand it. It is the only course that I have seen that gives a clear understanding of what hypnotism really is. I cheerfully recommend it."

E. K. HEYSER, Uniontown, Pa.

Removing Hypnotic Influence

11. We thoroughly explain how to remove the hypnotic influence. We show you how to awaken a subject when someone else has hypnotized him and cannot awaken him. Dr. Sage has awakened large numbers of people who had been hypnotized by persons who could not get them out of it, and he explains the exact processes he uses to produce the awakening. We absolutely guarantee our methods to awaken any subject, and also guarantee that after you have taken our course you will be able to remove hypnotic influence under any and all circumstances. Dr. Sage gives you infallible secrets in awakening people that you cannot possibly get from anyone else.

How to Hypnotize Instantaneously

12. We teach you how to hypnotize people instantaneously, quick as a flash of lightning. These methods are a marvel to hypnotists and people everywhere. By-standers can hardly believe their own eyes. You cannot realize the rapidity and absolute certainty of these methods without actually seeing them tried. Dr. Sage has hypnotized hundreds of people in a twinkling of an eye and he tells you how he did it, giving you his wonderful secret processes, which have cost him years of study and hundreds of dollars in money.

Many persons do not believe it possible to hypnotize instantaneously, but Dr. Sage has demonstrated to thousands of people that this can actually be done. It was one of the many startling feats that he nightly performed in his tour throughout the United States. He always used for his marvelous test persons who were well known and highly respected in the city in which he was giving his entertainments, so there could be no doubt about the genuineness of what he did. We positively teach you so that you can hypnotize people quick as a flash. A word, a movement of the hand, and the whole work is done. You will be astonished yourself at what you have accomplished. These methods have all been tried and tested and work with an absolute certainty. Many claim to have instantaneous methods, but their methods have never been publicly tested, or if tested they have been found to be failures. Make no mistake. If you want to be successful be sure to get the course that has been tried and proved to be good.

To Hypnotize in Sleep

13. We teach you how to hypnotize a person in his natural sleep so that he will awaken the next morning and never know that he has been hypnotized. He will not know what commands you have given him, still he will execute them, thinking they are his own ideas.

14. We show you how to hypnotize yourself and awaken at any hour of the day or night you wish to awaken.

15. We instruct you how to put people you have hypnotized under the control of someone else, who is not even a hypnotist.

Post-hypnotic Suggestion

16. We thoroughly explain post-hypnotic suggestion and how to cure bad habits, diseases, etc., with it.

17. We formerly made a specialty of perfecting students in the technique of post-hypnotic suggestion, but in the absence of a special request therefor, we now give only general instruction in this subject.

"I wish to say that I have taken the full course in hypnotism published by the New York Institute of Science and it has opened up a new world to me. I would not take anything for the knowledge I have gained, and I will be glad to recommend the course to anyone who writes me."

ARTHUR H. POOR, Box 111, Norman, Neb.

Misuse of Power

Some time ago a young gentleman in the South took our course, met a wealthy young lady from New York who was stopping at a seaside resort and suggested that she loved him and would marry him the next day. The young lady, of course, had no idea that such a suggestion had been implanted in her mind and really thought she loved the young man. The parents of the young lady were very much disgusted when they heard their daughter had actually married a man they considered so much beneath her, but the young people are still living together happily. However, we do not sanction the method the young man employed to win his bride.



Hypnotized young men at the command of the operator are unable to close their mouths, though they are plainly trying to do so.

Hypnotized Her Husband

A girl who was employed in the house of a wealthy New York family as a professional nurse, hypnotized the son of her master, during the son's illness, and gave post-hypnotic suggestions which induced the young man to propose to her and marry her shortly after his recovery. The young man really believed he had learned to love the girl and that his happiness would not be complete without her. A lady in Kansas City took our course, hypnotized her husband and by the means of post-hypnotic suggestions induced him to deed his entire property to her, after which she refused to live with him.

Proper Uses

We could mention a number of other similar cases, but we believe the above are sufficient to convince any fair-minded reader that we are right in withdrawing such information from general sale, and hereafter those who wish this instruction must make special application, stating the purpose for which they wish to use it. If it is to be used to correct bad dispositions in children, restrain a high temper, induce a disposition on the part of children to study, or for any good purpose, the information will be given. We will give the instruction to wives or husbands who wish to employ it to restore the estranged affections of the other, but we positively will not give it to those wishing to use it to force someone to marry them, or to obtain property not belonging to them, or anything of this nature. There is no extra charge for this instruction. It is given free with the course to those wishing it for worthy motives.

Funny Entertainments

18. We show you how to give the funniest and most side-splitting entertainment in the world. Hundreds of our students are giving parlor entertainments for which they receive \$25 a night; many others are on the road giving public exhibitions and clearing thousands of dollars yearly. There is no reason why you cannot do the same if you want to.

19. We teach you how to hypnotize a room full of people at once, or a single individual.

20. We explain the method of hypnotizing a man in a crowd or drawing him out of the audience, by pointing your finger at him.

Relieving Pain

21. We show you how to extract a tooth or painlessly perform any surgical operation under hypnosis.

22. We teach you how to relieve pain under any and all circumstances.

23. We show you how to hypnotize by telephone, telegraph or by mail.

24. We explain the latest process of hypnotizing at a distance of 1,000 miles away and of awakening the subject at the same distance.

Catalepsy and Clairvoyance

25. We show you how to produce the cataleptic state, and put on wonderful and startling tests.

26. We explain the latest and best methods used to produce clairvoyance, or seeing at a distance, thought transference, mind reading, etc. We give the best information known on how to put people into a trance so that they can locate lost and hidden articles, ferret out murders, thefts, etc. We also tell you how to put yourself in this condition. Many persons charge \$50 for these methods alone.

27. We teach you how to hypnotize a person and make him do your bidding while he is still conscious. Very few persons give you this information.

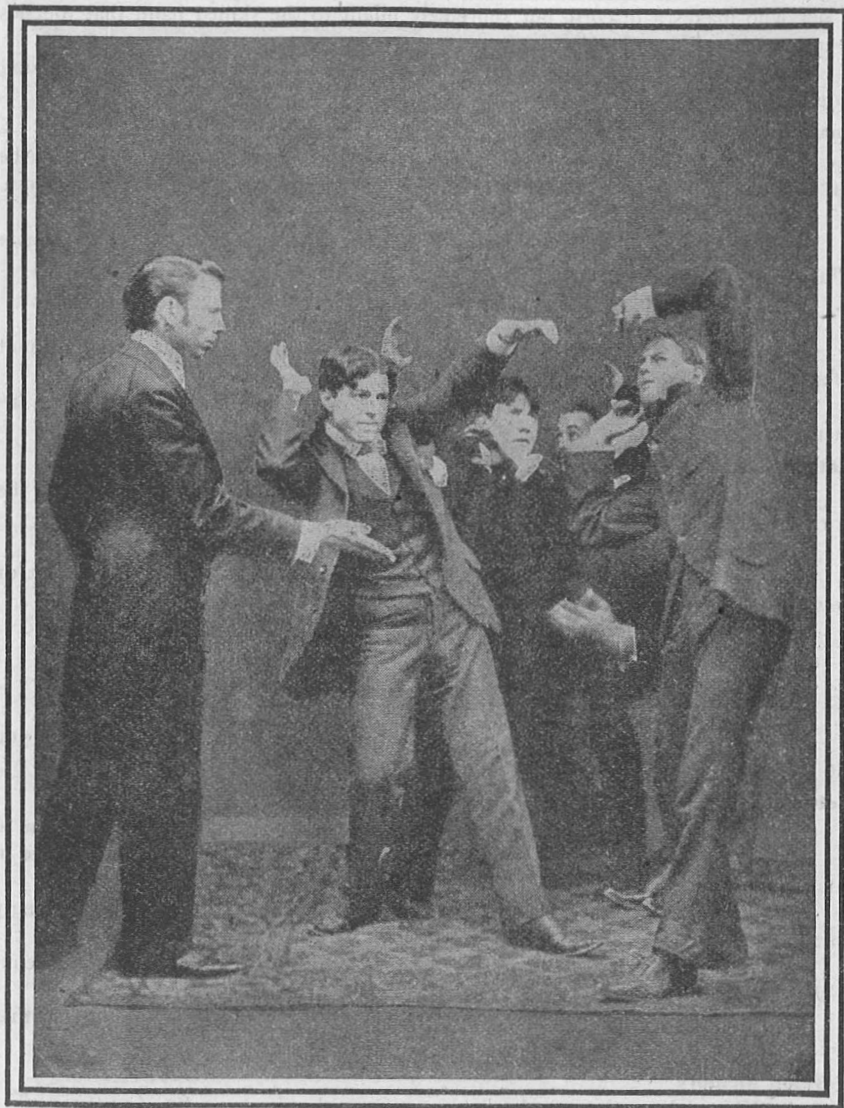
28. We teach you how to put a person into the hypnotic sleep by the quickest and most certain processes known, giving valuable methods you will find nowhere else.

