

THE  
**MASTER-KEY**  
TO RAPID PROGRESS,  
SUCCESS AND POWER.

THE MURRAYNE METHOD  
OF HYPNOTISM AND  
PERSONAL INFLUENCE.

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# HYPNOTISM

IS THE

## GREATEST POWER ON EARTH.

**H**YPNOTISM, in the realm of mind, is as wonderful and capable a servant as electricity is in the realm of matter. This is a fact, proven by thousands of cases. Personal Hypnotic Influence is the only power which allows man to attain his ambition. Wealth, fame, supremacy in any profession, esteem and love—indeed, perfect all-round superiority over other men and women, the absolute power to realise his desires, are the Hypnotist's unalterable privileges.

You may stand surprised at such claims, but you need only realise what it means to be able to force other people's absolute obedience and respect, to understand how literally true every word of this assertion is. If you master the rules of Hypnotic Influence you are able to bend those with whom you come in contact to your will. To-day you may be a modest clerk, an artisan, a young girl, or a disappointed man or woman—your situation may not only be modest but actually beset with the worst difficulties, yet it needs but a few moments' thought to see how absolutely certain your success must be from the very moment when every man or woman with whom you come in contact becomes anxious to be "well in with you." Those who come under the spell of the carefully trained Hypnotic student cannot tell why they are so anxious to obey him. They don't know that they are serving and helping him, but just as a man will at some time of his life meet a woman whom he admires and for whom he would do anything, so are all without exception attracted by the man or woman who uses the laws of Personal Hypnotic Influence. There is nothing to indicate that you are possessed of this marvellous power—only all men and all women feel its presence, and your hypnotic Will guides them as the shepherd guides his flock. The practical use of Hypnotism cannot be adequately described. It is not limited to any one or any thousand circumstances. Its influence is

unfailing in all walks and positions of life, *it is a boon for every minute of your existence.* Hypnotic Influence can be practised in any place or season, at any distance, by letter, phone, and even by unwritten and unspoken thought. Nothing that is humanly possible is too difficult for the Hypnotist, and his control over his own mind is as absolute as that over others.

He can cure bad habits and diseases, use his practical powers in ordinary every-day life, or give an entertainment which leaves the spectator gasping with surprise. This is but a short summary, limited in space, but just remember this: The Hypnotist's power over those whom he selects to influence is practically unrestricted. Your own imagination will tell you what that means.

**HAVE YOU A DEFINITE AMBITION?** If so, it will be gratified. There is no doubt and no condition attached to this unqualified answer. Your only task is to learn the easy lessons of the Postal Course of the International Institute for Psychical Research and you need have no further anxiety regarding your future welfare and happiness.

### **NOBODY SUCCEEDS WITHOUT PERSONAL INFLUENCE.**

**I**T is an undoubted fact that no one succeeds, no one has succeeded and **no one will ever succeed in life who does not possess and practise the secret of Personal Influence.** Of course there are some who have not consciously studied these questions, yet who attain success, but these examples only confirm the rule. They are people who are born with that which others must acquire by learning. Success in no matter what shape or form can only be accomplished by mastering others and by the possession of a personality which ensures superiority over one's competitors and influence over those upon whose opinion of us our eventual progress depends.

### **OF WHAT IMMEDIATE PRACTICAL VALUE IS HYPNOTISM?**

**H**YPNOTISM will cause the drunkard to become a sober man—the drug-slave with lack-lustre eyes and tottering gait, to become free from the fetters of his degrading vice.



It will do that which reformatories, sermons, punishment and efforts of all kinds fail to accomplish—make an honest man of a thief, a forger, or any other criminal.

Hypnotism cures diseases and nervous disorders which have mocked all efforts of medical science. It cures insomnia, yet makes the lazy energetic, allows the wife to control an

erring husband, enables mothers and fathers to correct all faults of character in their children.

Last, but not least, it makes it possible for you to blot out your own weaknesses, get rid of any fault or bad habit which you may have and make yourself a tower of strength physically and morally. It gives you complete mastery over men and women and power to bend them to your will. It is no exaggeration to say that when once you have gone through the Postal Course of the International Institute for Psychical Research on Hypnotic Influence, it will be as *completely impossible* for you *not* to progress in life as it is impossible for a grown-up man again to become a child.

Neither the mighty influence of money, nor the proud privileges of monarchs are as unassailable as the power of Hypnotism, for Hypnotic Influence is the key to all things. Money may be lost and monarchies may be overturned, but nothing can rob a man or woman of his or her Hypnotic power. **He carries it wherever he goes, exerting it over all he meets, smoothing out difficulties and overcoming all obstacles without effort to himself, without question, doubt or anxiety.** Hypnotism is indeed the Greatest and the Strangest Power on Earth.

## WHO CAN ACQUIRE HYPNOTIC INFLUENCE—

### CAN YOU ACQUIRE IT?

**T**HE question which you will naturally ask is whether *you* will be able to gain this wonderful influence. An ordinary individual, business firm or institute would simply answer this question by an unqualified "Yes." Not so in the case of the International Institute for Psychical Research. We are too conscientious and too jealous of our standing in the world of science to give an exaggerated promise. Whilst the greater majority of people can easily acquire the secret of Personal Hypnotic Power there are some in whose cases real success cannot be accomplished.

It is self-evident that a teaching such as that contained in our Personal Correspondence Course will benefit all with-

out exception, but this does not mean that all can acquire the fullness of Hypnotic Influence.

