

# Latent Powers, Latent Demand

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

Marc Demarest

International Association for the Preservation of Spiritualist and Occult Periodicals

Popular Occulture Workshop: July 2017

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# The International Association for the Preservation of Spiritualist and Occult Periodicals

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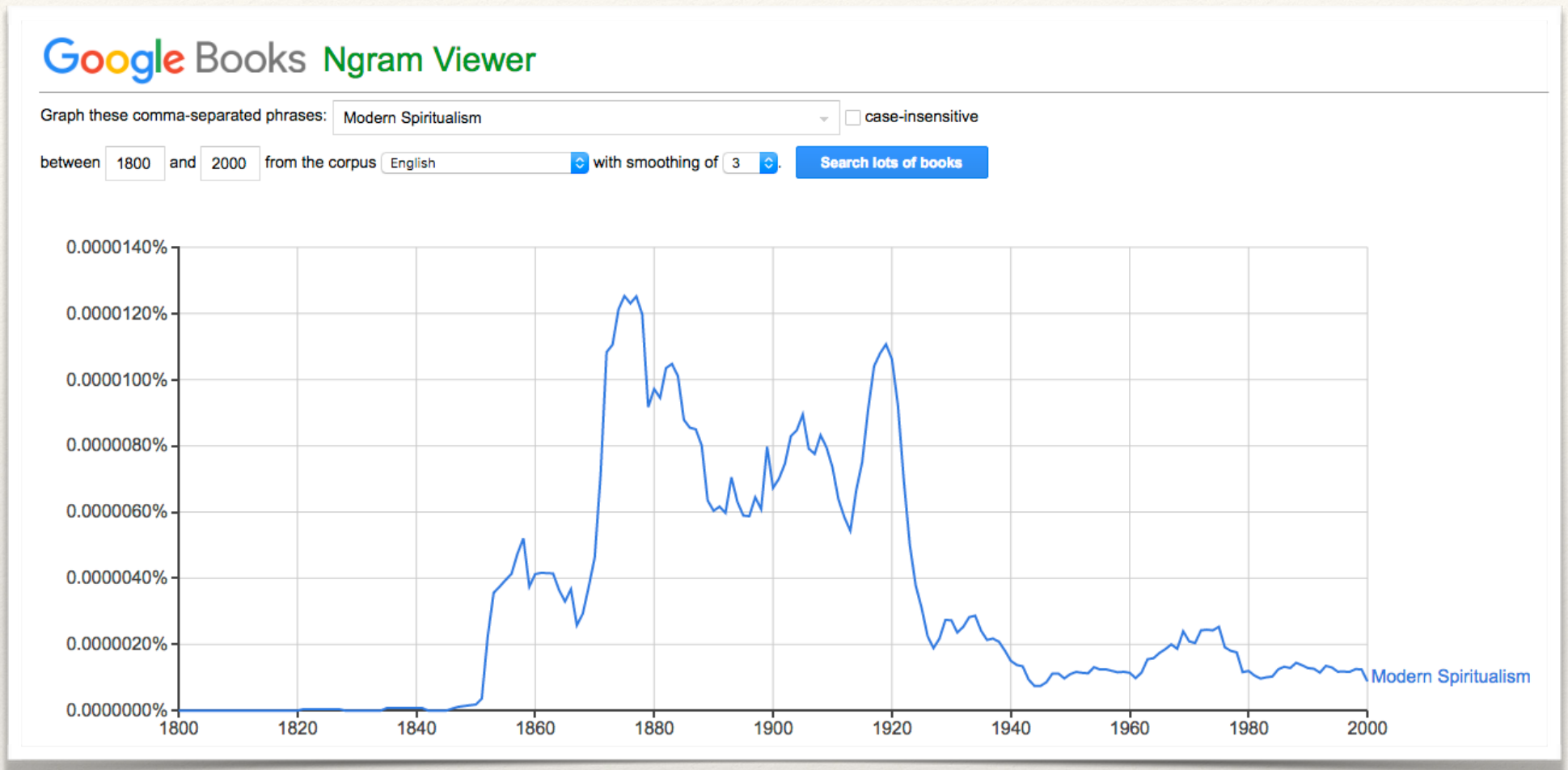
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# 1878: The End of an Era



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, which — after a “second flowering” from 1915 to 1925 — resumes.