Charm of Manner,—How to Win the Esteem and Affection of Others

29. We explain how to secure the affections and good will of any persons you wish, so that they will like you and do anything to please you.

30. We teach you how to acquire that peculiar magnetic personality which gives a charm of manner and a power of fascination to the individual that is sure to win and hold the respect and admiration of those with whom you come in contact.

We cannot describe in words the great benefits and possibilities of this peculiar force. If all ladies only understood this subject, the domestic infelicities, trials and troubles of our land would be practically removed and our divorce courts might



The hypnotist causes these young men to imagine the air is full of bees, and they are fighting them with all their power.

take a perennial vacation. Ladies marry who are not magnetic, and after their husbands live with them a few months all love has disappeared and a blight has been cast upon a once happy home. The husband soon ceases to pay his wife attention and a life of unhappiness or a divorce eventually results.

Winning and holding the esteem and affections of people is an art, a science, which you can learn and apply with results which will startle even yourself. This is the secret of that strange and unaccountable influence which some persons exercise over others. This information will disclose to you many of the hidden mysteries of life. You will see and understand people as you never before understood them. The mind of man is a harp of a thousand strings, utterly implacable to her who makes a discord, but supremely pliant to the skilled hand that touches in unison the tender chords of life.

31. We teach you how to use your will power in influencing and hypnotizing people.

Anaesthesia

32. We tell you how to produce a state of anaesthesia so that needles may be run through the subject's arms, lips or face without his perceiving the slightest pain.

33. We teach you how to prevent people from influencing you.

34. We explain the methods used to influence people sitting at a table opposite you, riding in a car, or standing upon the street.

35. We teach you how to hypnotize people who are deaf and dumb.

36. We explain how to fascinate animals.

37. We teach you how to affect your subjects so that other hypnotists cannot influence them.

38. We teach you how to keep yourself or any other person from being influenced by anyone else.

Methods Used by Physicians

39. We explain the methods used by the most celebrated physicians in the world in treating their patients with hypnotism.

40. We explain just what effect hypnotism has on the mind of the subject.

41. We show you how the pulse of the subject may be made to beat fast or slow.

42. We explain how the action of the heart may be accelerated or retarded.

43. We teach how to make a subject blush, cry, or laugh.

44. We tell you how to increase the susceptibility of a subject.

45. We explain the methods of putting a subject in seven days' trance.

46. We give you instructions in regard to treating diseases that will make you \$10 to \$25 per day as long as you live.

Getting Employment

47. We will give you instructions that will be the means of enabling you to get a position if unemployed, or if employed to secure promotion and an advance in salary.

48. We teach you how faith healers and others have often made seemingly miraculous cures.

49. We also teach you hundreds of other things which we cannot here enumerate for want of space.

50. We teach you how to train the minds of the young by hypnotism so that evil tendencies may be held in abeyance and innate good developed.

Develop Memory

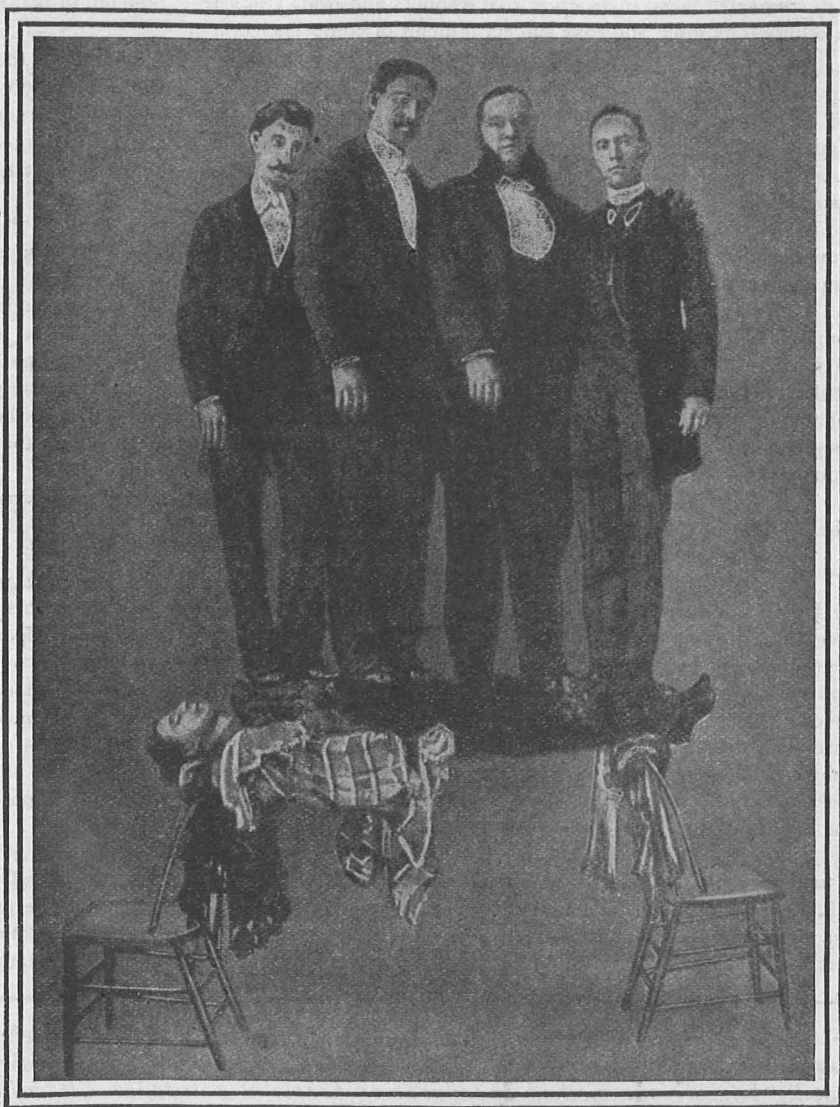
51. We teach you how to develop memory, either in yourself or in others.