A person's character and disposition are governing factors which determine whether he or she possesses the necessary aptitude without which complete success cannot be attained. Before accepting to enrol any student under our absolute guarantee, we therefore send to enquirers a detailed interrogation form, which must be returned to the Institute together, if easily possible, with a photograph of the applicant.

The answers to the questions and the photograph are carefully examined by the Chief Consultant of the International Institute for Psychical Research, and you are then definitely informed whether we can enrol you under our absolute Guarantee. If your case is accepted, the course is sent to you under the *full guarantee* that not one penny of your money will be spent if you should derive no benefit. In this way disappointment is excluded.

THE I.I.P.R. ACCEPTS FULL RESPONSIBILITY.  
IF YOU SHOULD NOT BE A SUITABLE PERSON FOR  
THIS STUDY YOU WILL BE INFORMED OF THE  
FACT, AND WILL THUS BE SAVED TIME, TROUBLE,  
AND DISAPPOINTMENT. IF, ON THE CONTRARY,  
YOU POSSESS THE NECESSARY NATURAL APTI-  
TUDES, SUCCESS WILL BE FULLY GUARANTEED,  
WITHOUT ANY RISK ON YOUR PART.

### THE POSTAL COURSE IN HYPNOTIC INFLUENCE OF THE I.I.P.R.

THE course consists of a series of lessons, supplemented by whatever special instructions may be necessary or advisable in each individual case. Although pupils are not considered as fully equipped until they have mastered their last lesson, *positive and appreciable* results of progress



become apparent immediately. Thus a student writing after only two lessons says:—

“It was most surprising to note the altered  
“behaviour of everybody. I am no longer a  
“‘fifth wheel,’ but my friends manifest a  
“most unaccustomed respect and admiration  
“for me. It is perfectly certain that these  
“wonderfully easy instructions have already  
“increased my personal influence.”

Nothing in the course is left to chance. An experience extending over many years, and which is positively unequalled in dealing with practical instruction, enables us to make a new being, full of Hypnotic personal power, of the weakest, the most disappointed, and the most unbelieving, provided he or she possesses the few necessary aptitudes which are fully revealed to the experienced psychologist in the applicant's writing, answers to questions, and photograph.

One other point should be made clear: The Postal Course of the I.I.P.R. is not an all-ready prepared book, which is a “course” only in name. Your own requirements are carefully considered, and although the governing principle of the mode of instruction is the same in all cases—having been elaborated by a vast experience of different pupils—you are treated as an individual student for whose success no effort is spared.

*We guarantee* that we will make of you a person of strong Personal Influence. You will be taught how to master your own self, and how to master others; how to hypnotise for curative or commercial purposes, or for amusement; how to hypnotise instantaneously, without the knowledge of your “subject,” or at a distance. The greatest of all powers, that of unrestricted Hypnotic influence, will be yours for your own benefit, and through you for the benefit of all those whom you chose to help.

**IS IT DIFFICULT?**

**T**HE effects of Hypnotism are so marvellous that many people think that the study of this wonderful science must be enormously difficult. Nothing could be more erroneous. Whilst it is perfectly correct that in the case of haphazard ordinary methods a student might pass years without in the least acquiring the coveted Hypnotic power, the lessons of the I.I.P.R. are so completely simple, so absolutely clear, that you cannot fail to grasp them and derive full benefit.

All those whom we accept as students can and *will* acquire full Hypnotic power by following our course.

This we guarantee not simply by words, but by our action, for the whole of our business is transacted on the fixed principle: **NO RESULT, NO PAY.** The instructions are precise, the exercises simple and easy, and the time to be devoted to the study occupies only a few minutes per day. It does not interfere with daily occupations, and the course can be followed without anyone knowing or suspecting what you are doing.

**ADVICE PERFECTLY FREE.**

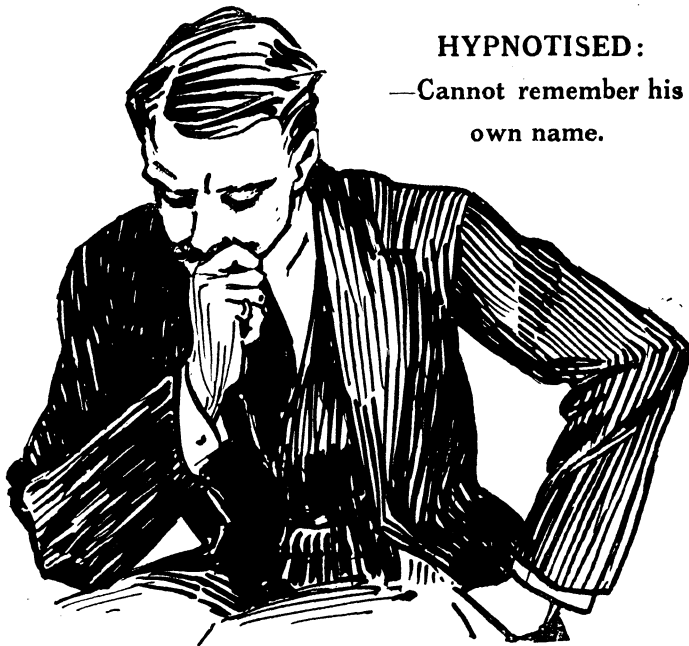
**F**ILL up the form sent with this treatise, and return it to us together with your most recent photograph, if you have one. Mark your name and address on the back of the photograph, also answer the questions on the form in your own ordinary writing. Your communication will be treated as strictly confidential, and your photograph will be returned.