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

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 part because its **business model** — lecture circuits, journals, for-fee sittings — was flawed: [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 KEY-STONE," 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)

The novelty — mediums are **made**, not born.



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

**J**UST 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*

The idea of **latent powers** has been a feature of occult markets since 1830 or so.



# 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.**

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A collection of commercially-minded occultists Pat Deveney has called the Twilight Mages emerge in the later 1890s, to engineer, and serve, the latent powers market.



# Latent Powers & Twilight Mages

The repertoire of 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.

A value proposition premised on: **lack**.

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



# Latent Powers & Twilight Mages

## **The 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



# Latent Powers & Twilight Mages



**ARE YOU UNSUCCESSFUL DISCOURAGED DESPONDENT?**

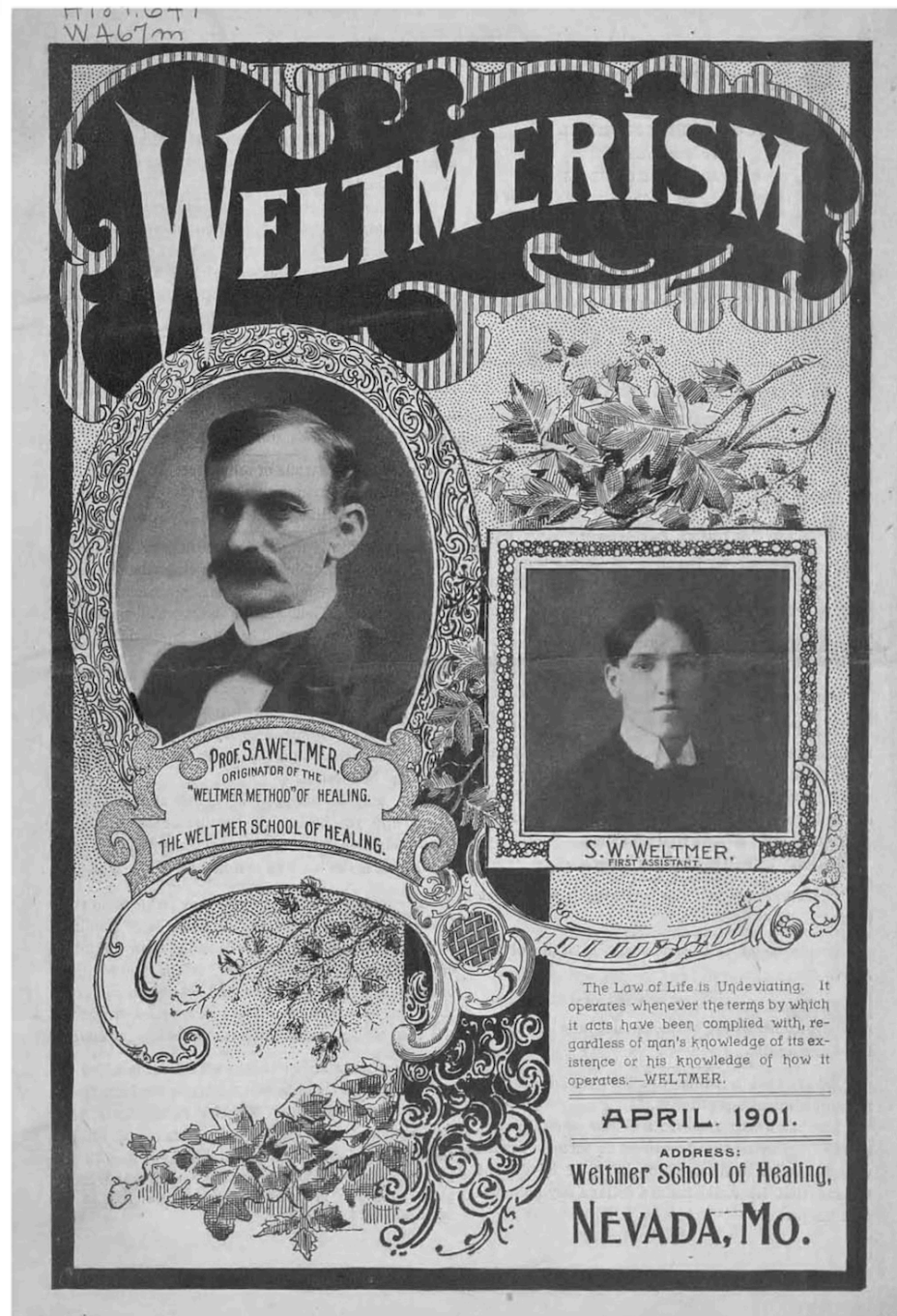
Then join the Psycho  
**SUCCESS CLUB**

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.