52. We teach you how to develop mental concentration and to control yourself, overcoming embarrassment and timidity.

There is no information connected with the whole science of hypnotism that we do not give you in the fullest and latest form. So if you do not see the things mentioned here that you want information upon, write us, stating exactly what you want to know and we will give you the very latest and best instruction obtainable in that particular line.

Do not confound our instruction with that given by illiterate hypnotists.

Our course is strictly original, entirely different from anything of the kind offered by anyone else, and is fully protected by copyright.



This is a cataleptic test performed by Dr. Herbert L. Flint, a very eminent hypnotist. It is usually considered a most remarkable feat.

Courses of Instruction

IF there is any reason for your taking up the study of personal magnetism, hypnotism and the allied branches of the occult sciences, there is every reason for your obtaining the most thorough instruction on the subject. Thorough knowledge truly and essentially raises one man above another. Remember, "A little learning is a dangerous thing." Books that are made of a commingling of unconnected facts, instruction that wanders and leads you astray, tend but to make an otherwise simple and easy subject difficult of comprehension.

There is no art or science that is difficult to attain if you go about it in the right way. This is particularly true in the case of the occult sciences. Therefore, you owe it to yourself, if you would make real progress, to secure the best instructions the times afford and to apply yourself diligently to them. The ideal text book instills knowledge into an apt pupil as easily as the philosopher's stone was wont to turn all metals it touched into gold.

Instruction to be valuable must be intelligible. You will profit nothing if the thoughts of the best authority in the land are set before you, couched in language you do not understand.

To be successful in the highest sense, instruction must not only be thorough, comprehensive and intelligible, but it should be personal in its character. There is an incalculable advantage to be derived from taking a course of instruction,—particularly in personal magnetism and hypnotism,—from an institution that is not only capable of lending you assistance but which stands ever ready to help you over the rough places. You always have some one to whom you may take questions that trouble you.

The New York Institute of Science puts into the hands of its students three distinct and comprehensive courses of instruction.

These works are:

(1). A CORRESPONDENCE COURSE IN PERSONAL MAGNETISM AND HYPNOTISM, by Dr. X. La Motte Sage, A. M., Ph. D., LL. D., a most complete and comprehensive treatise; the result of years of thought and experience of the acknowledged peer of living hypnotists. The work is admirably organized and presents clearly and concisely the subjects of personal magnetism and hypnotism. The directions given for developing the power are explicit and unmistakable. The course is profusely illustrated with the finest photo-engravings, showing the exact positions of subject and operator at every step. In constructing this masterpiece, Dr. Sage has been materially assisted by the eminent psychologists and scientists who compose the faculty of the New York Institute of Science.

(2). A HIGHER COURSE IN HYPNOTISM, PERSONAL MAGNETISM, SUGGESTIVE THERAPEUTICS, AND MAGNETIC HEALING, by Dr. X. La Motte Sage, A. M., Ph. D., LL. D. As its name indicates, this book is designed for those who have mastered the rudiments of the science, and are on the higher road to proficiency. The subjects are fully treated in a series of twenty lessons, and the work must ever stand

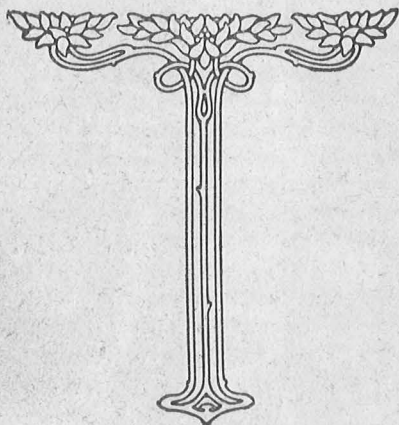
"I have cured a number of headaches and little ailments since receiving your course. Your instruction in personal magnetism is especially good. I tried your method of influencing people at a distance. I wrote a letter some time ago and did not get an answer. The other day I resolved to get an answer; I got it at once."

ROY A. CUTRIGHT, *Weston, W. Va.*

as a model text-book. The several topics are finely illustrated with half-tone pictures, and the best that can be said of the book is that it has commanded universal approval and elicited unlimited praise, not only from students who have used it, but from leading psychical authorities as well.

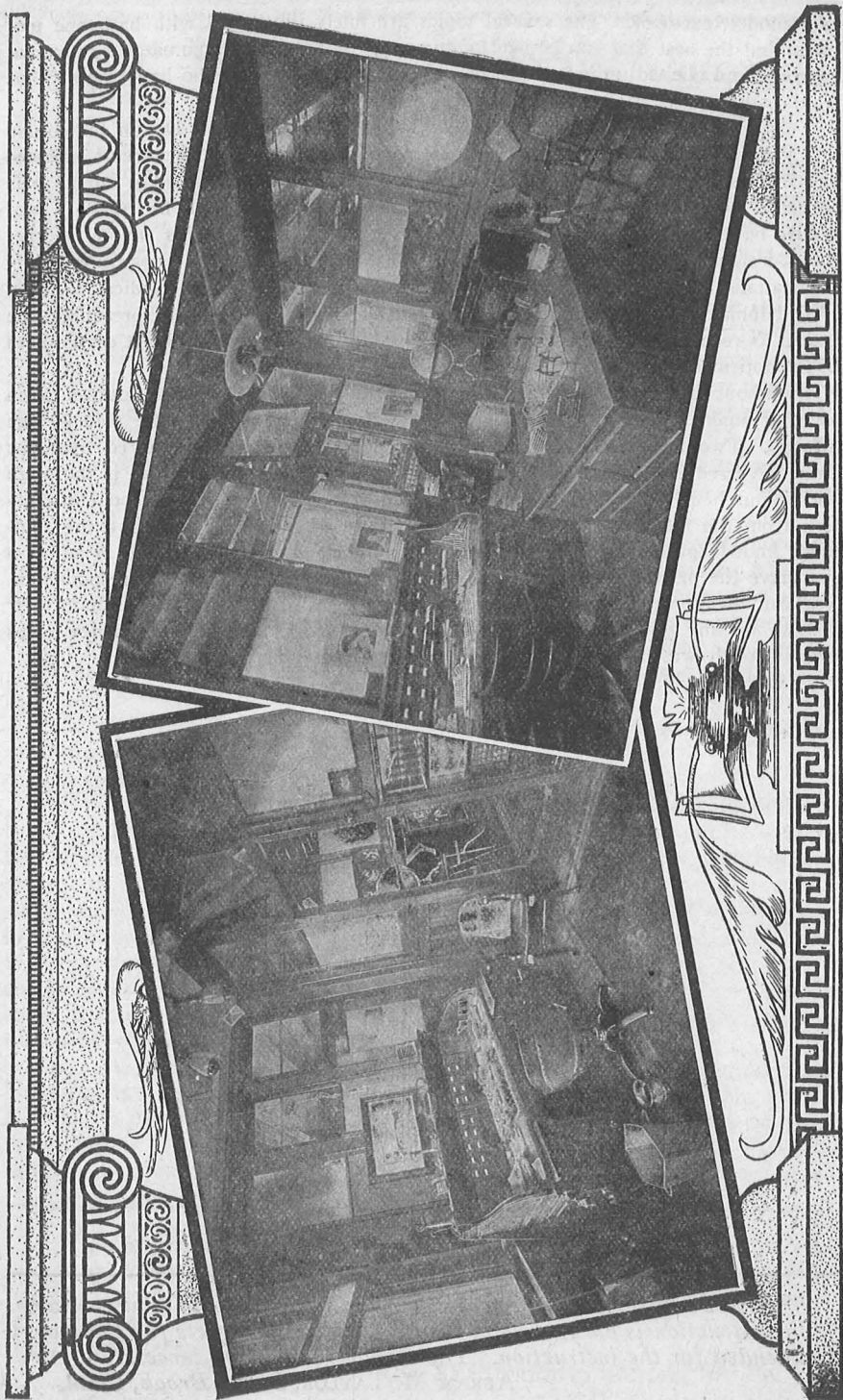
(3). A COURSE IN HYPNOTISM, by Rev. J. S. Wharton, M. D. In his course Dr. Wharton makes an especially satisfactory presentation of the occult sciences and throws light on many of the dark places where the beginner may falter. His course is characterized by clearness of diction and thought, and the rules of procedure he lays down are productive of the very best results. This course is especially designed for beginners. It met with instant and favorable recognition on its publication. Dr. Wharton, who is a graduate of the Jefferson Medical College, Philadelphia, Pa., and who has devoted many successful years to preaching the gospel, is recognized as one of the best living authorities on the subject of the uses of hypnotism in medicine.