If you are not one of those in whose case success is certain, you will be at once informed; if, on the contrary, you possess the kind of disposition which is needed, the whole of your course will take place under our absolute guarantee of success.

Each day of delay is a day lost to health, to success, and to wealth. Therefore, send the form and photograph (the photograph may be dispensed with if you should not have one), without delay.

### PERSONAL MAGNETISM.

A PART from the instructions dealing with the influence exercised over others, an important part of the course is devoted to the subject of Personal Magnetism.



**HYPNOTISED:**  
—Cannot remember his  
own name.

Magnetism is the force which attracts by its simple presence, without effort or endeavour. Its possession means popularity; its lack failure. All personal relations are based upon the degree of personal attractiveness.

The man or woman who possesses Magnetism is far better off than the one who can claim good looks. To charm, to please, to be popular, to be loved, are common desires whose realisation belongs to those who study Personal Magnetism. Some clever people are boring because they lack Magnetism. Others, whose social success is general, have nothing in their favour except their Magnetism. The ordinary man or woman cannot explain the reason of their attractiveness although they feel it.

This question of Personal Magnetism is governed by well-defined specific laws. These laws are fully explained in the course and the student is enabled to take advantage of them.

We live in an age of restless activities and great achievements. You must either "get on" or "get out." There is no middle course.

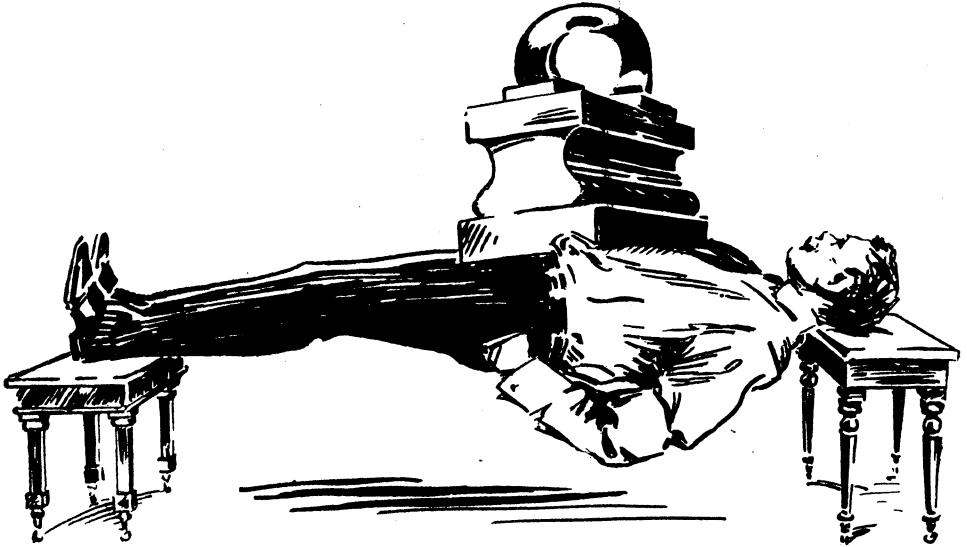
The adepts of Personal Magnetism are the master-spirits of our time. They lead men and shape events. As politicians they are at the front. As physicians they heal all the desperate cases. As surgeons they perform successfully the most astounding operations. As lawyers they control evidence and win judgments. As educators they turn out the most brilliant students. As parents they are revered, as business men prosperous, as lovers captivating, as individuals healthful, cheery, magnetic and triumphant in all the aims and enterprises of life. They are all this because they wield the power that gives mastery of minds. It is a gift as free to you as it is to them. If you wish for a part in the empire of minds, if you wish for health, prosperity and advancement, if you wish to heal the sick, to charm society, to attract friends, to win preference in love, to control your family for peace and union, and to realise the other chief blessings of life, all these things will be found easily attainable if you choose to make use of the wonderful powers of Hypnotism and Magnetism.

Anyone of ordinary intelligence can become a Hypnotist. There is no reason on earth to the contrary. The field for its exercise is as wide as humanity itself. The most ordinary capacity and attention are all that is required. The study is not only easy but delightful and inspiring. And the possession of Hypnotic powers opens to you whole regions of good to your fellow mortals and a sure way for yourself to honours and wealth, no less than to scientific progress and pleasant pastime.

You must learn Hypnotism if you desire to make the most of life. You must master the powers for yourself, and use them for your own gain, advancement and influence. Others are doing it. Why not you?

## **HOW DOES PERSONAL INFLUENCE BECOME NOTICEABLE.**

**I**T must not be imagined that the man or woman who possesses the power described in the foregoing pages struts about like a sort of man-lion, a terror and an object of hidden execration to all who know him. Personal Hypnotic Influence becomes evident only through its effects. There is no other indication except, of course, that the possessor of

**HYPNOTIC CATALEPSY.**

In this condition the body is completely rigid  
and able to support enormous weights.

Hypnotic power looks self-reliant and always creates the impression of being well able to look after himself. One of the first thoughts which comes to the mind of people meeting him or her is that they have at last come across a man or woman who is kind, sympathetic, and unassuming, yet thoroughly capable of dealing adequately with anyone who would try to interfere with legitimate interests.

