

Latent Powers, Latent Demand

A Look at the Mail-Order Occult in Anglo-American Culture 1895-1920

Marc Demarest
IAPSOP
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marc.d.demarest@gmail.com
ehbritten.blogspot.com





The International Association for the Preservation of Spiritualist and Occult Periodicals

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The End of an Era

In April of 1881, the American medium Susan Willis Fletcher is sentenced to prison in England for fraud involving misappropriation of a lodger's assets.

In August of 1881, the *American Journal of Science* publishes (to-be Nobel laureate) Albert Michelson's "The Relative Motion of the Earth and the Luminiferous Ether."

In January of 1882, the English medium Alfred Firman, in an attempt to sustain himself financially, begins a self-exposure tour in England. *Confessions of a Medium*, written by Firman's partner William Chapman, for similar reasons, is published in April.

In June of 1882, the leadership of English Spiritualism circulates a *Declaration Against Promiscuous Seances*, following in theme and tone a similar declaration issued by a group of conservative American Spiritualists in April of 1882.

In July of 1882, the Society for Psychical Research publishes the first issue of its *Proceedings*, taking unto itself "...clairvoyance, and mesmerism, and the mass of obscure phenomena commonly known as Spiritualistic..."

In mid-1884, Hippolyte Bernheim published *De la Suggestion dans l'Etat Hypnotique et dans l'Etat de Veille*.

In September of 1884, the Coulomb-Blavatsky letters are published.

The End of an Era

Google Books Ngram Viewer

Graph these comma-separated phrases: modern spiritualism

between 1800 and 2000 from the corpus English with smoothing of 3 Search lots of books



Its physics bankrupted, its excesses detailed by the Press, its proofs rejected repeatedly by the Law, its theoretical objects appropriated and evacuated by Science, Spiritualism experiences a decline between 1878 and 1915, in Anglo-American culture.

The End of ~~an Era~~ a Flawed Business Model

[S]elfish Spiritualists... want to get all the benefit possible from Spiritualism, and are unwilling to render an equivalent therefor, and... are shocked if asked to make a sacrifice for the cause they claim to love.

A sacrifice! Yes, a sacrifice. Do not the honest mediums and speakers make sacrifices every day? These so-called Spiritualists who talk so much about the public workers having such an easy time would not think of living on what the average Spiritualist lecturer and medium has to live on today. **There is no work in the world as hard to discharge, or as poorly paid, as that of a public worker in Spiritualism.**

Milton Baker, Spiritualist lecturer, in *The Sunflower* (April 11, 1908)

Spiritualism failed to sustain itself in significant part because its **business model** — lecture circuits, journals, for-fee sittings — was [a] logistically expensive, [b] prone to **hyper-competition** and the consequent production of excesses, and [c] difficult to scale, particularly with **sparse markets**.

The work killed the workers, in too many cases: Foster and Slade, notably.

Its phenomenal excesses — especially full-form materialization, which ultimately wrecked the movement — can be tied, directly, to Spiritualism's flawed economics.

As can the numerous legal cases involving mediums and wills/inheritances, and other kinds of financial flimflam.

The Beginning of ~~an Era~~ a New Business Model

J. ALBERT BLISS.
HOW TO BECOME
A MEDIUM
IN YOUR OWN HOME.

I WILL send you a 16-page Pamphlet, containing full instructions, and a Sealed Letter designating all your phases of mediumship, also a copy of The Riddle of the American Spiritual Sphinx, or the Lost Key Found, and a sample copy of "THE N. D. C. AXE AND TRUE KEYSTONE," for **ONLY 15 CENTS**, in one or two-cent stamps. Address **J. ALBERT BLISS, No. 474A Broadway, Boston, Mass.**

Blackfoot's Magnetized Paper, to heal the sick, 10 cents per sheet, or 12 sheets for \$1.00.

Developing Paper 15 cents per sheet, or 7 sheets for \$1.00. 1w* J23

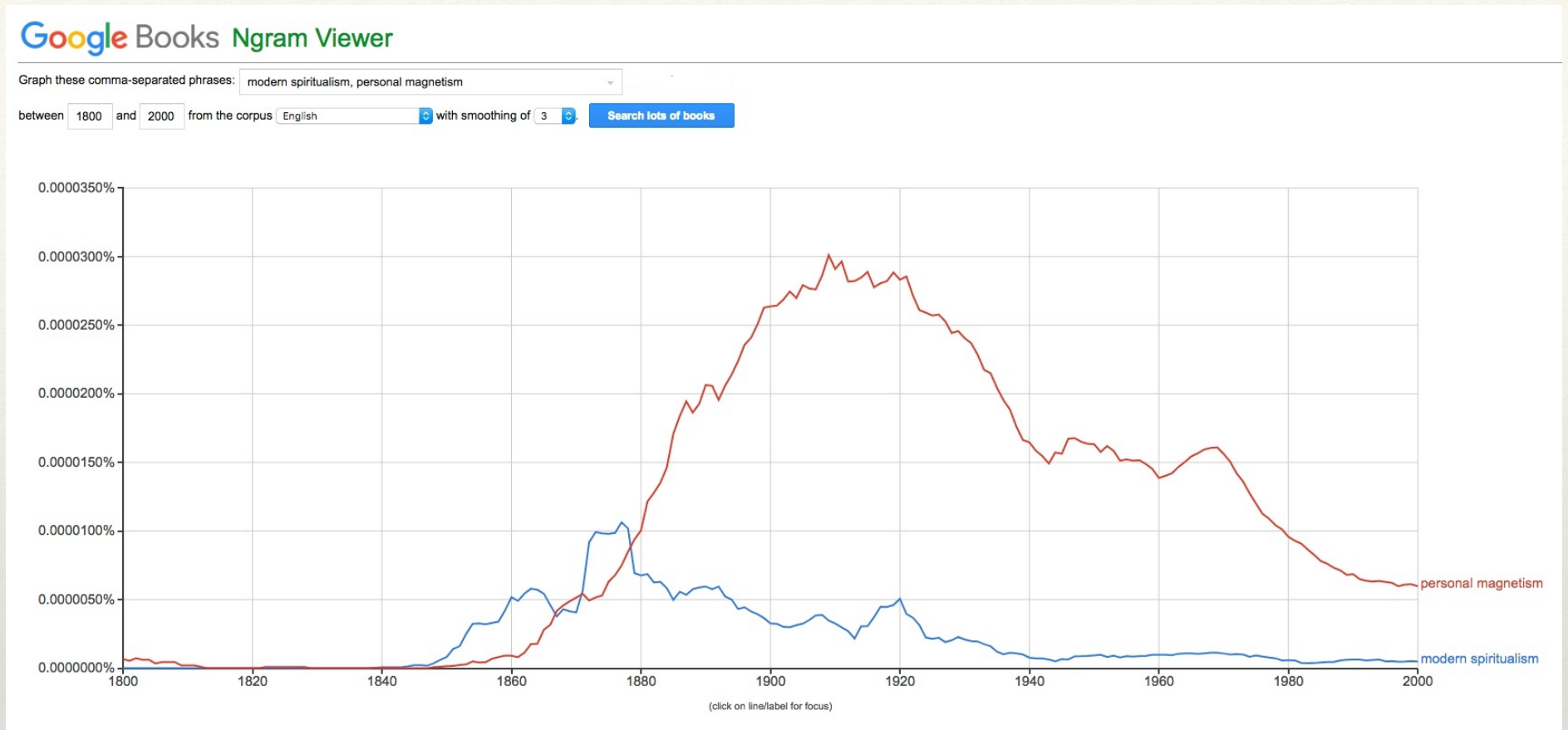
Banner of Light, January 1886

James A. Bliss (1847-1890), who did much to bring phenomenal Spiritualism into disrepute in the US in the early 1880s, pioneered (imperfectly) a new business model for the next generation of mages.

(As did "the spirit postmaster" J. V. Mansfield, and the by-letter psychometrists, before him)

Mediums are **made**, not born.

Market Dynamics



c. 1830: Clairvoyants are born, and operators control them.

c. 1860: Mediums are born, and spirits perfect them.

c. 1880: Adepts are made, by (human and ascended) masters, through long periods of intense (and expensive) training.

c. 1900: Power is (already latent) in you; you can develop it yourself (in ten easy lessons).

Latent Powers: Let Your (Sexy, Effective) Soul Out

JUST ARRIVED—PACIFIC COAST ME-
diums, the Brockway family; seances on
Tuesday and Friday evenings; materializa-
tion; independent music; trumpet speaking;
pictures and writing under strict test condi-
tions; private sittings daily; sealed questions
answered by independent slate writing; mag-
netic healing and development of latent pow-
ers; mediumship a specialty; consultation
free. Rooms, 417½ K street. my9-6t*

Sacramento Record-Union, May 13, 1895

Latent powers has been a feature of the occult markets since 1830.

Latent Powers: Let Your (Sexy, Effective) Soul Out

HYPNOTISM—Develop latent power; personal instructions by Professor Wilcox. Success assured. Call to-day. 98 West-ave.

reading.

MME. AUBREY, WONDERFUL TRANCE MEDIUM, natural clairvoyant; reduced prices, 25c, 50c; send lock of hair and 25c; addressed envelope; will send you full reading of your future life; answer any question. 12 N. State-st., Chicago.

IF YOU WISH TO DEVELOP YOUR LATENT power and learn the hidden secrets which bring success, or if in trouble of any nature, call on DR. BETIERO, 2134 Michigan-av. Consultation free.

MRS. MILLER, CLAIRVOYANT, CARD READER, gift of second sight; positive and truthful information given on business, love, marriage, or family affairs; fee 50c. 189 Ontario-st., 2d flat.

HELENE BARRY, TRANCE CARD READER. Ladies only. Hours 9 to 9. Charges 25 cts. 203 E. Superior-st., Flat E, second floor.

SCIENTIFIC PALMISTRY — CERTIFICATE from Count St. Germain and Ina Oxenford, London. MARY DAVIS, Suite 40, 99 Wabash-av.