Without invidious distinction it may truthfully be said that these courses taken together make the best presentation of the occult sciences that the present age affords. Two hundred and fifty thousand successful students scattered over the entire civilized world, testify to their value. The instruction they give is thorough and comprehensive, and what is best of all, it is supplemented by personal instruction from the faculty of the New York Institute of Science. You have the combined knowledge and experience of the best authorities of the time, and in addition you have the privilege of their personal instruction through direct correspondence. You can always write to Dr. Sage or any of his corps of professors and obtain their opinion on any question or difficulty. The New York Institute of Science keeps ever in touch with the students. Their success is its glory.



"I have had remarkable success in curing diseases, and in hypnotizing. Your instruction is all you claim for it. I have no regrets for the money I expended for the instruction. I wish you the best of success."

ABRAM M. TAYLOR, Broad Brook, Conn.



Organization of the New York Institute of Science

THE New York Institute of Science is a regularly chartered institution, organized under the laws of the State of New York, with a paid up capital of \$50,000. The Institute was organized for the purpose of disseminating reliable, scientific information in regard to personal magnetism, hypnotism, and kindred sciences.

For the purpose of counteracting the pernicious influence of pretenders and setting hypnotism aright in the minds of the public, a meeting was held which was composed of the leading hypnotists and occult scientists from all parts of the country. At this meeting it was unanimously decided that the evils arising from the public's patronizing pretenders, could best be remedied by establishing a high class institute offering the public reliable information and up-to-date methods instead of the old unscientific smattering processes which were being taught before.

Dr. X. La Motte Sage, the greatest living authority on all matters pertaining to hypnotism and hypnotic influence, was elected president of the Institute and appointed to prepare a correspondence course of instruction. The success of the course was instantaneous. People were dumbfounded at the results they obtained after only a few hours' study of Dr. Sage's methods.

The Institute has made hypnotism popular by placing it on a thoroughly scientific basis and making it profitable to those who mastered it. The enrollment of more than 250,000 successful pupils proves the wisdom of those who organized the Institute.


A GLIMPSE OF THE NEW YORK INSTITUTE OF SCIENCE

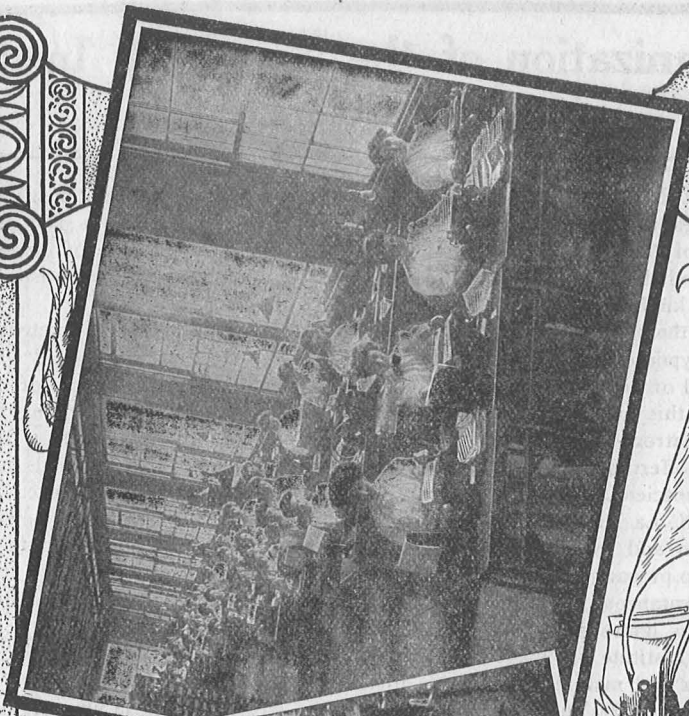
As Others See Us

(Reprinted by permission from the Rochester Daily Times.)

Rochester is rapidly becoming the center of large educational interests. This fact in itself is one to be proud of locally, and there is the added advantage and prestige which such a distinction gives the city abroad. It is a university and seminary town and is noted for the scholarly tendencies of its population. Among the score or so of noted institutions of learning of which the Flower City boasts, the New York Institute of Science occupies a leading position in the minds of highly intelligent and cultured people. This is due partly to the advanced subjects which the institute teaches, and partly to the reputation as a thoroughgoing and highly successful school that it enjoys. The esteem in which the New York Institute of Science is held in Rochester should be enough to satisfy those, unfamiliar with its extent and scope, of its true character and position. Many people throughout the country know of the school only in a general sense. They realize and appreciate its existence without comprehending the grand work it is doing.

At the outset I must confess that I had a very inadequate idea of the true magnitude of the establishment which I set out to investigate. I knew that it was recognized as the leading college of the country devoted to the teaching of sciences for the development of character, such as personal magnetism, hypnotism, suggestive therapeutics, vitaopathy and kindred subjects; that it had a large faculty composed





of representative and widely known scholars. As to the extent or nature of the instruction given or the number of pupils who were taking instruction I was in dense ignorance.

The New York Institute of Science has a magnificent home. Its appointments are complete in every particular, and pretentious. The visitor cannot fail to be impressed by the air of learning which permeates the place. I was directed to the offices of Dr. Sage, president of the Institute, and was shortly ushered into the presence of that gentleman. Dr. Sage is reckoned as a pleasant man to meet socially, and his scholarly reputation in this city lends the weight of undoubted truth to any statement he may make. Having learned the nature of my errand the doctor said: "You may ask anything you please about us and your questions will be cheerfully answered. We are anxious to have everyone know the exact truth concerning the work we are doing. While it probably does not interest you, still it may be well to state in passing, that the New York Institute is a duly incorporated company with a paid up capital of \$50,000, conducting a business of teaching, treating, and publishing works pertaining to the occult sciences."

While Dr. Sage was speaking I had an opportunity to glance about his office,—or more properly his study. It has the appearance of the abode of a careful student, the work-room of a scholar who keeps up with the times. Everything was indicative of method and system. The well-filled book shelves bristled with works on psychology and subjects akin to the higher branches of learning.

"Your pupils are mainly taught by correspondence, are they not?" I asked.

"Yes," replied Dr. Sage, "we are sending instructions to about 250,000 students and they are located in every quarter of the globe. To be sure we give instruction to several hundred who come to us, but this is a very inconsiderable number compared with the total registration. You see we send our pupils regular lessons in the form of letters which teach them the steps by which the great art of personal magnetism and the underlying science of hypnotism may be developed."

"Do I understand you to say that you are sending instructions to 250,000 pupils?" I asked in astonishment.