**THE DEFENSIVE ASPECT OF HYPNOTIC  
POWER.**

**T**HERE is another very important aspect of Hypnotism which must be considered, namely, its defensive value. There are thousands of people who find it difficult to say "No" to a proposal laid before them. They may be clever, are often exceptionally well-gifted by nature, may have no serious faults, but they are continually put to pain by the attempts of others to get them to do something for which they do not really care. Many such people are totally

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indifferent to the value of Hypnotism, and would not practise it upon others even if they could do so without preliminary study.

Their one failing is to give way too readily. There are many forms of this weakness. Shyness, blushing, lack of enterprise, are among the most common. Lack of perseverance, want of steadiness, liability to change one's mind are other forms. It may safely be asserted that fully three-quarters of all men and women living suffer more or less from one or another of such weaknesses. This is precisely where the enormous value of hypnotic study becomes most apparent for everyday life. It does away for ever with any and all kinds of lack of positiveness, and the man who has once studied the practical course of the I.I.P.R. will never again be timid, lacking in assurance, or feel uncomfortable when called upon to take a decision or to speak his mind.

DOES  
THIS  
APPLY  
TO  
YOU?

It has often been noticed that a great many people become shy or ill-at-ease, which are only other words for saying they become *influenced*, by the presence of a number of strangers among whom they are the only "outsider." This is but a new form of want of personal influence, and the discomfort felt by such people is solely due to the fact that they unconsciously feel weak. When confronted with several persons with whom *they* are not upon terms of intimate friendship, but who know each other well, they feel "out of it," and are not able to "hold their own." Occurrences of this sort are frequent in business as well as in social intercourse, but a study of Personal Magnetism quickly puts a stop to this sensitiveness.

This defensive efficiency of Hypnotism makes it indispensable for all men and women. Although the study of Active Suggestion is intensely interesting and entirely delightful, it is but natural that there must be many people who by disposition, taste or prejudice, feel disinclined to give it any thought. But even these will do well to devote a little time to the subject, in order to master the absolute independence of mind which the study of Hypnotic Influence procures.

A few minutes' thought will show that with very rare exceptions, hardly ever met with, nobody is free from this liability of giving way too much to others, or even to their own inclinations. Only the Hypnotist is absolute master of his own self, as he is of others.

**HYPNOTISM, THE CHARACTER BUILDER, THE  
FORMER OF GOOD AND ERADICATOR OF BAD  
HABITS.**

**P**ERSONAL Hypnotic Influence establishes a man's complete mastery over his own self and his failings, weaknesses, and habits. Most men and women are aware of those particular faults, deficiencies, or weaknesses which stand in the way of their ambitions. They often try to overcome such failings, but generally in vain, because they exert themselves without the requisite knowledge of *how* the effort towards self-improvement is to be directed.

Hypnotism is a perfect character builder. It allows you to develop whatever faculties you most desire, and to form good and eradicate bad habits. This is accomplished without sacrifice or awkward exertion by the simple practice of rules which are easy to learn and entirely enjoyable in execution.

There are too many people who devote their entire attention to the development of their muscles. As Nature has decreed that the body must always remain under the guidance of the mind, it amounts to blindness to train only the body and leave the mind to do as it likes. Train the mind, and the body will follow suit. Surely this is simple enough.

Many, many, years of study give us the right to speak with authority. Nothing is greater in its efficiency, nothing so marvellous, so positively stupendous, as Hypnotic Influence directed either upon our own minds or the minds of others.

**COURSE CONTAINS ALL METHODS.**

**T**HE course of the I.I.P.R. contains every method which has stood the test of searching examination. It is the last word in practical psychology, and embodies everything worth knowing. Every pupil is treated individually, and with the greatest care and interest. We know that our reputation is at stake, and we only accept those as students whom we know by preliminary examination of their Consultation Forms to be well able to succeed. This, as already explained, does not mean that the course requires any special intellectual gifts, or is difficult to master. But it is a safe-

guard on our part, because experience has taught us that certain dispositions do not lend themselves to this study. We cannot be blamed for desiring to avoid wasting the reader's time and our own.

We give the whole course upon trial, and have therefore every right to admit only those whom we know to be capable of success.

The course is based upon many years of actual, practical experience in the art of practising and teaching every branch of psychology. The exercises are carefully selected and graduated, so that they can be mastered without difficulty, and the student who has terminated our course is truly proficient in every branch of practical psychology. Having been elaborated mainly for purely practical purposes, the lessons do not contain theoretical explanations beyond those few which are necessary to ensure perfect understanding on the part of the reader.

**A FREE PRESENT TO ALL STUDENTS:  
THE MAGNETOSCOPE.**

**E**ACH student is presented, free of any charge, with the Magnetoscope. This is a carefully-thought-out device enabling the user to ensure absolute infallibility in his Hypnotic experiments. It is one, but only one out of several, of the safeguards provided which make failure impossible. This, however, is not the only use of this wonderful appliance. It is also a marvellous help to perfect concentration, and makes it perfectly easy for the student to attain that state of absolutely concentrated will-power projection, which is the secret of distant Hypnotic Influence. The method indicated upon this point is the sole discovery of Mr. Cuthbert Murrayne, and only our own students are enabled to make use of it.

**SECRET METHODS.**

**T**HE ordinary methods of Hypnotism necessitate the consent of the person to be experimented upon, at least in the initial stages. But there are many occasions when the object of the operator is not to indulge in experiments, no matter how interesting, and when it is his aim to influence another person, not for the sake of amusement or of cure, but in connection with some practical purpose of every-day life.