PERSONAL—DO YOU DESIRE THE POWER of success and to learn how to develop the latent power within? The School of Egyptian Mystic Science teaches a complete course by mail, embracing occultism, hypnotism, magnet magnetic healing, and secret influence. This course contains the genuine Hindoo exercises as practiced by the Raja Yogi, giving secrets and information for quick development heretofore unknown to the Western world. Address P. O. Box 1218.

A NEW SCIENCE! Most wonderful healing force on earth
Cures all forms of disease without drugs; Develops latent power; Insures Health, Happiness, Success. Lesson 10c. **WILLIAM E. TOWNE, Holyoke, Mass.**

OPIUM EATERS. We cure the habit permanently, cheap, quick, without suffering or inconvenience. Describe your case. Address S. G. **ARMSTRONG, M.D., Berrien Springs, Mich.**

FORTUNE'S SPECIFIC
Or, **GOLDEN IDEAS FOR THE AMBITIOUS YOUNG MAN AND YOUNG WOMAN.** The secret springs to fortune and success; how to develop and use successfully the latent powers in every brain. Secrets for the rich, secrets for the poor, secrets for the young man and the maiden, secrets for all who want to know. All may learn to know the magic touch of Fortune, Love and Beauty. Neatly bound and sent to any address, prepaid, in sealed envelope, for \$1.
Address **JUNIUS O. FRANCE, Box 716, Pittsburgh, Pa.**

BUSINESS PERSONAL—LET YOUR SOUL out. Develop it. Make your latent power serve you well. Svengali controlled Trilby and made millions bow to his power. It was hypnotism. You can learn it. Read and study and practice rules, secrets, principles, of hypnotism by the famous Davis. Typewritten copy, sealed, for \$1 cash. Metropolitan School of Hypnotism, 28 and 30 E. Georgia st., Indianapolis, Ind.

Latent powers has been a feature of the occult markets since 1830.

By the 1890s, it has been accorded the status of a natural law.

Latent Powers: Let Your (Sexy, Effective) Soul Out

Elizabeth Jones is on her way across the US, to meet her future husband, William Towne, at the time these ads run, nationwide.

The two met through correspondence, initiated by Towne, about the purchase of ad space in Elizabeth's fledgling West Coast journal, *The Nautilus*.

Together, the Townes build a latent powers empire.

A NEW SCIENCE! Most wonderful healing force on earth
Cures all forms of disease without drugs; Develops latent power; Insures Health, Happiness, Success. Lesson 10c. **WILLIAM E. TOWNE, Holyoke, Mass.**

OPIUM EATERS. We cure the habit permanently, cheap, quick, without suffering or inconvenience. Describe your case. Address **S. G. ARMSTRONG, M.D., Berrien Springs, Mich.**

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Or, **GOLDEN IDEAS FOR THE AMBITIOUS YOUNG MAN AND YOUNG WOMAN.** The secret springs to fortune and success; how to develop and use successfully the latent powers in every brain. Secrets for the rich, secrets for the poor, secrets for the young man and the maiden, secrets for all who want to know. All may learn to know the magic touch of Fortune, Love and Beauty. Neatly bound and sent to any address, prepaid, in sealed envelope, for \$1. Address **JUNIUS O. FRANCE, Box 716, Pittsburgh, Pa.**

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Beginning c. 1900, a group of practitioners Pat Deveney has called the Twilight Mages productized the concept.

Latent Powers & the Twilight Mages

The full battery of (latent) powers promised by any occult discipline: foresight, healing power, the control of self and others, sexual prowess, intellectual mastery, material wealth.

In a word (their word): **Success**.

The mechanisms: mind, magnetism, attraction, vibration.

Synonyms: practical psychology, personal magnetism, personal influence, soul development, self-mastery, self-unfoldment, self-attainment, suggestive therapeutics, mastery of fate, mental science, [Surname]isms galore.

All (as had always been the case) premised on: **lack**.

You **can** obtain what you perceive you lack.

Whatever you lack, your latent powers can produce it, if trained.

The Market in Latent Powers

THE COLLEGE OF PSYCHICAL SCIENCE AND UNFOLDMENT.

J. C. F. Grumbine, President.

Miss Loraine Follett, Sec'y and Treas., 1718 Genesee St., Syracuse, N. Y.

Board of Directors—Erastus C. Gaffield, L. W. Goode, Samuel L. Carr, Richard B. Gruelle, Dr. J. Swanson.

Faculty—J. C. F. Grumbine, B. D., Chair of Metaphysics, Ontology and the Philosophy of Divinity.

Mrs. Benjamin J. Harnett, Chair of Sanscrit Literature and Oriental Philosophy.

Miss Lucy C. McGee, Ph. B. M. A., Chair of the New Psychology and the Philosophy of Color and Color Forces.

Mrs. Etta McK. Mayr, Chair of the Psychology of Music.

W. J. Colville, Chair of Mental Science and Healing.

Dr. Herbert Parkyn, Chair of Suggestive Therapeutics.

SPECIAL NOTICE.

This school is the only one of its kind in the world, is conducted by J. C. F. GRUMBINE, the author and lecturer. It is devoted exclusively to the System of Philosophy, concerning Divinity, and is connected with the Order of the White Rose, branch of the Rosicrucians. The secrets and mysteries of Magic and Occultism are revealed; the mystic and potential powers of Divinity, such as Clairvoyance, Psychometry, Inspiration, Psychopathy, Ontology, Hypnotism, Telepathy and Illumination are made operative and practical.

Teachings are arranged for out of town students and belong to the College Extension Department. Realization is thus assured in the student's home. The following is the series:

TEACHINGS BY CORRESPONDENCE. THE SERIES BY MAIL.

FIRST.—PSYCHOMETRY. Sixteen lessons. Ten Experiments. Advanced Teachings. Three months' Course, followed by a Post-Course of Four Lessons. Price for Series.....	\$12.75
SECOND.—CLAIRVOYANCE. Eight Lessons. Eight Experiments. Advanced Teachings. Three months' Course. Price for Series.....	28.75
THIRD.—INSPIRATION. Twelve Lessons. Ten Experiments. Advanced Teachings. Three months' Course. Price for Series.....	12.75
FOURTH.—PSYCHOPATHY. Twelve Lessons. Advanced Teachings. Three months' Course. Price for Series.....	12.75
FIFTH.—ILLUMINATION. Twelve Lessons. No Experiments. Advanced Teachings. Three months' Course. Price for Course.....	12.75

None of these series are published in book form and can only be procured through the College of Psychical Science.

For booklet and circulars, Percentage of Psychical Power, send a stamped, addressed envelope to J. C. F. GRUMBINE, 1718 West Genesee Street, Syracuse, N. Y.

Plenty of former Spiritualists migrated into this new market, carrying with them the elements of the Old Business Model: publications, lecture tours, private face-to-face individual and class instruction.

Vide: Emma Hardinge Britten, W. J. Colville, Jesse C. F. Grumbine, Cora (Scott Hatch Daniels Tappan) Richmond, Susan Willis (by then Augusta) Fletcher

They fared no better as Twilight Mages than they had as public Spiritualists. Many ended as mage-in-residence, in small sinecures: journals, societies, congregations, churches.

The New Occult Business Model (c. 1900)

Lessons, Readings & Devices

Backed by Authorities

And Institutions

Delivered Through the Mail

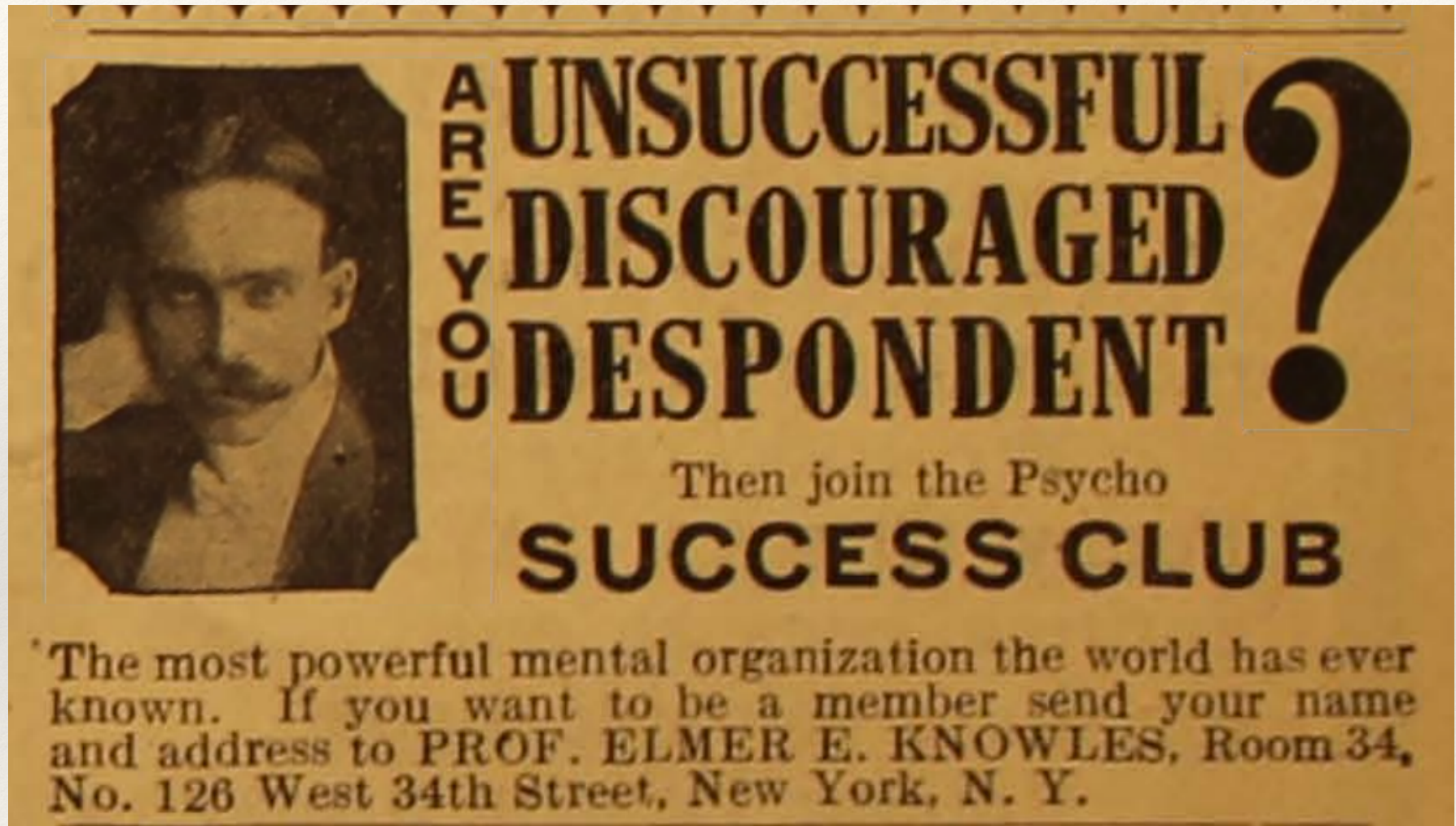
with Extensive Cross-Selling

Branding

Lead Generation and Lead Nurturance

Managed by Sophisticated Commercial Organizations

The New Occult Business Model (c. 1900)



ARE YOU UNSUCCESSFUL DISCOURAGED DESPONDENT?