What do you lack?



# The Commercial Context (c. 1900)



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

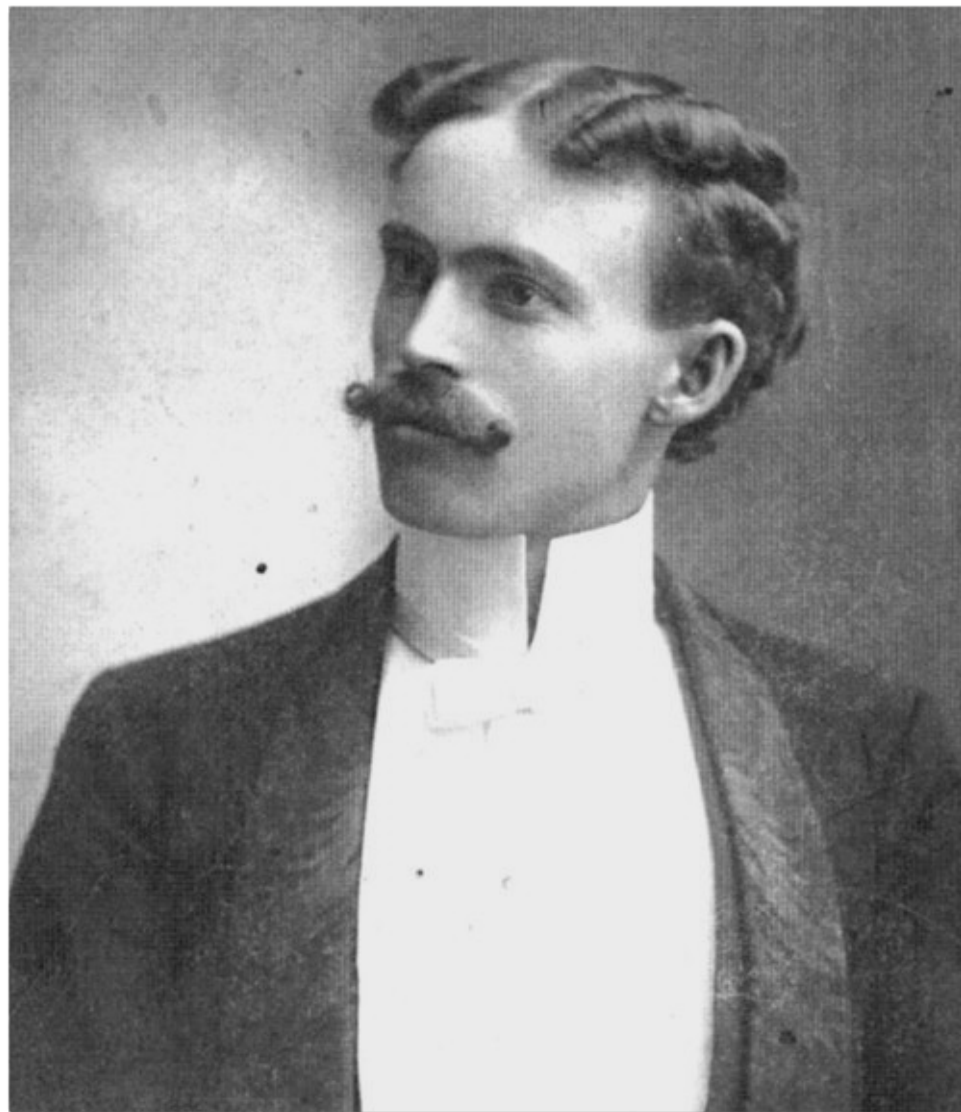
c. 1895 US postal inspectors begins aggressive suppression attempts, using an 1872 law designed to control lottery scams and “obscenity”

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 by vibration” 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. Elmer E. Knowles  
(1872-1939)