**16 Hypnotism makes you the Maker of your Destiny.**

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**Hypnotising a "Subject."**

This contingency is fully provided for in the course of the International Institute for Psychical Research, and several methods are indicated whereby people may be influenced in such a way that neither they themselves nor anyone else becomes aware of the fact. This is naturally of very high importance, for Hypnotism would not be of great use in ordinary life if it were necessary for the operator to obtain his "subjects'" consent every time he wishes to influence somebody.

In parentheses, it must be mentioned that this is one of many points upon which no existing course, except that of the I.I.P.R., contains specific directions.

As stated, detailed instructions are given, enabling the student to influence those whom he desires to bring under his spell, in an ordinary room, by methods which are not detectable either by the subject himself or by any of the other people present. This procedure is somewhat slower than ordinary hypnotism, particularly in the beginning, but it is equally infallible.

It should be especially stated that the course of the International Institute for Psychical Research provides such safeguards that failure on the part of the operator is impossible. The one thing which the beginner is naturally nervous about is this possibility of failure, with the consequence of appearing ridiculous. This is absolutely avoided and rendered impossible by the special safeguards indicated in the course.

### **HYPNOTIC INFLUENCE AT A DISTANCE.**

ONE of the most marvellous possibilities of Hypnotism lies in what is called "distant suggestion." Without any knowledge on the part of the person influenced, the operator gives telepathic commands which are promptly executed.

This greatest of all achievements in Hypnotism is made possible by the easy progressive study of this course, and it is a fact worthy of particular attention that no other course exists which imparts this marvellous power.

When fully developed, this capacity to influence others at a distance confers a magical power upon the student. No one knows his purpose and aims, not even the person influenced suspects that he or she is acting under another's will, and yet the Hypnotic orders are faithfully carried out.

The high level of absolute distant influence is, of course, not attained in a day. The operator starts with easy commands of a general character, such as "Mr. A. or Miss B. shall like me more in the future than hitherto." Then he gradually progresses: "Mr. A. shall think of me very frequently and develop a great preference for me." In this manner the telepathic orders become more specific, until absolute obedience has at length been established.

Think what this means! When negotiating in business, intending to ask for an important interview, or desiring to influence anyone upon any other subject, you have in tele-

pathy the means to win your battles. And all through the course of development, while progressing from general to specific commands, the study is intensely captivating.

Proficiency is gained by experiments which are so interesting that the student never ceases to feel glad that his attention was drawn to the subject.

On the other hand you will be enabled to practise telepathic "reception," which means that you can clearly feel what others think of you, what their intentions and real



**Writing a letter under telepathic command.**

purposes are, and whether it is wise for you to accept their proposals. You will know their true inner thoughts, and thus make it impossible for anyone to deceive you.

The ordinary man's sole means of communication with those who live at a distance is by letter, his only way of attempting to influence them lies in written words of per-

suasion. Compare to that the wonderful capacity of making them remember you constantly, making them think of you, without the need of expressing yourself in words. Instead of knowing that you seek them, they will only realise that they want you. Telepathic Power gives its possessor the upper hand, and makes him or her master of any situation. It is a great gift, not to be trifled with, but to be used in the legitimate endeavour to further interests which are honest and loyal.

Many and many a time the average person feels impelled to do something for which he cannot indicate any satisfactory reason. He suddenly bethinks himself of a long-forgotten friend without apparent cause, and writes or calls upon him. Have you never done anything of this sort? If you have, you were probably obeying a telepathic command. Let it be mentioned here that the telepathic influence may not have been intentional, that the friend was, perhaps, only thinking of you without deliberately desiring to establish an influence, but these cases prove, nevertheless, how much more frequent telepathy is than most people are aware of.

Realise, then, what it means to be able to exert this power consciously; to have it at your disposal permanently, not in a haphazard, but in an absolutely certain and reliable manner.

### **POST-HYPNOTIC SUGGESTION.**

**T**HE orders given to a "subject" in Hypnotism are called suggestions. But in giving such orders it is not necessary that they should be restricted to the time while the "subject" is under direct Hypnotic Influence.

Supposing, for instance, that you have hypnotised a man who has long been a confirmed drunkard. If, while he is asleep, you give him the repeated and distinct order that he will not feel tempted to drink after waking up, this order will be implicitly obeyed. If you tell him that he will, at a given hour on the following day, strongly desire to drink a glass of plain water, then punctually to the minute your "subject" will want, obtain, and drink his water on the next day.

These orders, extending over the time when the "subject" is no longer in the Hypnotic sleep, are called post-hypnotic suggestions. They are of the greatest importance

in the cure of diseases, bad habits, nervousness, shyness, etc., and constitute a wonderfully beneficial power in the hands of the Hypnotist.

In cases of long standing these post-hypnotic suggestions must be given more than once, but in light cases a single seance is generally sufficient.

As an efficient means of cure for many illnesses, all nervous afflictions, general weakness, lack of energy, and a sure character builder, post-hypnotic suggestion has no equal. Many doctors practise it, and more are taking it up. To drug the system is intensely harmful, because it only amounts to driving one evil away by acquiring another (generally a worse one), and wherever possible Hypnotism should be used. Of course, Hypnotic Influence will not cure broken bones, but it will do almost everything else. It will, for instance, completely abolish pain, and by this alone contribute in a marvellous degree towards quick recovery, because, being relieved from pain, the patient's forces are all used towards getting cured instead of being completely sapped by pain.