Then join the Psycho
SUCCESS CLUB

The most powerful mental organization the world has ever known. If you want to be a member send your name and address to **PROF. ELMER E. KNOWLES**, Room 34, No. 126 West 34th Street, New York, N. Y.

Self-identification

The New Occult Business Model (c. 1900)

W467m

WELTMERISM

Prof. S. AWELTMER
ORIGINATOR OF THE
"WELTMER METHOD" OF HEALING.

THE WELTMER SCHOOL OF HEALING.

S. W. WELTMER,
FIRST ASSISTANT.

The Law of Life is Undeviating. It operates whenever the terms by which it acts have been complied with, regardless of man's knowledge of its existence or his knowledge of how it operates.—WELTMER.

APRIL, 1901.

ADDRESS:
Weltmer School of Healing,
NEVADA, Mo.

1879: US mail reclassification act brings “legitimate” periodicals into the most preferential postal rate class. Ad content doubles in monthlies between 1880 and 1928; in weeklies, it increases by 27x (Kielbowicz, 1995)

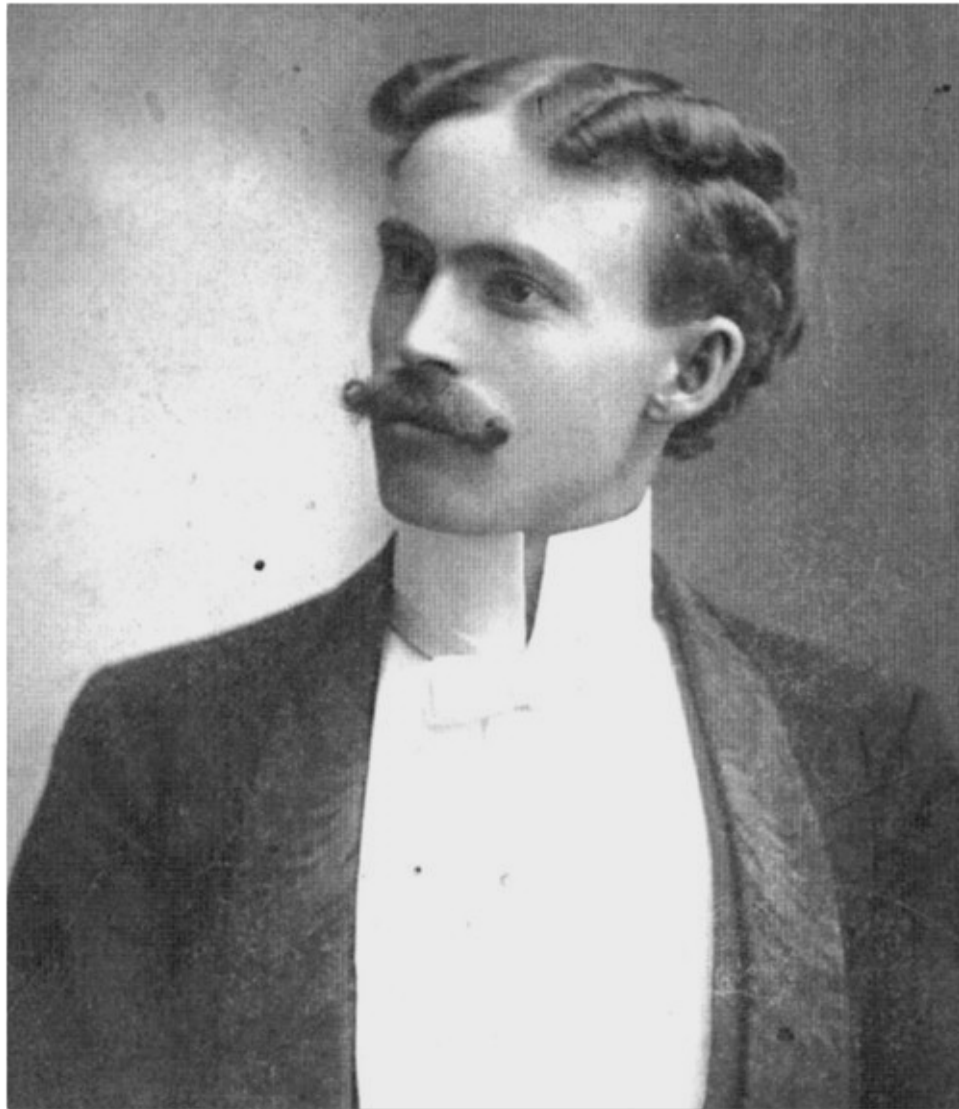
c. 1890: advertising brokerage operations emerge as intermediaries, to enable advertisers to make national and international ad purchases across periodicals (and newspapers) without expertise

c. 1895 US postal inspectors begins aggressive suppression attempts, using an 1872 law designed to control lottery scams and “obscenity”

1902: American School of Magnetic Healing v. McAnulty (187 US 94)

Sidney Weltmer's Nevada, Missouri operation took in, at its peak, more than \$5000 a day in “absent healing” fees, and employed 70 full-time typists to manage the Weltmers' outgoing correspondence. The Nevada, MO post office's volume was larger than that of Springfield, MO — a city 10x Nevada's size.

Elmer Sidney Prather | Prof. E. E. Knowles
(1872-1939)



"Elmer E. Knowles," c. 1900



Elmer Sidney Prather, c. 1920

Elmer Sidney Prather | Prof. E. E. Knowles
(1872-1939)



Notice, Opera House Managers.

"The show that has made millions laugh."

THE KNOWLES AMERICA'S FOREMOST HYPNOTISTS.

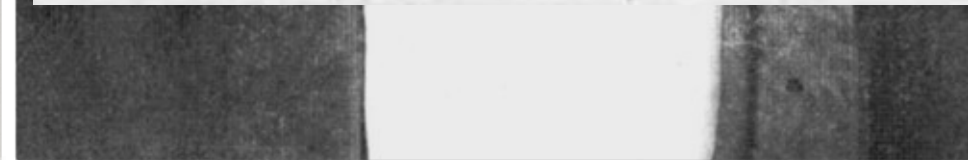
Presenting **A. BEATRICE KNOWLES**, the Charming and Talented Lady Hypnotist, in the most wonderful performance ever presented on the American stage. Nothing like it ever attempted by others.

Positively the biggest and strongest attraction of its kind in existence. Ten years of uninterrupted success. **New Ideas, New Features, 50 Novel Ways of Advertising. Everything New.**

Read: The Knowles drew more money than any other Hypnotic attraction that ever played our circuit.
THE GREENWALL THEATRICAL CIRCUIT CO.

Now booking week stands only. Get the best if you want money. Address

ELMER E. KNOWLES, Mgr., American Theatrical Exchange, 1858 Broadway, New York City, N. Y.



"Elmer E. Knowles," c. 1900

Elmer Sidney Prather, c. 1920

Elmer Sidney Prather (1872-1939)

1905: Enters the mail-order occult business in NYC, using Knowles as a cut-out, in partnership with F. T. McIntyre, whose interest in the Metropolitan Institute of Science he acquires c. 1907.

1908: Founds Modern Science Publishing Co. in 1908, with the astrologer (and serial murderer?) A. H. Postel, Reuben Swinburne Clymer and H. Spencer Lewis (later, head of AMORC); Abby Prather edits *Modern Miracles*, which publishes early RSC and Lewis material. The Prathers share an attorney with their main "rival," Ewing Virgil Neal (1868-1949), head of a Rochester, NY-based mail-order operation.

1909: After two fraud orders (both beaten) and an arrest for assault, the Prathers migrate to England, and set up international mail order operations in Kingsway and in Westminster Bridge Road: astrological readings, lessons in personal magnetism, hypnotic devices, scrying mirrors, beauty aids, dietary supplements (+\$100,000/year alone), New Thought lessons. US corporations remain in operation. A. H. Postel joins the Prathers in London.

1911: Former English employee attempts blackmail; the scope of the Prathers' operation revealed in the resulting UK court case. 100 clerks, each paid roughly one pound a week; German correspondence alone @ 5000 letters per week.

1913-1920: Adds international operation in the Hague, Brussels and Paris; new cut-outs (Professor Roxroy, Clay Burton Vance, C. Spargo)

c.1925: Moves to France, buys chateau, opens international country club

1939: leaves 64,000 pound estate in England, multi-million dollar (gross) estate, French country house and grounds, fleet of automobiles. etc.; Prather's US heirs divided \$530,000 USD in 1943 (7.5M 2017 dollars/5.7M 2017 pounds)

FREE!! FREE!!

The St. Louis School of Suggestive Therapeutics and Medical Electricity
ST. LOUIS, MO., U. S. A.

Be it known to all to whom these presents shall come

That **S. J. Pole** having completed and creditably sustained the required examinations in the course of study prescribed by the proper officers of **The St. Louis School of Suggestive Therapeutics and Medical Electricity** is hereby entitled to this Diploma, conferring the Degree of **DOCTOR OF Suggestive Therapeutics.**

Signed and Sealed by the Principal on the twentieth day of Sept., nineteen hundred and seven.