"Elmer E. Knowles," c. 1900



Elmer Sidney Prather, c. 1920



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



# Notice, Opera House Managers.

*"The show that has made millions laugh."*

## THE KNOWLES AMERICA'S FOREMOST HYPNOTISTS.

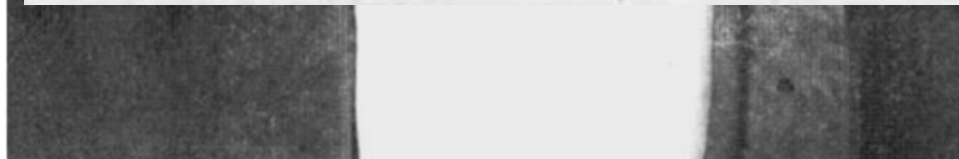
Presenting **A. BEATRICE KNOWLES**, the Charming and Talented Lady Hypnotist, in the most wonderful performance ever presented on the American stage. Nothing like it ever attempted by others.

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, 1358 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 Clymer 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

**THE BLIND SEE.**

**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 suffered great pain. After receiving one treatment from Prof. Pole, I was cured. I am now able to walk as well as ever and with thankfulness. Any one in doubt of the statement call at 120 South Sixteenth Street, St. Louis, Mo., and be convinced. I recommend Prof. Pole to every sufferer of rheumatism.  
Signed—M. M. Sloan, Subscriber and sworn to before me this 18th day of September, 1907.  
(Seal) J. C. Craswell, Notary Public.  
My commission expires April 30, 1911.

**THE LAME WALK.**

**READ THESE TESTIMONIALS OF WONDERFUL CURES**

**METROPOLITAN INSTITUTE OF SCIENCES**  
New York, N. Y., U. S. A.

**To All to Whom This May Come, Greeting:**  
Be it known that S. J. POLE has completed the full course of instruction prescribed by this institution in Hypnotism, Suggestive Therapeutics, Scientific Magnetic Healing, Personal Magnetism, and kindred sciences, embracing the use of Hypnotic instruments, and upon examination is found worthy of graduation and is entitled to the highest honors of this institution which are hereby conferred.  
In Testimony Whereof, we have herewith set our hands and affixed our seal on this the thirty-first day of August, A. D. 1907, at New York City in the State of New York, U. S. A.  
John A. Scholz, Samuel H. McKran, Sr.,  
President. Vice President.  
Samuel H. McKran, Jr., E. S. Prather,  
Treasurer. Secretary.

**THE DEAF HEAR.**

**STOMACH TROUBLE CURED IN 3 DAYS.**  
Webb City, Mo., Aug. 2, '07.  
This is to certify that I suffered with stomach trouble so severe that I could not eat anything except apples and crackers. I could not sit down at the table and eat the rest of the family. I tried all the doctors every place but I could find no relief. I read of the many cures performed by Prof. S. J. Pole, the famous Suggestive Therapist, and I am personally cured and can call at my own house 120 S. 16th St., where I will be glad to tell them of my wonderful cure.  
Signed—H. A. Neprach, Subscriber and sworn to before me this 2nd day of August, 1907.  
(Seal) J. C. Craswell, Notary Public.  
My commission expires April 30, 1911.

**CANCER CURED.**  
Galena, Kan., Jan. 18, 1908.  
This is to certify that I had a cancer in my arm for the last ten years, and found no improvement, after taking eighteen treatments of Prof. S. J. Pole's Suggestive Therapeutics. I have been greatly benefited and I recommend all suffering with cancer to go to Prof. Pole and be cured.  
Signed—E. C. Williams, Conway, Mo., R. R. No. 1. Subscriber and sworn to before me this 1st day of February, 1908.  
(Seal) J. C. Craswell, Notary Public.  
My commission expires September 25, 1908.