"Yes, we are quite over that number now," said the doctor, "and we keep in continual touch with them all. You see the printer and the typewriter make it possible for us to do this. We employ about sixty typists and our mail both incoming and outgoing is three times as large as that of any other house in Rochester. I surprised a young agent a few days ago by giving him an order for forty-five typewriters at one time. This, he informed me, is the largest order for these machines ever placed in the city."

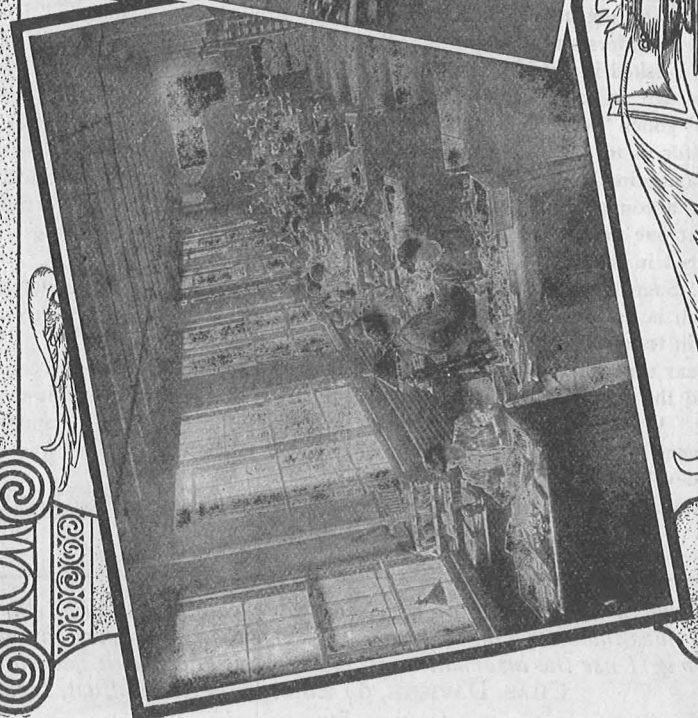
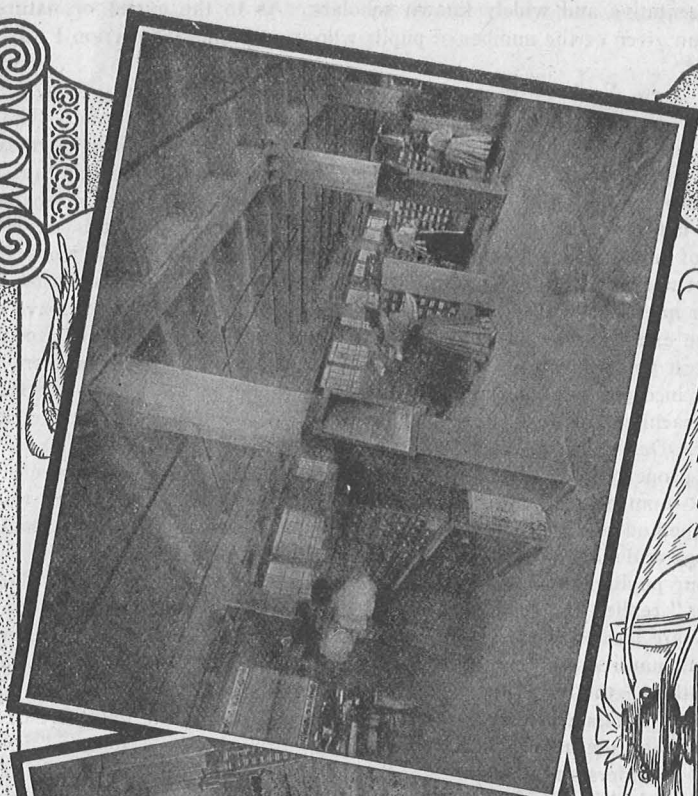
"Dr. Sage," I ventured, "the desirability of possessing personal magnetism or hypnotism is pretty generally acknowledged, but you must meet with a good many failures in transferring the mysterious power to others."

"I fear that your idea is quite commonly accepted, but it is not the correct one," answered the doctor. "It arises undoubtedly from an ignorance of our methods of teaching. We do not instill or inculcate into people the power of personal magnetism. Every human being is born with that power latent within him. We show him how to develop it."

"From what stations in life do your pupils come?" was the next question asked.

"I will never regret having taken your course, as I find the knowledge of inestimable value to me. It is worth many times the amount I paid for it. I use the information in many ways and find it valuable in all."

CHAS. DAVISON, 64 Edlingham St., Belfast, Ireland.



"Thus far we have been most successful in interesting clergymen, physicians, lawyers and professional men,—advance thinkers. There is a very noticeable tendency on the part of people in all walks of life to embrace the study of this mysterious and far-reaching power. More and more men and women are learning each day what they miss by not understanding its use."

At this crisis, the Vice-president of the New York Institute of Science came in. The Vice-President is a man of scholarly attainments who has devoted a lifetime to investigations in the science of hypnotism. He is the discoverer of the famous Vita-opathic treatment for disease and is a recognized authority on all subjects pertaining to occultism. His greeting was most affable and he joined in the conversation.

"Do you notice a substantial increase in the general interest in the subjects you teach?"

"A wonderful increase," replied the Vice-president. "It seems as if the world had awakened all at once to an appreciation of the value of the subtle power of hypnotism. The age is a progressive one," he continued, "and man is becoming more metaphysical in his taste for learning. He is reaching out into the unknown and grasping for that which he knows not of."

Lest the discussion should lead me into too deep water I asked if visitors were allowed an inspection of the institute. Dr. Sage expressed pleasure at the interest shown by the request and the Vice-president volunteered to conduct me about himself.

The accompanying illustrations which I am enabled to print through courtesy, represent but meagerly the institute. Nor is it possible to give an adequate description in language of the extent of the establishment or the work it does. The receiving mailing room, the sending mailing room, the cashier's department, are models of system and precision. I have seen the inside workings of many large business houses, but for accuracy and attention to detail nothing compared with this. I passed on through the library, laboratory, the clinical department and the quarters of the typewriter girls. Business was going forward with a bustle and a rush, yet there was not the slightest indication of confusion. Clerks moved to and fro asking and answering questions, the typewriters clicked along in a merry fashion and the hum of industry was on every side.

In the next story the scene changed to one of quietness, though industry was equally in evidence. Here are located in elaborately furnished suites, some twenty odd offices devoted to the faculty and their assistants. Here the real work of the New York Institute of Science is done. Here the personal instruction is prepared and here notable scientific discoveries have been made. The reputation of the New York Institute of Science has been built upon the work done in these rooms.

In answer to a complimentary reference to the school, the Vice-president smilingly thanked me and said: "Perseverance is the price of success in this field as in any other. We have struggled for years to bring to the attention of the world the wonders of personal magnetism and hypnotism. Unwaveringly we have fought for the recognition of advanced ideas. Our efforts have been rewarded at last and this is having the effect of making us work but the harder for the further successes of the sciences we teach."

While I had the pleasure of meeting many of the gentlemen composing the faculty, I am compelled to forego the pleasure of quoting any of the bright things they said to me.

"I would advise everyone to take your course. I succeeded in almost every point; the course is written so plainly that almost anyone will have no difficulty in securing good results."

GEORGE W. TODD, JR., 532 E. Cabot St., Philadelphia, Pa.

Faculty and Officers

X. LA MOTTE SAGE, A. M., Ph. D., LL. D., President.

(Late of New York.)

Editor-in-Chief of the Correspondence Course, and instructor in Personal Magnetism, Psychology, and in the use and development of the will-power as a factor in influencing people.