Geo. C. Pitzer, M. D.
Principal

One Week Treatment FREE



PROF. S. J. POLE
M. H. D. S. T.
CURES WITHOUT MEDICINE
GIVES YOU HEALTH AND HAPPINESS

I positively mean what I say when I say **FREE**, as you will not have to pay for medicine or treatment. I use neither medicine nor knife. What I have done for others I can do for you. All I want is a chance to prove my statements are true. I do this as an advertisement and to help those not able to pay.

THE BLIND SEE. THE LAME WALK. THE DEAF HEAR.
READ THESE TESTIMONIALS OF WONDERFUL CURES

RHEUMATISM CURED IN ONE TREATMENT.
Webb City, Mo., Sept. 18, '07. This is to certify that I was afflicted with rheumatism so bad that I was unable to walk without the assistance of crutches and suffering great pain. After receiving one treatment from Prof. Pole, I was able to walk as usual and could walk as good as I ever could before I was attacked with rheumatism. Any one in doubt of this statement call at 120 South Street, St. Louis, Mo., and be convinced. I recommend Prof. Pole to every sufferer of rheumatism.

Signed—M. M. Sloan, Subscriber and witness to before me this 18th day of September, 1907. (Seal) Notary Public. My commission expires April 30, 1911.

STOMACH TROUBLE CURED IN 8 DAYS.
Webb City, Mo., Aug. 21, '07. This is to certify that I suffered with stomach trouble so severe that I could not eat anything except milk and crackers. I could sit down at the table and eat like the rest of the family. I tried all the doctors in my town but could find no relief. I read of the many cures performed by Prof. S. J. Pole, the famous Suggestive Therapeuticist, and I immediately came and can tell you that I am glad to tell them of my wonderful cure.

Signed—H. A. Neprach, Subscriber and witness to before me this 20th day of August, 1907. (Seal) Notary Public. My commission expires April 30, 1911.

CATARACT CURED.
Galena, Kan., Jan. 21, 1908. This is to certify that I have had a cataract in my right eye for the last ten years, after failing through the hands of Prof. R. J. Bobb, the famous Therapeuticist. I have been greatly troubled and I recommend all suffering with cataract to go to Prof. Pole and be cured.

Signed—E. C. Williams, Conway, Mo., H. R. No. 1. Subscriber and witness to before me this 1st day of February, 1908. (Seal) Notary Public. My commission expires September 25, 1908.

Prof. S. J. Pole is a Graduate
Prof. Scharent Institute of Science, Paris, France; Berlin Academy of Occult Science, Berlin, Germany; Royal College of Science, Bombay, India; Metropolitan Institute of Science, New York City; Los Angeles School of Suggestive Therapeutics, Los Angeles, California, and many others.

120 South Sixteenth Street.
Fourth Floor, Room 308, Old Boston Store Building

22 YEARS BLINDNESS CURED IN 30 MINUTES.
Webb City, Mo., June 15, '07. Twenty-two years ago I lost my sight and could not tell the difference between day and night. I could not go any place alone; some member of the family had to lead me everywhere. I tried all the eye specialists in Webb City and the eye specialists in Joplin and they all were incapable and nothing in the world could ever restore my eyesight. I happened to be near the post-office with my little brother, and Prof. Pole, the famous Suggestive Therapeuticist, passed and gave me a card. I called at his office and after taking a thirty-minute treatment, I could see everything plainly. Prof. Pole is really a wonder; he did more for me in thirty minutes than all the other doctors did in twenty-two years. I have all the blind people to call upon and can tell them personally about this wonderful cure. I recommend everybody to go to Prof. Pole and be cured.

Signed—Mrs. J. M. Lewis, Webb City, Mo., H. R. No. 1.

other doctors did in twenty-two years. I have all the blind people to call upon and can tell them personally about this wonderful cure. I recommend everybody to go to Prof. Pole and be cured.

Signed—Mrs. J. M. Lewis, Webb City, Mo., H. R. No. 1.

The Metropolitan Institute of Sciences was an institutional authority, that granted institutional authority.

D. S. T.s — Doctors of Suggestive Therapeutics and their Schools and Institutes were plentiful, on the US occult landscape, after 1900.

The Method: A Clay Burton Vance Case Study

Free Character Readings to All Readers Who Write at Once

Professor Clay Burton Vance,
the Famous Parisian Occult
Scientist, Offers Free Advice
About Your Business Changes,
Occupation, Friends, Enemies,
or What to Do to Achieve
Success.

To foretell the past, present and future events of the lives of the great masses of people is no small task, yet there seems to be no one more anxious

to prove his ability than Prof. Vance.

When asked what methods he employed in making his calculations, Prof. Vance replied:

"Just so sure as the moon has enough effect on the great bodies of water to make the tide ebb and flow, the position of the planets at the time of birth has a direct bearing upon the life of every person."

"My system of character reading and advice is based upon this plan together with the handwriting of the individual."

Thousands of people in all walks of life have benefited by this man's advice. He tells you what you are capable of, and how you can be successful. He mentions your friends and enemies and describes the good and bad periods in your life.

His description as to past, present and future events will astonish and help you. All he wants is your name (written by yourself), your birthdate, and sex, to guide him in his work. Money is not necessary. Mention the name of this paper and get a Trial Reading free. If you want to take advantage of this special offer, and obtain a review of your life simply send your full name, address, the date, month and year of birth (all clearly written), state whether Mr., Mrs. or Miss, and also copy the following verse to your



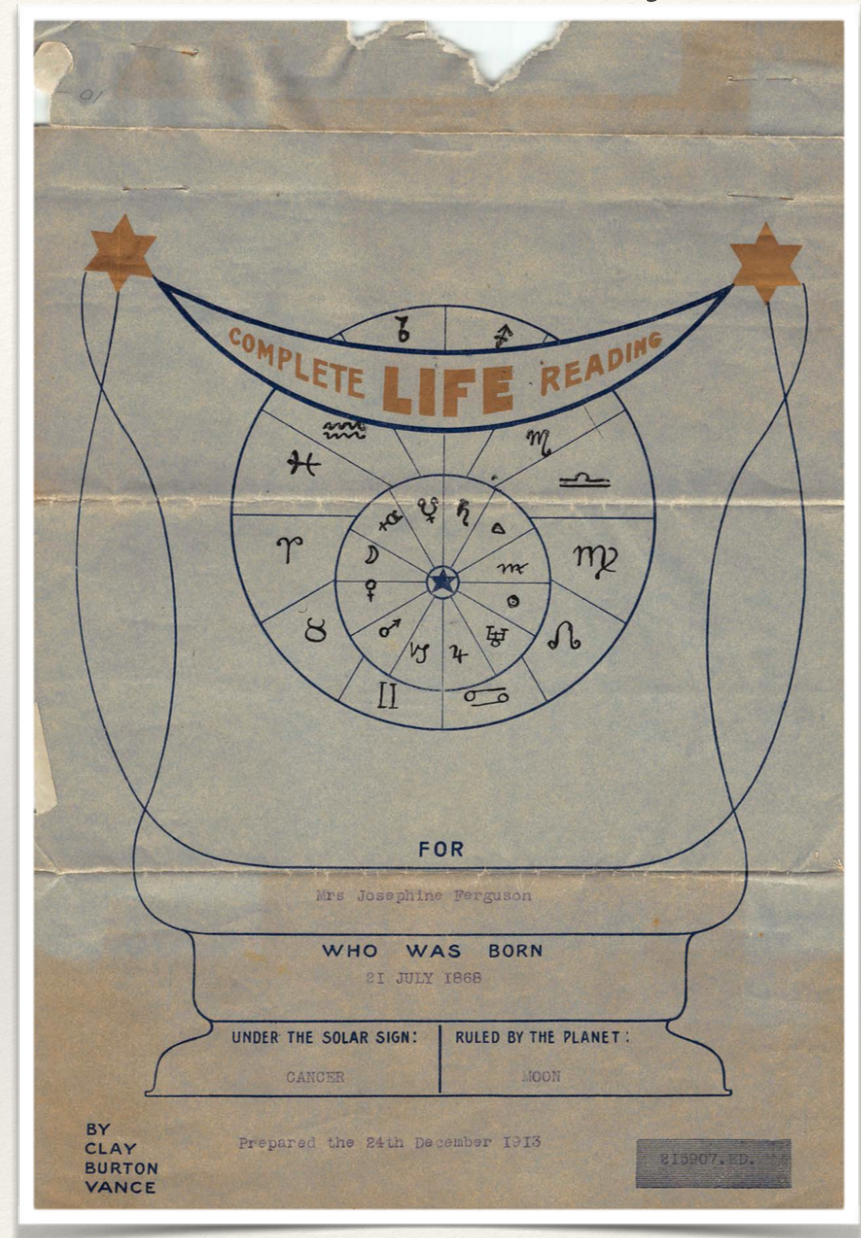
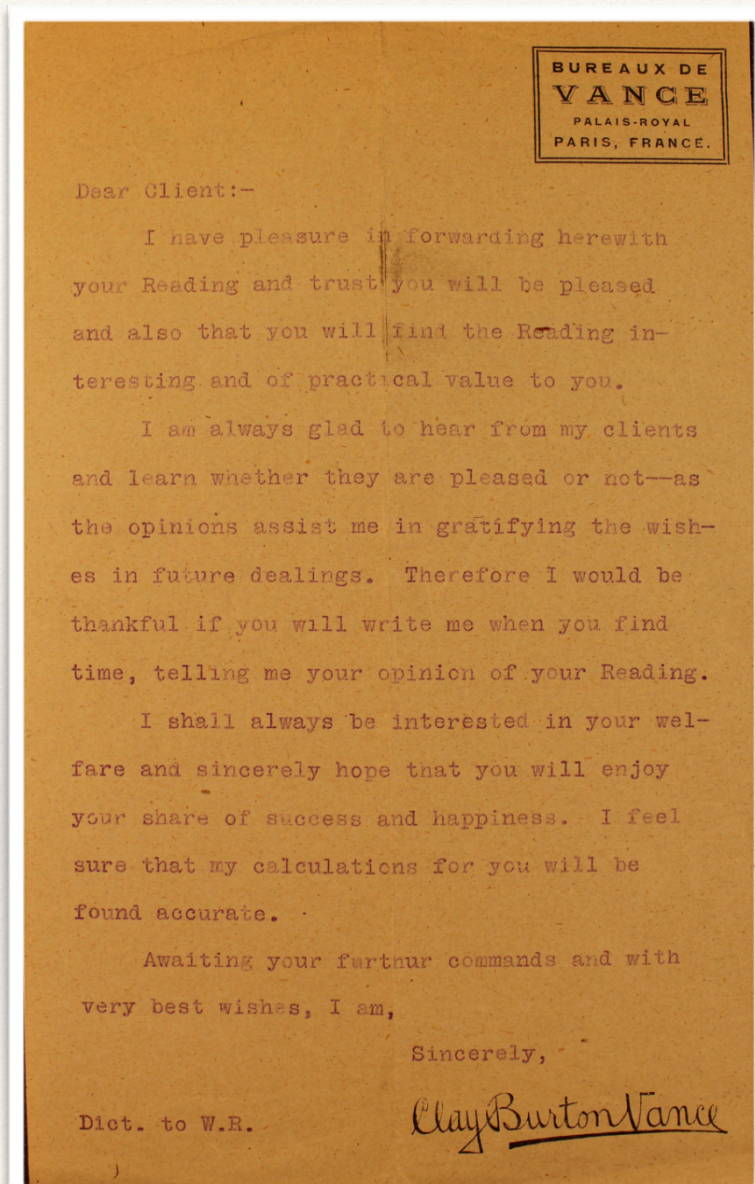
Clay Burton Vance was a Prather cut-out.