**22 YEARS BLINDNESS CURED IN 30 MINUTES.**  
Webb City, Mo., June 16, '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 doctors in Webb City and the eye specialists in Joplin and Kansas City and they all were ineffectual and nothing in the world could restore my eyesight. I happened to hear the professor with my little brother, and Prof. Pole, the famous Suggestive Therapist, was passing through Webb City and he gave me a cure. 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

**CATARACT CURED.**  
Galena, Kan., Jan. 2, 1908.  
This is to certify that I had a cataract on my right eye for the last six years, and was in great trouble. I went to go to a medical doctor and have it cut out, but I was afraid to do it as I might lose my sight. Two weeks ago I heard of the wonderful cure of Prof. S. J. Pole, the famous French Suggestive Therapist. I took seven treatments of his Suggestive Therapeutics, and my cataract is entirely gone. I am cheerfully recommending Prof. Pole to all those who have cataracts on their eyes, because I know he can cure them.  
Signed—T. W. McPadden, Conway, Mo., R. R. No. 4.

other doctors did in twenty-two years. I invite all the blind people to call about this wonderful cure. I will come to call and personally attend everybody to go to Prof. Pole and be cured.  
Signed—Mrs. J. M. Lewis, Webb City, Mo., R. F. D. No. 1.

**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**

*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 benefitted 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 in your



Clay Burton Vance was a Prather cut-out...

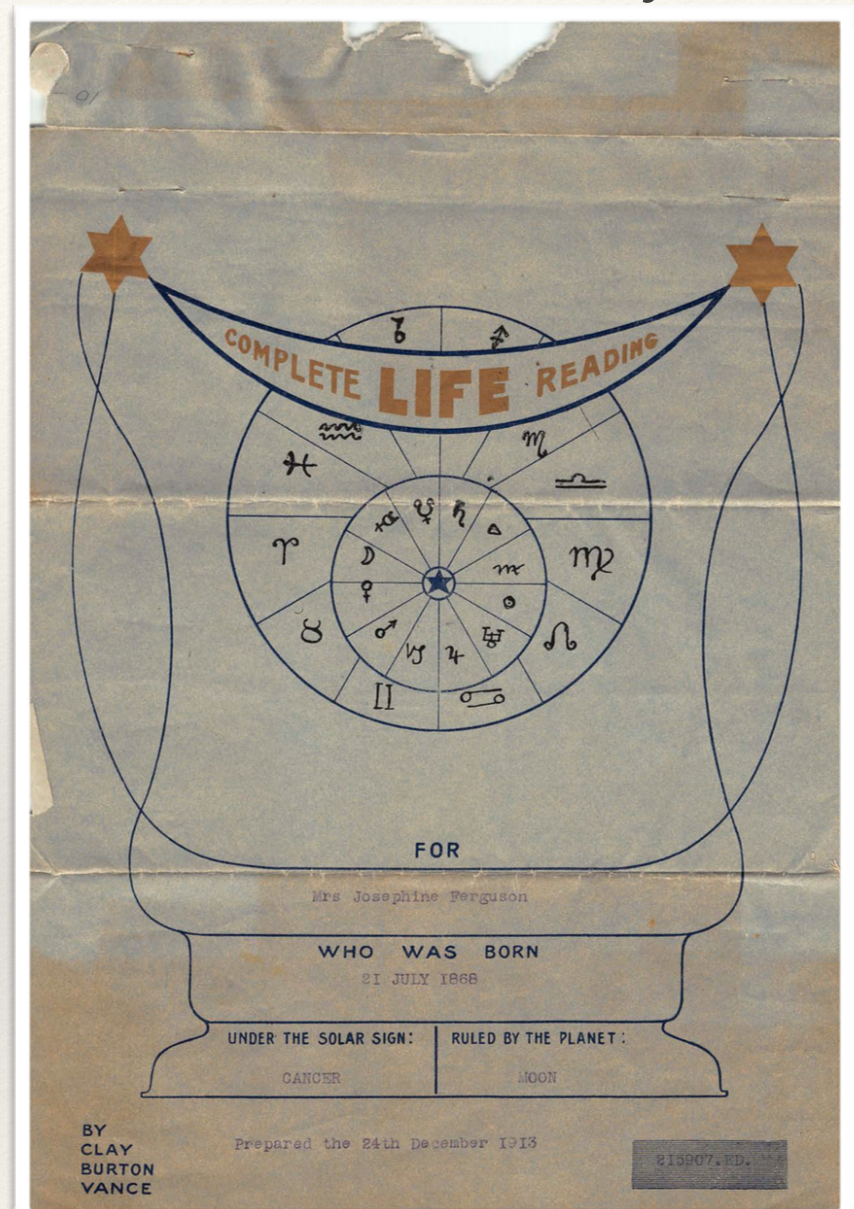
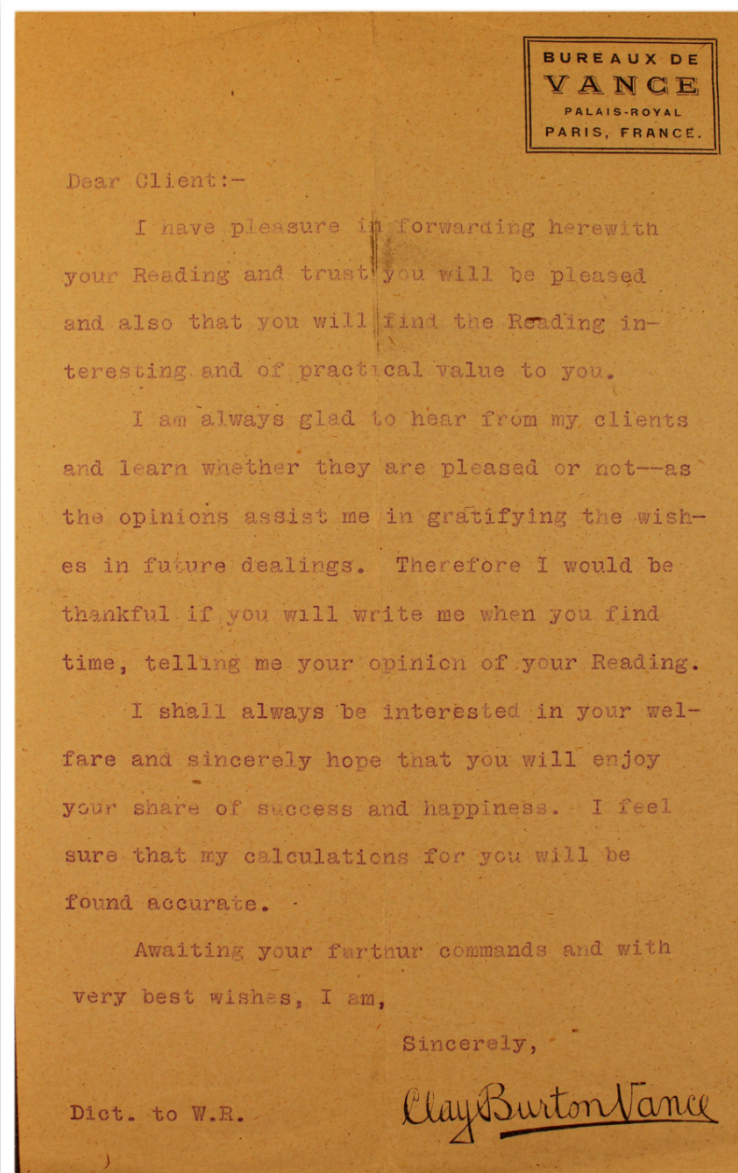
...like Professor Roxroy, C. Spargo, and (the once very real) A. H. Postel (who has by 1910 moved on, to run the London branch of the British Institute of Mental Science).