CHAS. S. CLARK, M. A., Vice-President and General Manager.

Director of Correspondence Course of Instruction and Special Instruction in Psychology and Metaphysics, and the use and development of the will power.

CHAS. B. WESTOVER,

Instructor in Suggestive Therapeutics, Vitaopathy, Hypnotism, Personal Magnetism and Telepathy, and the art of Giving Public Entertainments.

WM. KELLER, M. D.,

(Graduate St. Louis Medical College and Berlin University.)

Instructor in the Theory and Practice of Hypnotism as an agent in the cure of human diseases, and its use in Surgery and Dentistry.

ALBERTA LEE,

Instructor in Magnetic Healing, and in the use of Hypnotism in the treatment of the Diseases of Women.

OGLA HELENA SAGE,

Instructor in the Theory and Practice of Hypnotism and Suggestion in the Development of the Mental Faculties and the Correction of Evil Habits.

PAUL WELLER,

General Manager Correspondence.

E. L. OTTNAT,

Manager Correspondence for United States and England.

J. RONCA,

Manager Correspondence for France and Belgium.

A. BOSCH,

Manager Correspondence for Germany and Austria.

L. B. CINTRON,

Manager Correspondence for Spain and South America.

A. SLUYTERS,

Manager Correspondence for Holland and Denmark.

J. P. CARDUS,

Manager Correspondence for Portugal.

L. F. RONCA,

Manager Correspondence for Italy.

L. E. BROKMAN,

Manager Russian Branch, Moscow, Russia.

"I am very much pleased with your instruction. Since receiving it I have opened a school of magnetic healing here and am doing a fine business. It is increasing every day, and your course is the first line I have ever read upon the subject. Now I am president of this institution. I cannot endorse your system too highly. It is away beyond my expectations." W. H. HAYES, M. D., 841 Camp St., New Orleans, La.

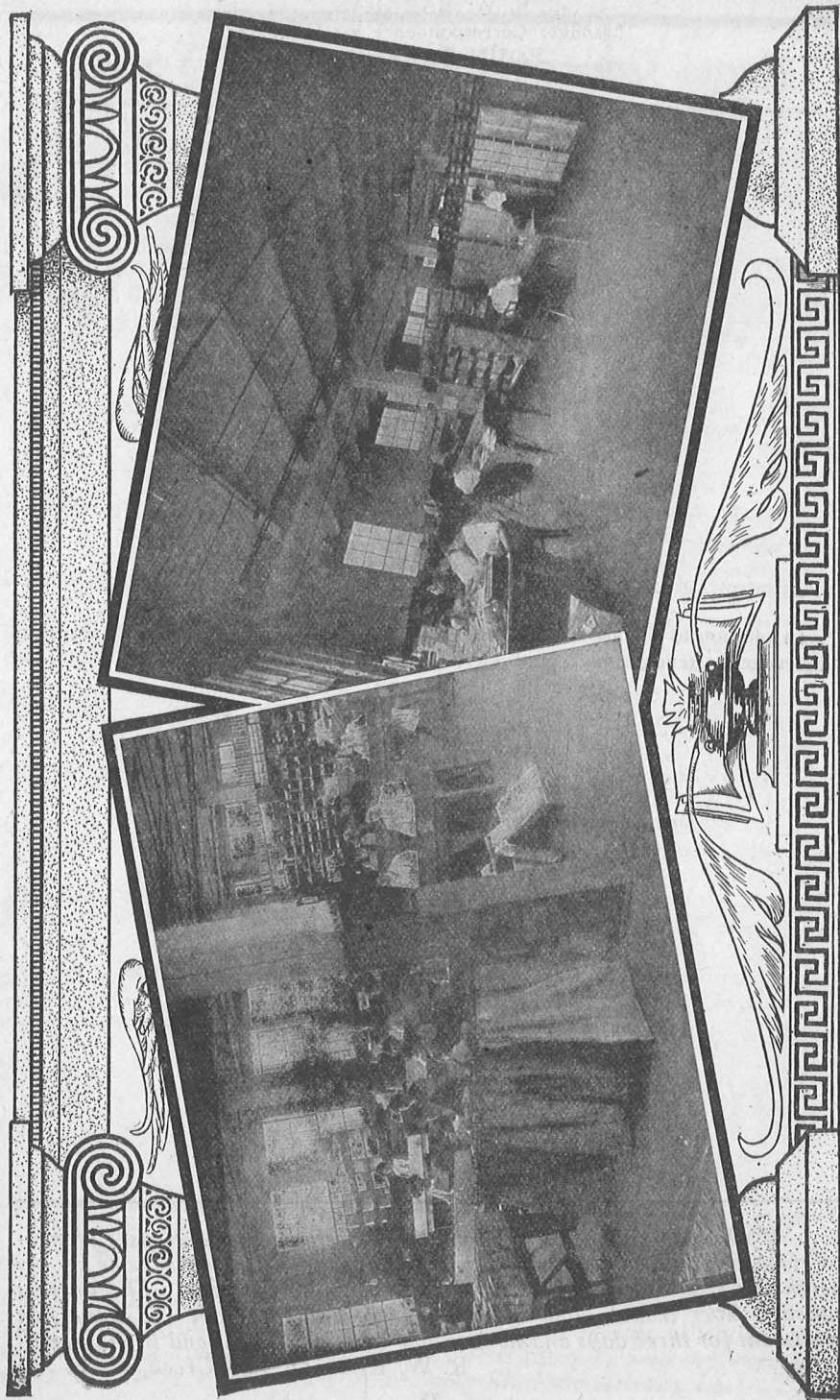
F. W. BARABAS,
Manager Correspondence for Hungary.
JOHN SWANSON,
Manager Correspondence for Sweden.
KUMAHEI KATSUBO,
Manager Correspondence for Japan.
B. L. TRAUB,
Auditor.
E. J. MACNAMARA,
Superintendent.
M. O'MELIA,
Superintendent of Mails.
W. HEBING,
Recorder of Matriculations.
M. CHAMBERS,
Chief of Examination Department.
J. DWORSKY,
Manager Stenographic Department.
K. A. McCORMICK,
General Bookkeeper.
C. BLUMBERG,
Assistant Bookkeeper.
E. BURTIS,
Cashier.

In addition to the above there are employed a full corps of assistant instructors and teachers, stenographers, and clerks.



"With your methods of healing, I never fail to relieve cases of neuralgia and headache. When only half through your course, one of my neighbors was taken sick with a severe pain in his side. The doctors called it liver trouble, and were unable to stop the pain. I gave him treatment for three days and he was able to be out and attend to his work."

R. W. KIMBALL, Red Creek, N. Y.



Facts Concerning the New York Institute of Science

FOR the benefit of our correspondents who have heard of the New York Institute of Science, we have compiled certain facts which will give them a better idea of who we are and what we are doing:

1. The New York Institute of Science was organized for the special purpose of bringing before the public the advantages, which a knowledge of occult science, treated in a scientific way, would bring.

2. It is incorporated under the laws of the State of New York with a capital of Fifty Thousand Dollars, and is strong enough financially to undertake and guarantee without question, and it will keep its promise, to refund money to any student who is not successful.

3. It is governed by men of integrity and acknowledged ability in scientific and business circles.

4. It is not only the largest institution of its kind in the world, but is the largest correspondence school of any kind in the world if the number of its students is taken into consideration.

5. Its course of instruction was prepared by a man who has devoted his life to teaching and to the practical investigations of Personal Magnetism and Hypnotism and their application. It is logical, scientific, complete and practical.