Like Professor Roxroy, C. Spargo, and (the once very real) A. H. Postel (who has by 1910 moved on, to run the London branch of the British Institute of Mental Science).

The USPS and others pursued these cut-outs, believing they were real persons. Some, to this day, believe that.

http://www.iapsop.com/lessons/1913_vance_complete.pdf


The Method: A Clay Burton Vance Case Study



The “progressively detailed” readings scheme was pioneered by A. H. Postel and H. Spencer Lewis.

The Method: A Clay Burton Vance Case Study

**THE GREAT BOOK OF
Wonders, Secrets
and Mysteries.**



This great book is filled with strange secrets, wonderful mysteries and startling disclosures. It comprises the mystical lore of all ages, the writings of ancient seers, magicians and wonder workers having been thoroughly searched in its compilation. It has been prepared with the greatest care, and is a work of the utmost practical use and value to every man, woman and child. It tells How to Cure Diseases by Magical, Celestial and Sympathetic Means, the Secrets and Hidden Wonders of Astrology, How to Make Persons at a Distance Think of You, How to Practice Clairvoyance, Electrical Psychology and Mesmerism, all about Witches and Witchcraft, all about Persian and Indian Mysteries, How to Change Lead into Quicksilver, How to Know Your Future Wife or Husband, How to Know When a Person will be Married, How to Magnetize, How to Tell the Sex of Unborn Children, How to Choose a Wife, How to Choose a Husband, All About Spiritual Manifestations, The Elixir of Life, The Moslem Oracle, The Magic Crystal, The Magic Torch, How to Become Handsome, How to Cause People to Tell Their Thoughts, How to Make the Multiplying Letter Writer, How to Change Silver into Gold, All About Ventriloquism, How to Make Artificial Gold, Artificial Ivory, Imitation Meerscham, Magic Copying Paper, Gold Plating Powder, Imitation Silver, Horse Tamers' Secrets, Anglers' Secrets, Hunters' and Trappers' Secrets, and hundreds of other things which we have not space to enumerate. This book is a great storehouse of useful knowledge, and will repay its small cost many times over. It is a book of 64 large double-column pages, bound in attractive paper covers, and will be sent by mail post-paid upon receipt of only

15 Cents. (8d. English).

Send all orders to
ECONOMY SUPPLY Co.,
260, Westminster Bridge Road,
London, S.E., England.

29

ARE YOU UNLUCKY?

SOCIETY PEOPLE WEAR LUCKY STONES.

Mysterious Power of Lucky Stones from Ceylon said to Bring Good Fortune.

NO longer can the question of "Luck" be treated with derision, for quite recently a gem has been brought to these shores which is said to exercise an unfathomable influence, and bring Health, Wealth and Happiness to its wearer. Society people are eagerly acquiring them, and "Lucky Stones" are in the possession of Lord Avebury, Lady C ve, Lady Hope, Lady Kinloch-Cooke, Lady Violet Brassey of Apethorpe, etc., etc. So abundantly does good fortune attend the possessors of these stones, that their staunch enthusiastic statements would convince even the most sceptical, and a large number of their appreciative letters are on file at our office. Some of our clients, indeed, say that they count their real good fortune from the time they acquired a "Lucky Stone."

Only a small stock of these "Lucky Stones" remain on hand, and those of our readers who wish to possess one, should send at once 2/6 P.O. (60 cents U.S.A.) or stamps of any country, to the address below. All orders will be dealt with in the same rotation as received, and remittances will be returned in full if received after the full stock has been exhausted.

ORIENTAL JEWELS CO. (Dept. B.),
36, QUEEN ANNE'S CHAMBERS
LONDON, S.W., ENG. [P.T.O.]

31.

Cross-selling. Companies all Prather-controlled. Offers might include mix of occult and non-occult products and services, depending on the mage-in-charge (e.g., jiu-jitsu lessons, cartilage stretcher, eyesight restorer, **cosmetics**, nutritional supplements, occupational correspondence courses)

The Method: A Clay Burton Vance Case Study

OH TIME BY RELESS.
ING CLOCKS AND WATCHES.

...reprehension of our City
 ...hundred and twenty-nine
 ...the City, but one of the
 ...from the peoples of City
 ...used, and of the other
 ...five are regulated by
 ...signal from Greenwich.
 ...atze, a young London
 ...vented a wireless apparatus
 ...ing to the specification, it is
 ...ard active with perfect
 ...nd even the silver or gold
 ...place under our pillows to
 ...not miss the morning train.
 ...that existing timepieces are
 ...the necessity receiving

Mr. Gratz said to a re-
 ...Quartz, it consists of the
 ...less waves for the opera-
 ...all timepieces, whether on
 ...private residences.
 ...eay, one minute, a high-
 ...ould be generated or dis-
 ...switch, and the wireless
 ...ould strike on the
 ...ck.
 ...d then, through the medium
 ...in, operate the hands of the
 ...atch fitted with the neces-
 ...ld thus be adjusted at the
 ...second, and be in perfect
 ...invention the technical
 ...time waves," interfering
 ...less telegraphic waves is
 ...ing waves of much shorter

T TREES PLANS.
NOTHER THEATRE
ON OF "DRAKE."

...an unauthorized statements
 ...and in regard to Sir Her-
 ...from the cast of "Drake"
 ...theatre, Sir Herbert made
 ...following announcement as
 ...d intentions—
 ...ly reason for not appear-
 ...ing production of "Drake"
 ...he fact that after the most
 ...en, he felt that the part
 ...more appropriate treatment
 ...his own, and he presen-
 ...g in England gave him the
 ...rich he had felt. The
 ...is devoting his enthusiastic
 ...success of what is an ex-
 ...enterprise, and he is now
 ...g, in conjunction with the
 ...and superintending every
 ...laborate production.
 ...run of "Drake" Sir Her-
 ...the closest bond with His
 ...and should his sanguine
 ...he realised, he will take
 ...London at which he him-
 ...a new play.
 ...o hopes to put into scen-
 ...nned last season of suc-
 ...prices a series of studen-
 ...takeoverman repository of
 ...are. In these Sir Herbert
 ...y appear. This is an en-

**Secret of Mysterious Power
 Revealed at Last.**

**How Prominent People Have
 Gained Wealth and Popularity.**

Famous Hypnotist Perfects Simple Method
 that Enables Anyone to Control Thoughts
 and Acts of Others, Cure Disease and Habits
 Without Drugs, and Read the Secret Desires
 of People Though Thousands of Miles Away.

Wonderful Book Describing this Strange
 Force and a Character Delineation Post
 Free to all who Write at once.

The National Institute of Sciences has appro-
 priated £5,000 toward a fund for the free dis-
 tribution of Prof. Knowles' new book, "The Key
 to the Development of the Inner Forces." The
 book lays bare many astounding facts concerning
 the practices of Eastern Yogis, and explains a
 wonderful system
 for the development
 of Personal Mag-
 netism, Hypnotic
 and Telepathic
 Powers, and the
 curing of diseases
 and habits without
 drugs. The subject
 of practical charac-
 ter reading is also
 extensively dealt
 with, and the author
 describes a simple
 method of accu-
 rately reading the
 secret thoughts and
 desires of others
 though thousands of
 miles away. The al-
 most endless stream
 of letters requesting
 copies of the book
 and character delin-
 eations and testis
 clearly the universal
 interest in Psycho-
 logical and Occult
 Sciences.


"Rich and poor
 alike benefit by the
 teachings of this new
 system," says Prof. Knowles, "and the person
 who wishes to achieve greater success has but
 to apply the simple rules laid down." That
 many wealthy and prominent people owe their
 success to the power of Personal Influence there
 is not the slightest doubt, but the great mass of
 people have remained in utter ignorance of these
 phenomena. The National Institute of Sciences
 has therefore undertaken the somewhat arduous
 task of distributing broadcast, without regard for
 class or creed, the information heretofore pos-
 sessed by the few. In addition to supplying the
 books free, each person who writes at once will
 also receive a character delineation of from 400
 to 500 words as prepared by Prof. Knowles.

If you wish a copy of Prof. Knowles' book and
 a Character Delineation, simply copy the follow-
 ing verse in your own handwriting:

"I want power of mind,
 Force and strength in my look.
 Please read my character
 And send me your book."

Also send your full name and address state (whether
 Mr., Mrs., or Miss), write plainly, and address your
 letter to: National Institute of Sciences, Dept. E,
 No. 258, Westminster Bridge-road, London, S.E.,
 Eng. If you wish you may enclose 6d. or 10 cents
 U.S.A. (stamps of your own country) to pay postage,
 etc. Do not enclose coins or silver in your letter.