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](http://www.iapsop.com/lessons/1913_vance_complete.pdf)



# The Method: A Clay Burton Vance Case Study



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



# The Method: A Clay Burton Vance Case Study

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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

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**T TREES PLANS.**

**NOTHER THEATRE**

**IN OF "DRAKE."**

...in unauthorized statements

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...following announcement as

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**Secret of Mysterious Power**  
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**How Prominent People Have**  
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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 Yoga, 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  
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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 indicate  
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. (stamp 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*



Illustration No 1-II.

Exemplars exist in several languages

Mysterious power revealed at last.... by Abby Prather, as demonstrator

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



# The Method: A Clay Burton Vance Case Study

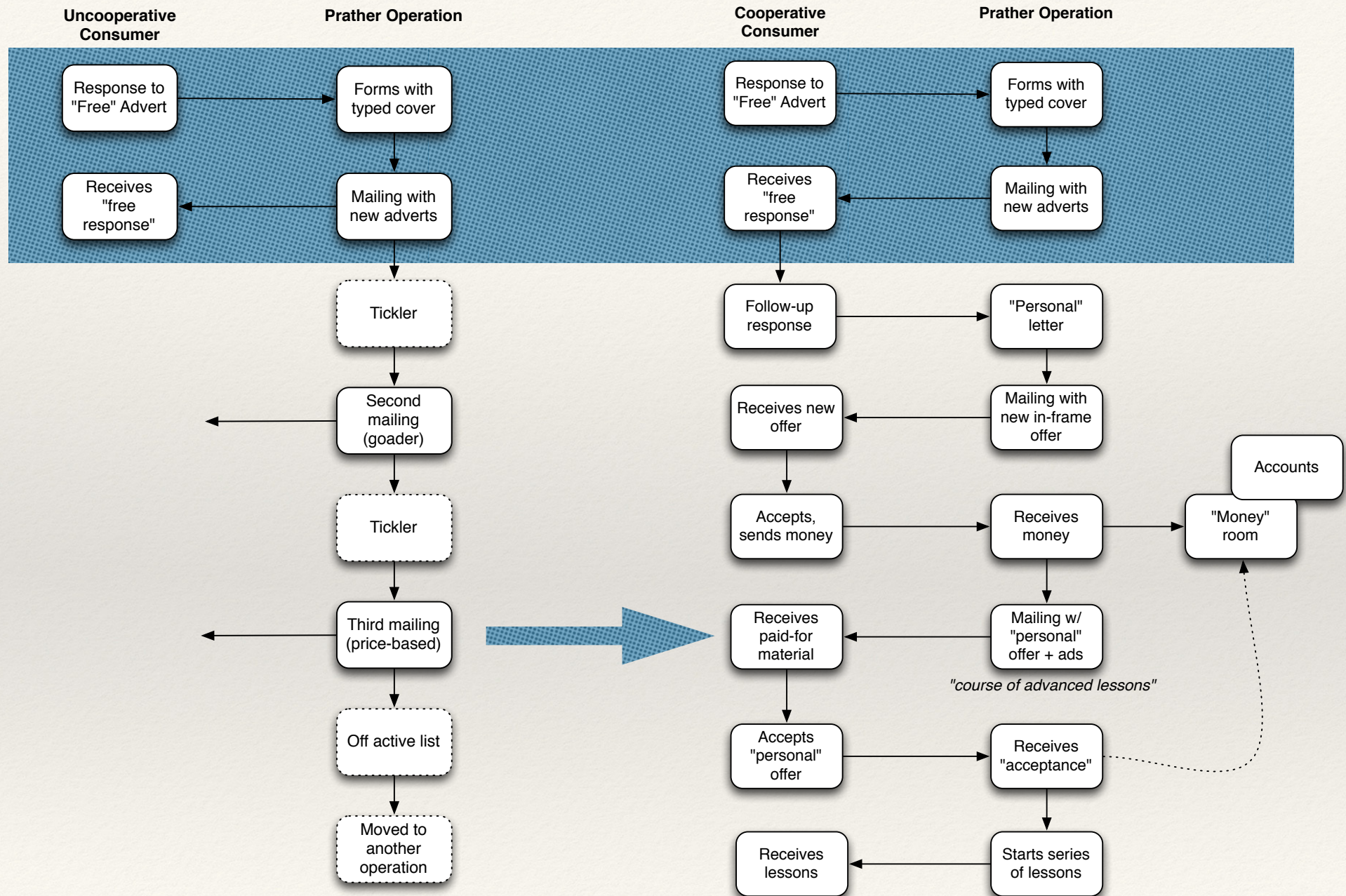


Illustration No 1-II.

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

“No Connection with the Supernatural”

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

All roads led to: lessons, devices or both.