### **QUESTIONS OF IMPORTANCE FOR YOUR CAREER.**

**W**HAT is your chief aim in life? What is the dearest object of your heart's desire? Do you wish for money or position? Would you prefer fame or fortune? Is it love or learning, health or domestic happiness, social distinction or business prosperity that chiefly allures you with its light of hope? Above all—**ARE YOU SUCCEEDING?** Are you advancing steadily to your goal, or is it receding from you as time rolls on, by delays and disappointments, failures and pitfalls? These are questions that concern you—they concern everybody—and so far as you cannot give them a satisfactory response, so far is it your immediate interest to know Hypnotism. This is the coming power in society and human progress. Brave and progressive intellects are everywhere taking it up. It is a true remedy for the failures and set-backs of life, and is positively a key to success.

Would you not relish the joy and pride of holding a vast power for good? Would you not like to wield a spell more mysterious than any magic, more subtle than any sorcery, more wonderful than any so-called witchcraft, and yet



**Hypnotising by  
Telephone.**

only the simple, kindly force of a recognised natural law? Do you know the true nature and worth of this Science of Hypnotism? Would you prize its benefits if you could realise them? For instance, do you love to penetrate the sentiments and motives of persons around you? Do you like to fathom the minds of those you meet in business or society? Do you value control over others? Do you value the means of securing friendship, love, and personal influence? Do you value the power to conquer pain and banish sickness, to reform a misguided friend, to gain business success, to win profit, position, and happiness? If you do you must learn to hypnotise. Why not? No other accomplishment is so easily acquired. You are not too old or too young to learn the wonderful secrets of power, success, and influence contained in Hypnotism. The possession of Hypnotic Power will make you a leader among your fellows; it will enable

## **22 The Study of Hypnotism is not a Luxury, but a Necessity.**

you to realise the successes you have only dared to dream of. If you are old and the years have not brought you the measure of success you deserve, retrieve your position through the power of Hypnotism. It should make you master of circumstances, a power in the world.

You can master this wonderful, mysterious, and fascinating science without leaving your own home. By a few hours' study you can learn the secrets, methods, uses, and wonders of the Hypnotic Trance. You can surprise and mystify your friends by placing others under this weird and magic spell, and compel them to see, feel, and act precisely as you wish. You can sway the minds of others, perform the most wonderful and astounding feats, and create fun and amusement for hours at a time. You can do a thousand amazing things that other people cannot do and make yourself famous in a week's time. If you want to make money, you can do so by giving entertainments, treating disease, or teaching the art to others. These are three sure and easy ways to win wealth. Why be poor? Why work for others when Personal Hypnotic Influence will allow you to choose your own career? Hypnotism is not a natural gift. You learn it just the same as you would learn to waltz or to play a simple chord on the piano, though in less time.

It is not necessary to possess great education in order readily to understand the subject. It is very simple and very easily understood, and any person who can read or write can learn the art from our course, regardless of age, sex, race, physical condition, or previous opinions on the subject, provided he possesses the few characteristics which are necessary and the presence of which will be indicated by the answers to the Consultation Form.

Within a week you will be able to do things which will astonish yourself and spread admiration and wonder among your friends. You will be surprised to find how much you can accomplish in a short time with proper instructions.

Our lessons will, in fact, be found to treat fully on every known fact of the science and every approved method of Hypnotism. They give you just the information needed to make you a perfect Hypnotist, besides treating fully on Catalepsy, Telepathy, Clairvoyance, and other "higher phenomena" that are incidental to this science.

### A FEW WORDS TO LADIES.

IT should be specially pointed out that ladies are as fully apt to acquire Hypnotic Influence as men are. In many cases their more persuasive ways and their superiority in tact and diplomacy has made it possible for women to attain great Hypnotic Power even quicker than men do.

It is no disadvantage to be a woman where Hypnotism is concerned.

### WHAT YOU SHOULD DO IMMEDIATELY:

#### IT WILL COST YOU NOTHING.

YOUR own immediate duty is plain: Fill up the Consultation Form, and send it to us together with a photograph (if you have one handy).

You should do this at once, without even one hour's delay. Everything is ready for you. You have the Consultation Form and a printed envelope addressed to our Chief Consultant. By returning the form at once you will get to know, free of all cost to yourself, whether you can acquire this powerful Influence *at our risk and under our guarantee*, or whether you are not fitted for this study. There will be no loss of time, no empty talk.

You will also receive, free of any charge, a letter of careful advice, regarding your ordinary life, based upon your special circumstances and requirements, and upon your answers to the questions, which will be of incalculable benefit to you. All this will cost you nothing. DO IT NOW!



# Guarantee Bond.

I, JOHN CUTHBERT MURRAYNE, of 8, Southampton Street, High Holborn, London, W.C., hereby formally and legally bind myself, both personally and in my capacity as Chief Consultant and General Manager of the International Institute for Psychological Research, to refund to the holder of this Guarantee the full amount of the fee paid for the complete course, if the Student is not satisfied, in his or her own judgment, with the results obtained. For this purpose I append my signature:

*J. Cuthbert Murrayne*

# The International Institute for Psychological Research,

8, SOUTHAMPTON STREET.

HIGH HOLBORN, LONDON, W.C.

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A. Humphries Esq.

Festiniog

29th Dec. 1913

Dear Sir.

I have received your Consultation Form and have considered your answers most carefully and with great interest. Most of all, I am impressed with your writing, in the formation of which the downward strokes show that you have not as yet called up and made use of your latent capacities to anything like the degree to which you can develop them. If this conviction required any confirmation, it would be found in your answers to the other questions. The colour of your eyes, your age, your habits and interests make it a certainty that yours is a case in which the most complete success can be guaranteed.