HOTEL
REMBRANDT
LONDON



Am sending you this, thinking you might be interested

Exemplars exist in several languages



Illustration No 1-II.

Abby Prather as demonstrator

Perhaps you'd be interested in the work of my colleague....

The Method: A Clay Burton Vance Case Study

CH TIME BY RELESS.
ING CLOCKS AND WATCHES.

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 ... hundred and twenty-nine
 ... the City, but one of the
 ... from the Peoples of City
 ... used, and of the other
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 ... a wireless apparatus
 ... ng to the specification, it is
 ... ard acting with perfect
 ... and even the silver or gold
 ... nce under our pillows to
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 ... less waves for the opera-
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 ... ska.
 ... when, through the medium
 ... in, operate the hands of the
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 ... nounced last season of ac-
 ... plices a series of student
 ... Shakespearean repository of
 ... ure. In these Sir Herbert
 ... appear. This is an en-
 ... which Sir Her-

HOTEL
REMBRANDT
LONDON

Secret of Mysterious Power Revealed at Last.

How Prominent People Have
 Gained W

Famous Hypn-
 that Enables
 and Acts of Oc-
 Without Drugs
 of People Tho-

Wonderful Bo-
 Force and a C-
 Free to a

The National
 printed £5,000
 tribution of Prof
 to the Developm
 book lays bare in
 the practices of
 wonderful mys-
 for the develop-
 of Personal H-
 nism, Hypno-
 and Talpa-
 Powers, and
 curing of dis-
 and habits with
 drugs. The sub-
 of practical cha-
 ter reading is
 extensively de-
 with, and the au-
 describes a sin-
 method of a
 rarely reading
 secret thoughts
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 though thousand
 miles away. The
 most endless str-
 of letters require
 copies of the B-
 and character e-
 motions and to
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 interest in Psy-
 logical and Oc-
 Science.

"Rich and p-
 alike benefit by
 teachings of this
 system," says Dr
 who wishes to ac-
 to apply the sim-
 many wealthy as
 success to the pos-
 is not the slightes
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 phenomena. The
 has therefore und-
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 sessed by the few
 books free, each
 also receive a cha-
 to 500 words as pr-
 If you wish a re-
 a Character Deline-
 ing verse in your

"I want
 Force and strength in my look,
 Please read my character
 And send me your book."
 Also send your full name and address state (whether
 Mr., Mrs., or Miss), write plainly, and address your
 letter to: National Institute of Sciences, Dept. E,
 No. 258, Westminster Bridge-road, London, S.E.,
 Eng. If you wish you may enclose 6d. or 10 cents
 U.S.A. (stamp of your own country) to pay postage,
 etc. Do not enclose coins or silver in your letter.

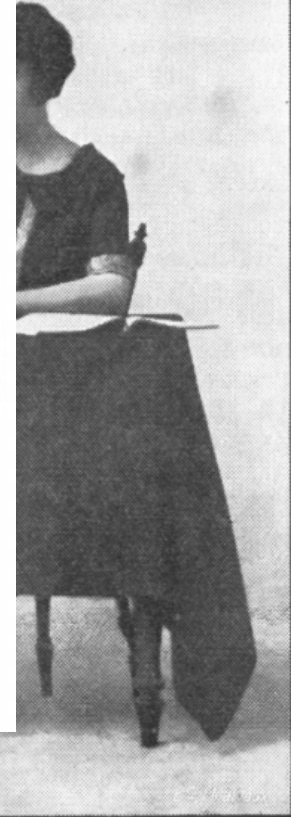
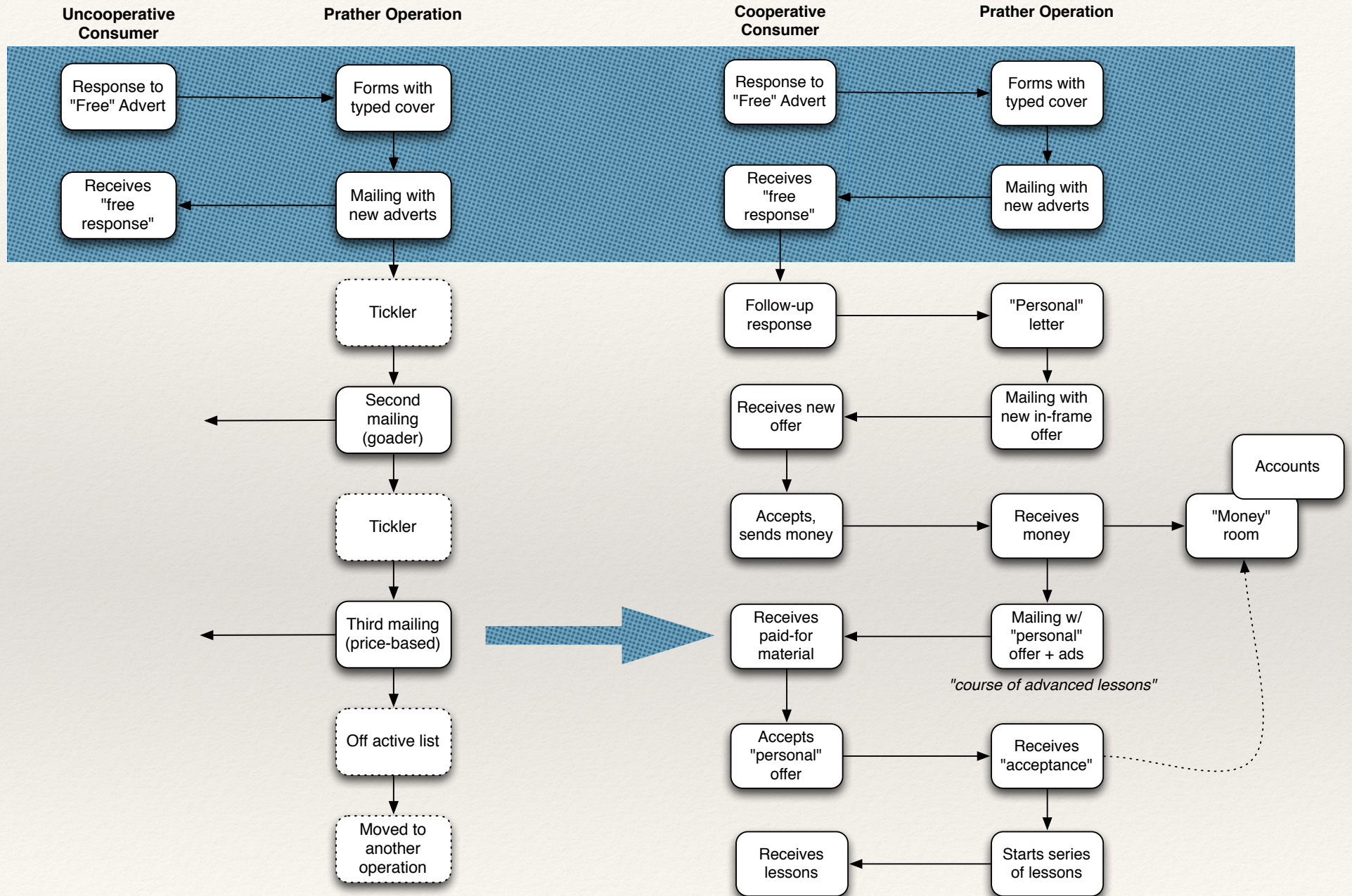


Illustration No 1-II.

Perhaps you'd be interested in the work of my colleague....

The Method: A Clay Burton Vance Case Study



The Method: Elaborate Lesson Schemes



The Complete System of Personal Influence and Healing

Six Branches

Basic Principles: 33 lessons
 Hypnosis, Telepathy, Personal Magnetism: 44 lessons
 Auto-Suggestion / Self-Treatment: 20 lessons
 Magnetic Healing: 29 lessons
 Character Reading (Physiognomy, Phrenology, Chirolgy): 26 lessons
 "Oriental Methods": 29 lessons

181 lessons

Science!

"No Connection with the Supernatural"

All roads led to: lessons, devices or both.

The Method: Elaborate Lesson Schemes

Comment by Leading American Newspapers

Description of the Complete System of

BRANCH ONE } The Basic Principles Pertaining to the Science, Hypnotism, Telepathy, Personal Magnetism, Building, and the Development of the Soul

Lesson No. 1. — Introductory Remarks.

» 2. — What Others Think of the Mind.

» 3. — Hypnotism in its Legal Aspect.

» 4. — The Worth of Hypnotism.

» 5. — The Duality of Mind.

» 6. — The Nature of Hypnotism.

» 7. — The Activity of the Sub-Consciousness.

» 8. — The Power of the Sub-Consciousness.

» 9. — The Six Basic Points of Suggestion.

» 10. — When One is Hypnotised.

» 11. — The Secret of Hypnotism.

» 12. — The Necessity of Will-Power.

» 13. — The Five Stages of Hypnotism.

» 14. — Inducing Hypnotism.

» 15. — Hypnotic Sleep and Nature.

» 16. — The Limits of Hypnotism.

» 17. — The Nature of Auto-Hypnotism.

» 18. — The Genesis of Suggestive Power.

» 19. — The Universality of Suggestion.

» 20. — Its Use by Doctors.

» 21. — The Value of Suggestion to Men.

» 22. — Suggestions for Parents and Children.

» 23. — Curing Pessimism by Suggestion.

» 24. — Suggestive Therapeutics.

» 25. — Applications of Suggestion to Somnambulism, Operations, etc.

» 26. — Hypnotic Suggestion in the Curing of Evil Habits, etc.

» 27. — The Value of Hypnotism and Suggestion in the Curing of Nervous Disorders.

» 28. — Suggestion as a Cure for Spasms.

» 29. — Training the Memory by Suggestion.

» 30. — The Power of Personal Magnetism.

» 31. — TELEPATHY. — Its Nature and Possibilities.

» 32. — Character Building by Suggestion.

» 33. — Conclusion.

BRANCH TWO } Hypnotism, Telepathy, Personal Magnetism, and Personal Influence

Lesson No. 1. — Preparatory Notes.