6. It is the only institution of its kind whose course of instruction has been translated from the original into various languages.

7. It receives a larger foreign and local mail than any other business firm or person in the City of Rochester.

8. It has students in every part of the civilized world who in every language advocate the principles which it represents.

9. Its course is acknowledged by scientists, teachers and professional hypnotists who have studied it, to be the most perfect and logical explanation of this science that has ever been written.

10. It guarantees absolutely that its students shall be successful in mastering the science which it teaches, or the money paid for the instruction will be refunded.

11. Its object is to educate; it is the pioneer in a new thought sphere; it expects criticism from the ignorant and assistance from the enlightened; it neither seeks to avoid the first, nor does it cater to the latter; but it is at all times ready to defend a science which has proven more useful to the world in general, and especially to the individual, than a knowledge of any other subject.

12. It invites correspondence; every letter will receive a polite reply as promptly as it is possible in view of the large mail—a mail of five to twenty-five thousand letters written daily in all the languages of civilized peoples.

13. It guarantees success to its students because it recognizes the fact that thousands of people believe that anyone who is able to master this science must be possessed with extraordinary gifts, and because many believe that they cannot learn it by correspondence. It, therefore, guarantees to overcome these objections and to place the prospective student in a position where he will be absolutely certain to learn what he desires or to have his money refunded.

14. All orders receive our prompt attention. They are sent one day after the receipt of your remittance. We guarantee a sure delivery of the course. If through carelessness on the part of any one it does not arrive, we will send you a duplicate copy, so that you are secured against loss.



Max Schenke
Steindamm 45 Hamburg
St. George, Germany



Judge W.F. Hubbard
Kalkaska, Mich.



Geo. Durward
24 Young Ter Springburn
Glasgow, Scotland



Prof. H.J. Walker
505 Cedar St.
Lansing, Mich.



Jean Janssens
Rue Joseph Dekey
Bruxelles, Nord Belgium



Dr. R. Carbonell
San Todeo y Paraiso 74
Santiago de Cuba



Prof. E.C. Simpkins
176 High Street
Akron, Ohio



A.J. Van der Sluis
219 Hobbemastraat
Den Haag, Holland



Dr. H. Clench
78 Worsley Rd. Leytonshire
London, England



C.F. Hughes
Tulare, S.D.



Amilcare Boccardi
Piazza B.V. Angeli 2
Torino, Italy



Henry Stang
Beaumont, Texas

Our successful pupils are found in every quarter of the civilized world.

How Can I Decide

WE sometimes get letters from persons stating that others claim to have the only original and best methods. In this connection, we beg to say that our business and the reputation of our course is such that we do not find it necessary to devote whole columns to speaking disparagingly of others. This is not our way of doing business. You have circulars from each and you must be the one to decide. In making your decision, consider well the following points:

First. Is the course or its author endorsed by colleges, universities, and scientific people? College men are in a position to discriminate between the relative values of such instruction, and one word from them is worth pages of testimonials from people who have not properly investigated the subject.

Second. Has the author of the course had much practical experience with hypnotism? Do not take his word for this. But, has he had a large number of newspaper notices concerning demonstrations he has given, which notices are absolutely guaranteed to be genuine, and has he letters or other evidence of scientific demonstration he has given before clubs, colleges and institutions of learning?

A man who has any great reputation as a hypnotist must have, in his career, appeared before a number of educational institutions, and, if his demonstrations have been satisfactory, these institutions are only too glad to certify to the fact.

Third. Does the author absolutely guarantee to make a hypnotist out of you, and is the guaranty backed by a bank reference as to responsibility? Some persons guarantee to teach you but they do not guarantee that you will be able to do the work. A guaranty to teach you means absolutely nothing; but a guaranty that you will be successful means everything, provided, the guarantor is financially responsible, which we are and of which fact we convince you by bank references, as it is utterly impossible for any one to give these references who is not perfectly responsible.

Fourth. We agree to forfeit \$1,000 in gold if every one of the endorsements of newspapers and colleges published by us, is not genuine. If space permitted, we could give hundreds of others covered by this same guaranty.

We will send \$100 to any person sending us an equal number of favorable notices and testimonials, in regard to the author of any other course now before the public, provided such notices and testimonials give the names and the date of the paper in which they appeared.

We will forfeit \$1,000 if we are unable to fulfill our guaranty to teach any intelligent person hypnotism. If you take our course, we absolutely and unconditionally guarantee that you will be successful. We will make a hypnotist of you or refund your money; you take no risk whatever.

We refer you to the National Bank of Rochester, Rochester, N. Y., U. S. A., or to any bank or banker in the city for information concerning our financial responsibility.

"I received your course and after studying the instruction I put it into practice. The results I have obtained are wonderful. I never before believed in the science of Hypnotism, Personal Magnetism, etc., which your course teaches, but now I regret that I did not order long ago."

ABDON A. LOPEZ PEYRO, Calle de San Bernabe 3, Madrid, Spain.

Fifth. Are the pictures, which the circulars show, which purport to represent scenes, photo-engravings or wood cuts? If they are photo-engravings they are taken from real life and represent actual scenes. If they are wood cuts they are a product of the imagination of the engraver. All scenes in our books and circular matter are photo-engravings, and actual reproductions of occurrences. We know of no other circular matter which contains such engravings. If you are unable to decide in regard to the character of the cuts ask a printer. Persons who have never hypnotized many people are forced to use wood-cuts for they have no actual scenes to reproduce.

The author of our course has hypnotized thousands of people and has actual photographs and photo-engravings of hundreds of scenes.

Sixth. Does the circular matter contain testimonials giving the names and photo-engraved portraits of those who have actually tried the course? It is essential that the names and postoffice addresses of the writers of testimonials be given, and when portraits are shown they should be photo-engravings and not wood-cuts. Photo-engravings must be made directly from the picture and you know you are looking at the portrait of a person, while wood-cuts may be made without any picture whatever.

Seventh. Does the advertising matter make plain businesslike propositions? Or is it a mass of ideas thrown together so that you know as little after reading it as you did before? Is it worded so as to deceive? You will notice that our matter is perfectly plain. There is no play upon words, no tricks of language.

When we say that we will refund your money if you are not successful we mean just what we say and if you do business with us and do not succeed, we assure you that it will be a pleasure and a delight to us to return the amount you have paid us. We do not want something for nothing.

Eighth. The New York Institute of Science has educated more successful public hypnotists than any other school in the world. Among our graduates who have made public exhibitions a business, are the following well known entertainers: "The Knowles," "Hart, The Laugh King," "Sevengala," "Svingali," "The Gilpins," "The Farnsworths," "Silver and Lawrence."

In France, the most famous public hypnotist, Lauriali, is our pupil. Write to him. His name appears in our list of references.

If you desire to give public exhibitions, you will find our method the only one which you can follow successfully, from a financial standpoint. The failures of those who have tried to succeed by other methods, are a matter of record. There is not one public operator on the road today giving public exhibitions who does not follow our plan.

"I sent for your course in hypnotism thinking I might be able to cure my wife of paralysis of the ears. She had not heard the loudest thunder, nor the loudest speaking for seventeen years. After ten days' treatment she could hear the gentle patter of the rain upon the roof, and can now hear as well as anyone."