I have therefore no hesitation in enclosing my personal Guarantee Bond herewith and informing you that I shall be glad to enrol you as my pupil at my entire risk. If you do not obtain the results which I can promise without any reservation in your case, the course will not have cost you anything whatever.

Hypnotism is not an intellectual plaything, a luxury or a fad, - it is a simple necessity. In the attainment of your personal ambition. Hypnotic attraction is indispensable, and you may positively rest assured that the course which I am advising you to take up is the only means, but also the infallible means, if you really desire to attain your wishes.

I feel very strongly that with a disposition like yours, the possession or non-possession of the personal power (both over yourself and others) which the course will give to you, makes all the difference between certain success and certain stagnation. I have therefore, decided to make you the following special offer:- The regular fee for the full course used to be £4. 4. 0. but the great demand and successful extension of our business has recently enabled us to reduce this to £2.2.0. As yours is a case in which I consider this tuition absolutely necessary I am prepared to accept you as a pupil at the further reduced fee of only One Guinea provided that you enrol without delay.

The course will not cost you a single shilling beyond this specially reduced fee of twenty one shillings and if you are

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not satisfied with the results your deposit will be returned without any deduction whatever. I am sure that you will appreciate the fairness of this offer and enrol at once.

As soon as I receive your remittance I will send you full instructions and lessons and you will then go through the complete course at your leisure. To the finish you are the sole judge and your right to decide if the course comes up to your expectations will be prejudiced neither by time limit nor any other condition.

Let me remark here that your memory, your power of concentration, your capacity to decide quickly, to grasp and to act promptly and efficiently and to be prepared for any emergency will improve from the very first days.

You will also understand that if I were not sure of my ground I could not possibly afford to give you the guarantee which I have given. I have, however, such complete confidence in the value of my lessons that I am perfectly satisfied to leave the decision entirely in your hands.

In conclusion: The lessons are easy, perfectly clear and intensely interesting. They will not interfere with any of your occupations, pleasures or mode of living and will amuse and captivate you from the commencement. Your general health will also greatly improve, and the first effects of personal influence and power will become noticeable within a few days.

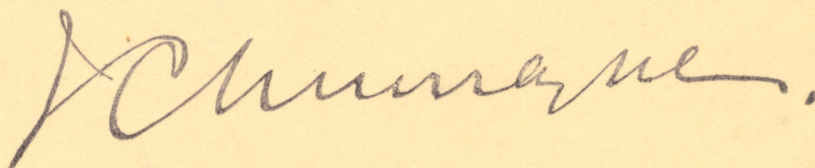
I shall at all times be ready to give you every assistance and to guide you whenever necessary by my personal advice.

Kindly fill up the enclosed form and return it together with a crossed Postal Order or cheque for 21/-.

Expecting to hear from you by an early post,

I am,

Yours truly,

A handwritten signature in cursive script, appearing to read "J. Churne". The signature is written in dark ink and is positioned at the bottom of the page, below the typed name "Yours truly,".

# The International Institute for Psychical Research,

8, SOUTHAMPTON STREET,

HIGH HOLBORN, LONDON, W.C.

Dear Sir or Madam,

In accordance with your wish, I have pleasure in sending you our illustrated explanatory book herewith. As your interest in the subject of Hypno-Magnetism has been sufficient to make you apply for this book, I am confident that you will give it your full and undivided attention. This is a subject which you cannot afford to neglect. Until you have definitely found out whether you are a suitable person for the development of magnetic power, you are like the possessor of a great safe who does not take the trouble to open the safe-door to see if it contains a valuable treasure. So far YOU HAVE NO KNOWLEDGE WHATEVER OF YOUR OWN HIDDEN POWER.

I enclose a special Form, which kindly fill in to enable me to inform you definitely if I can accept you as a pupil under our guarantee. On receipt of this Form duly filled in, I shall tell you candidly whether you are suitable for this study or not, and I shall give you special advice regarding your own requirements.

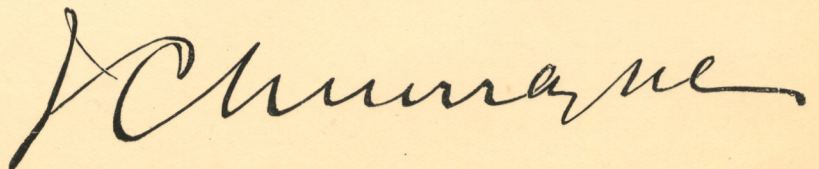
To fill in the Form does not cost you anything, does not bind you to anything, and the advice given will be of the greatest practical benefit to you.

You will appreciate the fairness of this offer, which is made entirely in order to avoid any possible disappointment.

In filling up the Form, you place yourself under no obligation whatever. The information given is treated as strictly private and confidential, and only used in order to advise you. You can add any particular remarks which you consider necessary, and if you find it difficult to answer any of the questions correctly, simply mark the corresponding line "Do not know."

Yours truly,

THE INTERNATIONAL INSTITUTE  
FOR PSYCHICAL RESEARCH,



# The International Institute for Psychical Research,

8, SOUTHAMPTON STREET, HOLBORN, LONDON, W.C.