» 2. — Why Other Systems Fail.

» 3. — A Sound Axiom in Learning.

» 4. — The Basic Reason of Success.

» 5. — The Correct Procedure.

» 6. — Preparatory Exercise No. 1. — Creation of Auto-Placidity.

» 7. — Preparatory Exercise No. 2. — development of Concentration.

» 8. — Preparatory Exercise No. 3. — Necessity of Suitable Suggestive Passes and Practice the same.

» 9. — Preparatory Exercise No. 4. — Their Suggestibility. — various forms of hypnotic Suggestive Passes.

» 10. — Preparatory Exercise No. 5. — Induce Placidity in Resting Position.

» 11. — Preparatory Exercise No. 6. — zontal Passes.

BRANCH 6

HINDOO AND ORIENTAL METHODS

IN
Hypnotism, Telepathy,
Concentration, Magnetic
Healing, Magic and the
Wonders of the Orient

BY
SWAMI RAMAYANDAS
(Hindoo Priest)

Dedicated respectfully to Prof. Elmer E. Knowles
in appreciation of his great teachings of the
laws of psychic phenomena.

Issued by THE NATIONAL INSTITUTE OF SCIENCES
All Rights Reserved.

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Healing

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: 33 lessons

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4 lessons

lf-Treatment: 20

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g: 29 lessons

(Physiognomy,
ogy): 26 lessons

s": 29 lessons

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Prof. R. E. Dutton (Lincoln, Nebraska) offered 200 lessons on "Duttwahism" (spirit magnetism) in 1902

The Method: Testimonials

A NEW YORK STOCKBROKER'S OPINION.



NEW YORK, 17th December, 1913.

Dear Professor,
I cannot thank you too much for all you did for me when I was working so hard to accomplish my great ambition. You will remember how all my influential friends said I could not succeed, and you alone gave me the only hope and courage to go on.
I have just closed another big deal this week that I hope to get the financial reward from next year. Your forecasts of the Stock Market in your magazine, *Faith*, have been of great help to me.
~~Prof. Postel's~~ ~~and express order for my 1914 Annual Reading.~~
What will it cost me for the Readings for the next ten years you to take all the time required to write them next year?
Trusting that you are quite well, and wishing you every success, I am, with most sincere regards,
GEORGE SCHLEY MCALPIN,
38, Broad Street, New York, U.S.A.
New York Stock Exchange.



WORTH FIFTY TIMES ITS COST.

TRAINING SCHOOL,
HAMILTON, TEXAS.

HAMILTON, TEXAS, 9/21, 1912.
U.S.A.

My dear Mr. POSTEL,
It is certainly a great pleasure to me to state that your Life Reading for me several years ago was a grand revelation to me, and it has been the cause of my life turning from bad to the good; teaching me that it is knowledge of God's laws alone that keeps us on the right track as we pass through life's journey.
Your Readings are so plain, and so honest in every way that any person who will read them carefully may be guided in the better way, and be prepared to meet the vicissitudes of life as they come upon us.
In the past I have had an Annual Reading from you, and I can truthfully say that it is worth fifty times the money it costs one. There is certainly every proof that Astrology is as great a science as is Astronomy, and I believe sincerely that it should be taught in the public schools of our country, to the pupils of the higher grades.
I highly commend your work for its honesty, plainness and simplicity of words. I have consulted many other Astrologers, but have found none so plain as you are.
With best wishes for your future welfare and health, I am very truly and fraternally your friend,
D. W. MCKEE.



ST. CHARLES,
ETAT DE ST. PAUL,
BRAZIL.

Dear Professor,
I am delighted with my Life Reading. It surprises me how well you know my habits, my tastes, and my character. I am very pleased to have consulted you; you gave me such good advice for the future. I have had my Horoscope calculated by other Astrologers, but none gave me such good advice nor was so useful to me.
Please accept the expression of my respectful admiration.
Mademoiselle le
AVLZACIVATTI
ROSSI.

FROM A PROMINENT CLERGYMAN.

Sep'tember 20th, 1912.

Prof. Albert H. Postel has been known to the undersigned for many years, and is highly esteemed.
As an Astrologer he stands in the front rank, and is highly endorsed by thousands who have made effective use of his painstaking efforts in their behalf.
As a business man he is aggressive, energetic and most conscientious. As one worthy of confidence he is commended by one who has found him honest at all times.
(Rev.) F. N. GLOVER, D.Ph.

A DOCTOR'S OPINION.

25th November, 1912.

Dear Professor,
Having perused quite a number of your forecasts relating to friends of mine, I feel impelled to express my unbounded admiration and amazement as to how it is possible for you to portray with such unerring precision the many characteristics and life's career of persons whom you have never even seen, and scarcely heard of. Let me but hope that many of our fellow-creatures may be fonder to appreciate and to derive the utmost benefit by the exercise of your inestimable ability and talents that in life's troubles are of such great help. For my part I shall not fail to recommend you everywhere, especially considering the clear and scientific manner in which you have always responded to my inquiries.
Truly yours,
(Dr.) WOLTER.



16, RUE DES URSLINES,
ST. DENIS SUR SEINE,
FRANCE.

Professor A. H. POSTEL.

Dear Sir,
I am in receipt of my Annual Reading for 1914. It is remarkable for its precision for the months of January and February last.
So I do not hesitate in asking your advice for some special questions which I am sending you herewith, with my photograph.
Yours very sincerely,
JULES PIARD.

FROM A CHIEF OF POLICE.

I received your Life Reading, and I have studied it thoroughly. I find it very interesting. At the same time I am pleased to see that, without knowing the hour of my birth, you have given me a true reading of my life from the beginning.
I must say you have sketched my life accurately, even to the smallest details.
A. B.—, Chief of Police.

The above is from the Chief of Police of a prominent Continental capital city who requests that his name be not published. The original can be seen at our office.

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JULES PIARD.

AN ASTROLOGER'S OPINION.

Speaking of Prof. Postel, the Rev. ALTAN Z. STEVENSON, an Astrologer of New York, writes:

"I have known Mr. A. H. Postel as a practising Astrologer for over eight (8) years. I have seen and examined his work, and consider him conscientious and painstaking. His efforts have been instrumental in creating a great interest in the science, and he is recognised as an authority on astrological matters."

Affidavit. I, Albert Henry Postel, of The Kingsway Studios, in the County of London, do solemnly and sincerely declare that the statements made by me above are true, and that the letters printed above are true copies of original letters received by me and now in my possession.

Declared at 114a, Chancery Lane, in the County of London, on the 18th day of August, 1914, before me, *a. H. Postel*

LEONARD M. PARKIN
(A Commissioner to administer Oaths in the Supreme Court of Judicature in England).

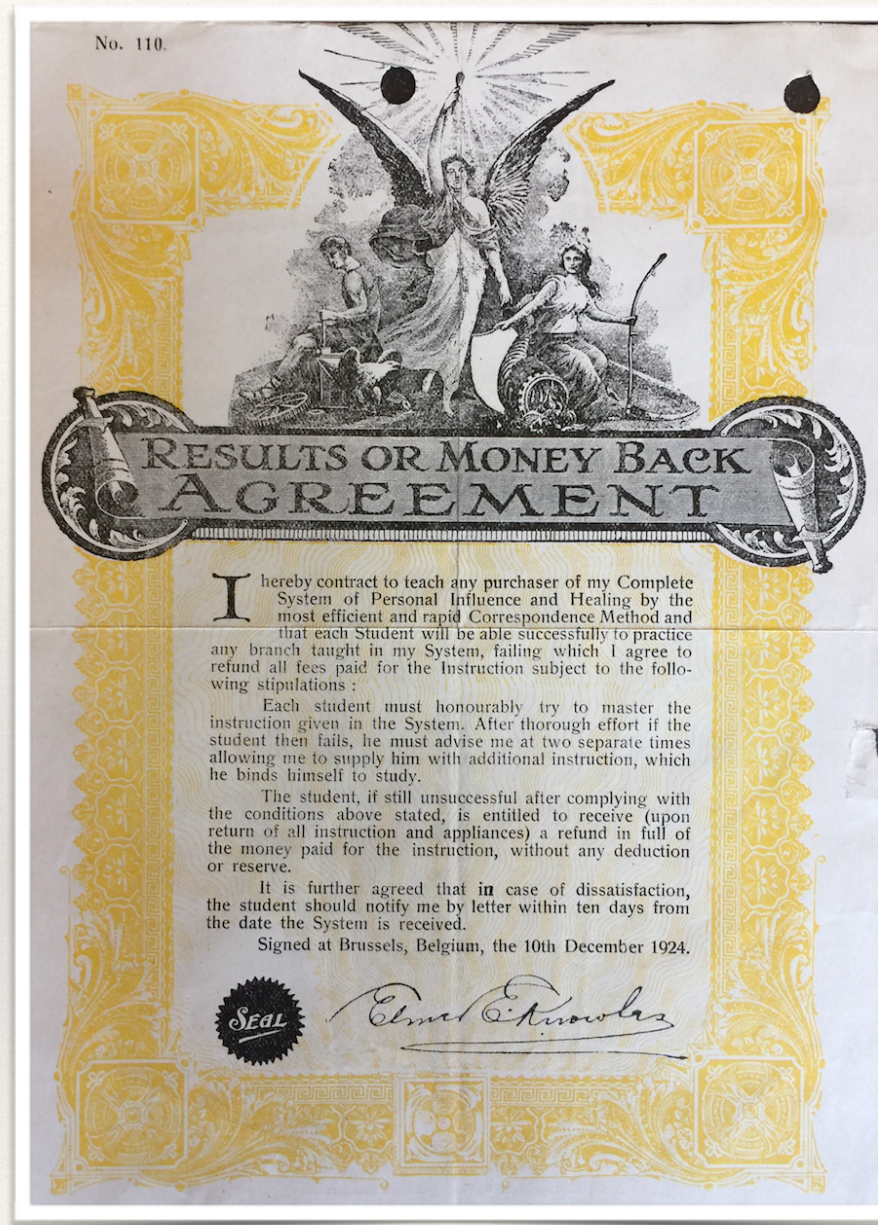




1915 — Postel as Prather's cut-out

Others — comely, articulate, in positions of authority — lacked what I lack, and found: **success.**