J. L. CRAIN, a prominent attorney of Huntsville, Ark.

Absolute Proof of the Superiority of Our Course

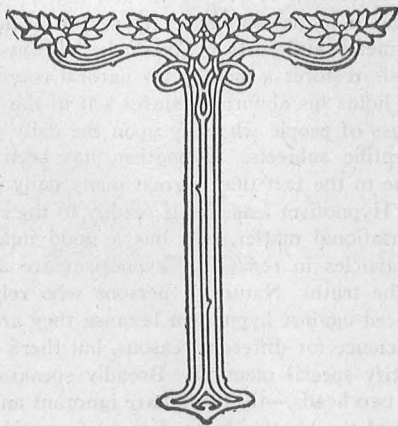
TO convince you beyond any doubt that our course is entirely different and vastly superior to all others, we will make you the following proposition:

You can take our course and at the same time take a course from anyone else you choose. When you have finished the two courses, if you do not say that ours is pre-eminently the best, return our course and all letters of instruction to us, and we will immediately refund your money.

Now, if others, who claim so much, will make you the same proposition, you can take the two courses and you will have to pay for but one.

Remember, we leave the decision as to which is the better entirely to you. If others are willing to meet this proposition get them so to state in writing, over their own signatures, with bank references as to responsibility attached, and we will do the same, and you will get your money back from one or the other.

Now, you know very well that if others are so sure of the superiority of their courses, they will not hesitate to meet our proposition. It is fair, plain, unmistakable and business-like. We claim to give you the best; if it is not, we do not want your money. We have confidence in you to render an intelligent decision.



"Your course has done a great deal for me already, both in the way of financial success and pleasure. I would not be without it for twenty times the price I paid for it. It is fully worth \$500 to any man who desires a thorough knowledge of these sciences."

J. F. ROCKWELL, Box 299, Harrisburg, Pa.

People Who Oppose Hypnotism

THE world yet contains some people who, for selfish reasons, do all they can to discourage any one from mastering hypnotism and personal magnetism. They parade their selfishness under various guises, and always give some seemingly plausible reason why they antagonize the study and practice of these sciences. For the benefit of those who are interested we will enumerate some of these classes and explain the reasons that actuate them to antagonize hypnotism.

1st. There is the paper that has solicited our advertisements, and on account of its inferiority as an advertising medium, has been refused. Some of them take offense at the refusal, and hasten to antagonize the study of hypnotism itself in an effort to retaliate. When a publication contains a scurrilous or facetious article upon this subject you can safely reach the conclusion that it does so because of some motive of this kind.

2nd. Some physicians antagonize hypnotism because they realize that those who master it have within themselves the power to heal their minor ailments. This interferes with physicians' practice, as such persons before mastering the subject go to their physicians instead of relying upon themselves. Others antagonize it because they really do not know. They do not understand suggestive treatment, and they assail hypnotism because of their ignorance.

3d. Some ministers antagonize it because they think it interferes with their influence and with the religion of those who master it. Such antagonism arises from error. If they understood that hypnotism is the most wonderful agent known to modern science for the correction of evil habits and that it is impossible to pervert the power, they would favor its mastery by every person in the world. It is natural for man to love right, mercy and justice. When he exhibits any other disposition it is abnormal. Hypnosis restores a man to his natural condition, brings his better self to the surface, and holds his abnormal, sinful self in the background.

4th. There is a class of people who rely upon the daily papers for their information concerning scientific subjects. Hypnotism has been sadly abused by the daily press. This is due to the fact that a great many daily papers are looking for something sensational. Hypnotism lends itself readily to the reporter who is obliged to fill space, wants sensational matter, and has a good imagination. Ninety-nine out of every hundred articles in regard to hypnotism are absolutely false. They bear no semblance to the truth. Naturally, persons who rely upon this source of information are prejudiced against hypnotism because they are misled.

Others assail this science for different reasons, but there is not enough of them under one head to justify special mention. Broadly speaking, all who antagonize it may be classed under two heads,—those who are ignorant and really are in earnest, and those who understand the benefits to be derived from this knowledge, but wish to monopolize it themselves. They guard its secrets with jealousy and raise a great cry whenever an effort is made to divulge them to the common people. They know that he who understands hypnotism thoroughly is on an equal footing with them-

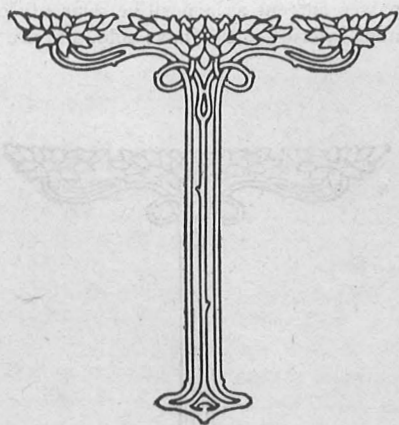
"After studying carefully your Higher Course, I effected a cure of Rheumatism on an arm which the subject had not been able to move for three years, notwithstanding all medicines he had taken; to-day he is well, due to the knowledge I gained in your course."

JUAN LLOPIS SANS, Rua da Padavia, 16, 2d Dta, Lisbon, Portugal.

selves. This makes them alert. They are not broad enough to subscribe to the great principle,—the greatest good to the greatest number.

We are determined to place it in the power of every man to be the equal of every other in this respect. Selfish and ignorant persons may protest but they will protest in vain. They shall not stand between any man and the success that nature intends he should attain, unless he is willing to be deprived of his birthright.

You are in search of the truth. You should not permit yourself to be prejudiced by those who assail a subject about which they know nothing. We offer you an opportunity to get at the truth without expense. We send our course with the understanding that if it is not as represented the tuition fee will be refunded. If you find the course as represented you can well afford to pay the pittance asked for a knowledge of such a science. If you find it has been misrepresented your money will be returned without controversy.



"Thanks for the interest you have taken in teaching me. I have cured an old lady of rheumatism in her shoulder and arm. After the first treatment she could raise her arm above her head. I gave her three treatments and she says she feels all right. I am well pleased with your course."

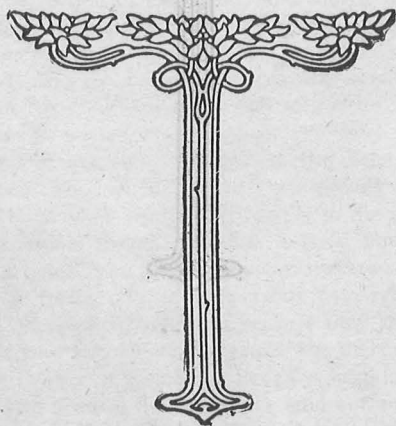
G. W. CALVERT, Providence, Mo.

Cost of the Course

THE price of our full and complete course in personal magnetism, hypnotism, suggestive therapeutics, and magnetic healing, is \$25. This course has the full endorsement of the leading scientific men of the world, and it was compiled at a large cost under the direction of a committee of eminent scientists.

It is the best course of instruction touching these subjects that experience can devise or money purchase. That it has no equal in this field is proved by the success of those who have studied it, and by the positive guaranty of success under which it is sold by the New York Institute of Science. It must not be confounded with cheap, illogical, misleading courses prepared by men who have had no experience, and sold for the express purpose of pecuniary gain. Remember that poor instruction is dear at any price, while the best is above estimate in its benefits. Cheapness is not regulated by what you pay, but by what you get for what you pay.

This course has been prepared by the ablest experts living. It is not a statement of theories,—it is a compilation covering the practice of men experienced in the different branches of occult science. It is taught by an institute which has a recognized standing before the scientific world. Its completion entitles the student to a certificate which passes current as a positive guaranty of his ability as a hypnotist. Courses very much inferior to this have sold, and are now selling for \$100.



This course originally sold for \$25.00.