**THE LETTERS FROM WHICH THESE REMARKS ARE QUOTED ARE ENTIRELY VOLUNTARY. TO COPY EVEN A SLIGHT PART OF OUR TESTIMONIALS IN EXTENSO, WOULD REQUIRE HUNDREDS OF SHEETS OF THIS SIZE.**

**Mr. C. WILLIAMS writes:—**

“It is a positive fact that I can now do three times the amount of work in one day, and it comes much easier to me. I have also lost that feeling of hesitation and have gained much in Concentration, Self-Confidence, and reliability. I am glad that I have taken up your course and it is benefiting me already.”

**Mr. W. GRAY writes:—**

“I am feeling much greater benefits than I ever hoped for. My Mental Power and Observation is much keener, and I can now concentrate my thoughts on any subject without any difficulty.”

**Mr. W. LEIGH writes:—**

“The practising of . . . exercise is most fascinating and by it one certainly acquires much reliability on the one hand, and much general knowledge on the other hand.”

**Mr. C. FISHER writes:—**

“I have only just commenced to study Lesson 2 and I have already gained considerably in Will-Power, Concentration, and Mental Observation. The exercises are of great interest and invariably useful.”

**Mr. C. HOWDEN writes:—**

“The practising of . . . exercise has been exceedingly interesting and instructive. I am positively surprised at the results obtained so rapidly.”

**Mr. W. CHANDLER writes:—**

“I find that my work seems much easier and more interesting. All my friends are beginning to note a change in me and have remarked upon it.”

**Mr. F. WILLIAM writes:—**

“I have received your course of lessons and am very thankful to you for having called my attention to this subject. I met with great success the second day after starting practice.”

**Mr. J. REECE writes:—**

“Although the time which I can give to your lessons is more than short, I may say that I am pleased with the results. They are not only instructive, but very pleasant.”

**Mr. J. PRESTON writes:—**

“I now thoroughly understand the theory of Hypnotism. Your explanations have thrown a new light on my mind and the facts plainly show how easy it is to influence one’s own mind and to avoid the suggestions and influence of others.”

**Mr. R. WARD writes:—**

“There is one thing which I wish to say more than anything else, and that is since I have received your lessons and followed your instructions I have been much happier and have felt more contented. I cannot express the feeling very well, but my contentment has been steadily increasing, and the morbidness of my thoughts has given way.”

**Miss E. CHURCH writes:—**

“I cannot very well tell you the very great benefit I have derived since starting your lessons. I think the best expression will be ‘the body as child, the mind as leader and commander.’ Instead of walking amongst people feeling quite under, I now feel easy and assured.”

**Mr. E. BROWN writes:—**

“I feel that I have now something within me that no one can touch or take from me, and it gives me confidence. My life is already showing soft grey tints instead of sombre black ones, for that is really what it was before. My memory is better, and I am improved in every way. Your system appeals to me powerfully because it is good and elevating.”

**Mr. G. HALL writes:—**

“I do not know how to thank you for the good your lessons have done for me. It is only a fortnight since I commenced your instructions and my friends are already wondering what has come over me. I am beginning to see things in a different light, and I do my work quicker and smarter every day.”

**Mr. E. GREY writes:—**

“My memory and observation have both greatly improved, and I can now concentrate my thoughts beyond my expectations. The . . . . exercises have already done me much good and I feel more self-confident.”

**Mr. R. ELLIOTT writes:—**

“Let me inform you of the improvement I have noted on the eighth and ninth days:—I have greater ease and capacity for working, greater mental alertness, less tendency for dreaming, and my personal influence is steadily increasing over others.”

**Mr. W. BARLOW writes:—**

“My daughter, who is totally unaware of the studies I am engaged in, remarked only a few days ago to her mother: ‘How father seems to have changed. He is so much better tempered.’ This I think speaks for itself.”

**Mr. J. DARROCK writes:—**

“The most amazing thing to me about your course is the wonderfully short time needed to obtain positive benefit. I have been practising only three or four days, and I can already notice how much more result I can get from my work with much less exertion than before. I sleep much better and do not feel so tired after a day’s work as I used to, and I have felt great improvement in my health in the few days that I have been practising your instructions.”

**Mr. D. BARTON writes:—**

“Your course is most wonderfully valuable. I have just started studying Lesson 4 and it makes me more than ever glad that I came to the knowledge of your tuition. The lessons afford me many pleasant hours. I have begun to have confidence in myself and my own powers which I never before possessed. I can now make my personal influence felt to a very great extent, and I can say that I note a general improvement in everything, and I cannot express sufficiently how thankful I am to you.”

**Mr. J. GENTLE writes:—**

“Although I have read many articles and books on Hypnotism, I now find after studying the first of your lessons that my impression was quite wrong. I can say from personal observation that what you state is quite true, and things seem already to go in a much smoother manner and work does not seem such a drag. The principles of your lessons are wonderfully good and I begin to feel that with this study I shall obtain complete success.”

**Mr. J. D. WALLER writes:—**

“I have just finished studying Lesson 3 and am pleased to be able to say that I can complete my work much quicker. I have benefited greatly in my physical condition and feel grateful to your course.”

**E. MORGAN writes:—**

“My interest in all I do has greatly increased whilst the power I am enabled to exercise over myself is getting wonderfully strong. The . . . . exercises are a constant source of delight and pleasure to me.”

**Mr. T. WHITAKER writes:—**

“I am very pleased to inform you that I can now concentrate my mind on anything, but before I received your lessons I was a total failure. I seem to be gaining friends every day, and my old friends hold me in higher esteem than they used to.”