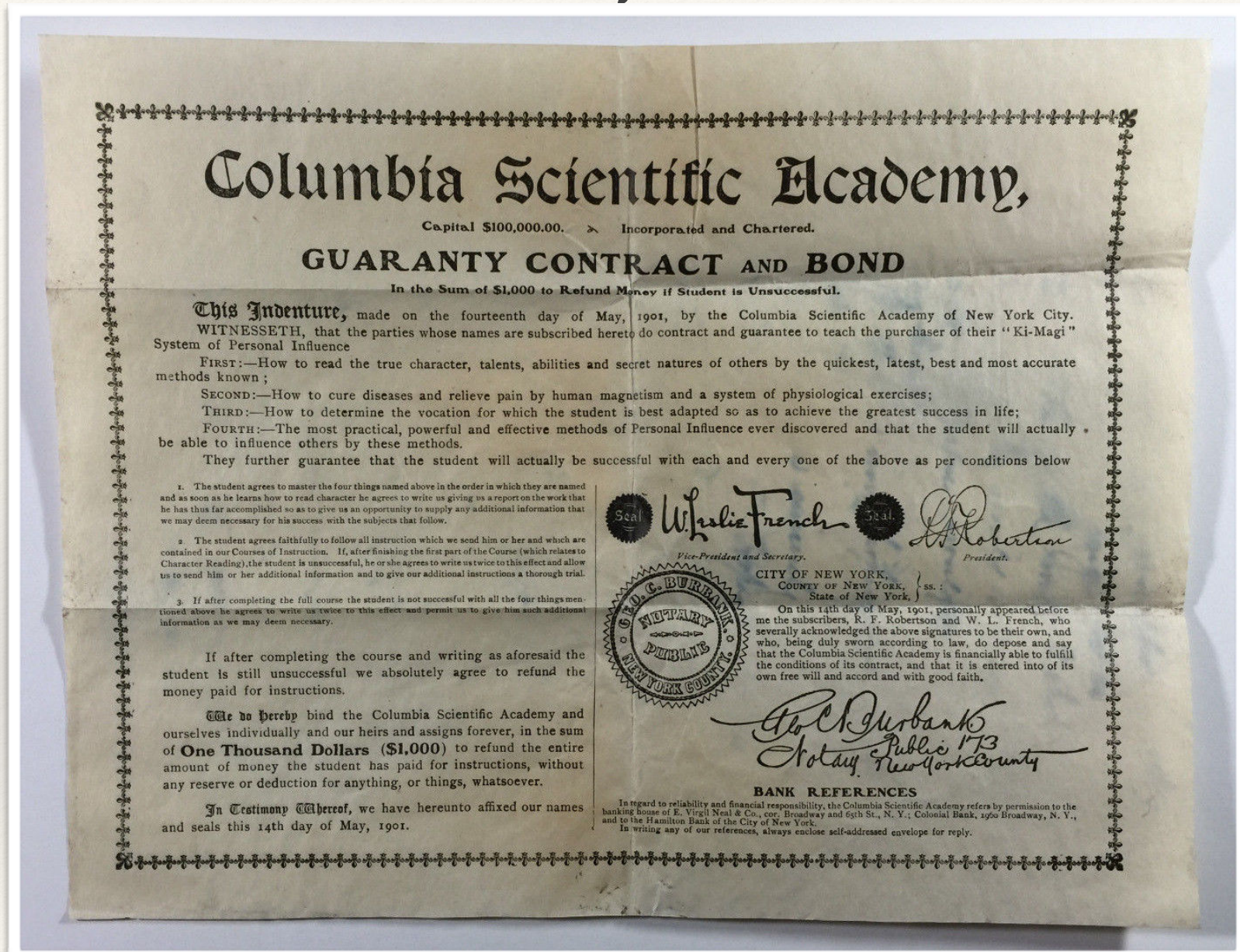
The Method: Money-Back Guarantees



From 1927 USPS fraud order file on Prather's Psychology Foundation

Safety for buyers. Prophylactic (to some extent) in case of postal inspection.

The Method: Money-Back Guarantees



The Columbia Scientific Academy was a prominent institution in the Segno-Neal-Clark-Adkin operation, selling the Ki-Magi System of Personal Influence.

Verisimilitude is key to belief, and commitment.

Lessons of the Twilight Mages

The occult can be made to pay.

LESSONS THAT TEACH

AUDERE

JESOD
Purple

ASTROLOGY, NUMEROLOGY, SYMBOLISM, GRAPHOLOGY, LORE OF JEWELS, COLOURS, PERFUMES, ARE ALL KNIT TOGETHER IN THESE LESSONS INTO ONE SIMPLE, RATIONAL SYSTEM. IN THEM THE GEM OF TRADITIONAL OCCULT LEARNING IS MADE MORE CLEAR AND BRILLIANT BY ITS SETTING OF ORIGINAL RESEARCH. WRITE FOR FREE DESCRIPTIVE BOOKLET OF MY WORK.

HOROSCOPES THAT ARE TRUE

Whatever **your** problem or difficulty it can be solved Astrologically or through the Qabalah. Send time (if known), date and place of birth, with 2s. 9d. for Test Reading; 10s. 6d.—£2 2s. for Life Study, or call and we will talk the matter over personally. Any question answered accurately by Horary Figure, 5s. I apply the wisdom of the Ancients to the needs of Moderns by a scientific method.

TALISMANS THAT WORK

GABRIEL DEE
11D Phone
Gerrard 4473
Carlton House, Regent Street, London, S.W.1.

Value, for money.

Practical occultism sells.

(Tell me about me, teach me to be a more powerful, successful, me.)

Lack is lack. I need: personal magnetism, 2 inches of additional height, improved eyesight, stamina and vim, a girlfriend and a good job.

Institutional credentialing is key. Degree-granting institutes are the new guarantors.

Publications are for **demand creation**, not communication.

Cut-outs up front, clerks in the back room, brains on the golf course. Proprietorships don't work.

Use existing distribution networks, particularly for **sparse markets**.

Don't fight. **Switch.**

Operate in friendly geographies.

Execution tells the tale. Many Twilight Mages failed at mail-order occultism, failed to avoid the Law, or both.

Coda: Open Secrets Replicate Themselves

Beyond the Prathers, the Neal-Clark-Adkin syndicate and Sydney Blanshard Flower...

Professor Zazra

DER SCHWARZE PROPHET!

Der Mann der Mysterien! Ein zuverlässiger Wegweiser, Gelehrter aller geheimen Wissenschaften der ägyptischen Weisheitslehre! Fragt weder nach Geld noch nach Ruhm! Dieser Weise, dem sich die dunkelsten Geheimnisse offenbaren, stellt Ihnen seine außergewöhnlichen Kenntnisse gratis zur Verfügung. Er wünscht, daß Sie seine an Wunder grenzenden Fähigkeiten auf seine eigenen Kosten prüfen. Ein alter Astrologe sagte einst: „Er vollendet, was andere bereits als unerreichbar aufgegeben hatten!“ — Erscheinen Ihnen Ihr Leben stets inhaltslos? Hat das Glück Ihnen noch nie gelacht? Waren Ihre Bemühungen stets erfolglos? Hatten Sie Unglück in Ihren Unternehmungen? — Der Hindu-Seher! Geboren im fernen Lande der Mysterien, besaß er schon als Kind die besondere Gabe, das Schicksal anderer Menschen zu erröthen, — schon durch einfaches Berühren der Sachen, welche von den Betreffenden getragen worden waren.

Wenn Sie die Ursachen so mancher Mißerfolge beizureiten gewillt hätten — was für Mühe und Enttäuschungen hätten Sie sich ersparen können! Haben Sie Vertrauen! und schreiben Sie sofort, denn seinen Mitmenschen zu helfen ist seine Lebensaufgabe. Hier seine eigenen Worte: „Der Moment ist da, wo ich in Ihr Leben treten kann. Versäumen Sie nicht, diese Gelegenheit wahrzunehmen. Wenn Ihnen nur irgend geholfen werden kann, ich will es tun. Lassen Sie es mich jetzt tun, da ich diesen Weg nicht noch einmal wandeln werde. Reiben Sie etwas Raß oder Tinte auf Ihre beiden Beinen, machen Sie davon einen Abdruck auf weißes Papier, senden Sie mir dasselbe mit Angabe Ihres Geburtsdatums (Stunde, wenn Ihnen solche bekannt) unter Befügung eines mit Ihrer Adresse versehenen Kuverts. Sie mögen ganz nach Belieben 50 Pf. Briefmarken irgend eines Landes befügen für Portoauflagen und Schreibgebühren. Alle Briefe müssen mit 20.-Pf.-Marke frankiert sein.

Prof. ZAZRA, 90, New Bond Street, London W., Engl. 2.




Le Dr. COOPER, m. d. m. d. e. a. écrit: "L'excellente surprise que vous m'avez fait en m'envoyant votre avis et dans votre avis qu'avec l'aide d'un guide aussi fidèle, au début de sa carrière, beaucoup de gros chagrins auraient pu être évités dans le passé."

Lord dit: "Ce que vous m'avez prouvé est arrivé exactement et m'a causé beaucoup d'ennuis si vous ne m'aviez pas averti."

Écrivez à votre adresse et envoyez-moi l'empreinte avec la date, et, si possible, l'heure de votre naissance. Joignez-y une enveloppe avec votre adresse et 2 fr. en timbres ou en bon de poste pour envoi de Carte AST-ALB, etc. Je vous donnerai GRATUITEMENT UNE LECTURE DE VOTRE VIE afin de faire connaître mon succès.

Prof. Z. B. ZAZRA 90 NEW BOND ST., LONDRES, W.

Un intellectuel écrit: VOTRE SCIENCE SURPASSE ET SECOURT



El Sr. S. F. Edge, el notable automobilista, dice: — Es un sabio profundo en una ciencia que no es todavía comprendida por el mundo en general, y que sorprende y predice con una certitud extraordinaria.

La Princesa Schönburg de Sajonia, dice: — Lo que me ha predicho, ha salido completamente correcto en todos los detalles.

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