# The Method: Elaborate Lesson Schemes

*Comment by Leading American Newspapers*

**Description of the Complete System of**

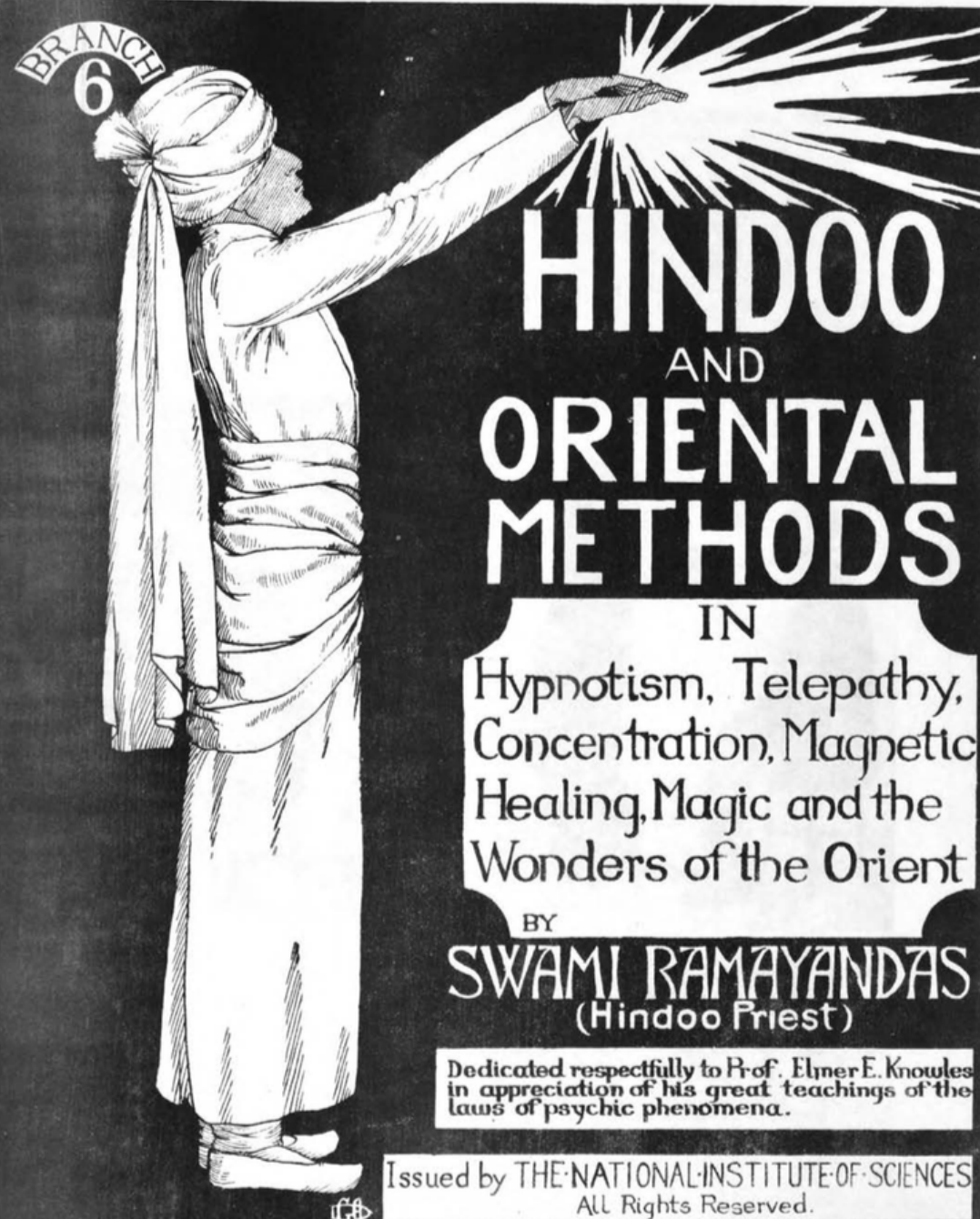
**BRANCH ONE** { The Basic Principles Pertaining to the Science, Hypnotism, Telepathy, Personal Magnetism, Building, and the Development of the Mind.

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-Conscious.  
 » » 8. — The Power of the Sub-Conscious.  
 » » 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 Hypnosis.  
 » » 15. — Hypnotic Sleep and Nature.  
 » » 16. — The Limits of Hypnotism.  
 » » 17. — The Nature of Auto-Hypnotism.  
 » » 18. — The Genesis of Suggestion.  
 » » 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 Fearfulness 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 in the Curing of Nervous Disorders.  
 » » 28. — Suggestion as a Cure for Speech Disorders.  
 » » 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. — Induce Placidity in Resting Position.

**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.

System of Personal  
Healing

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: 33 lessons

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4 lessons

Self-Treatment: 20

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g: 29 lessons

(Physiognomy,

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# 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, *Fate*, have been of great help to me.

~~Perfect when I had a copy order for me 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,  
BRASIL.

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  
AYLZACIVATTI  
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 fated 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 URSELINES,  
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.



**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,

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

*a. h. Postel*

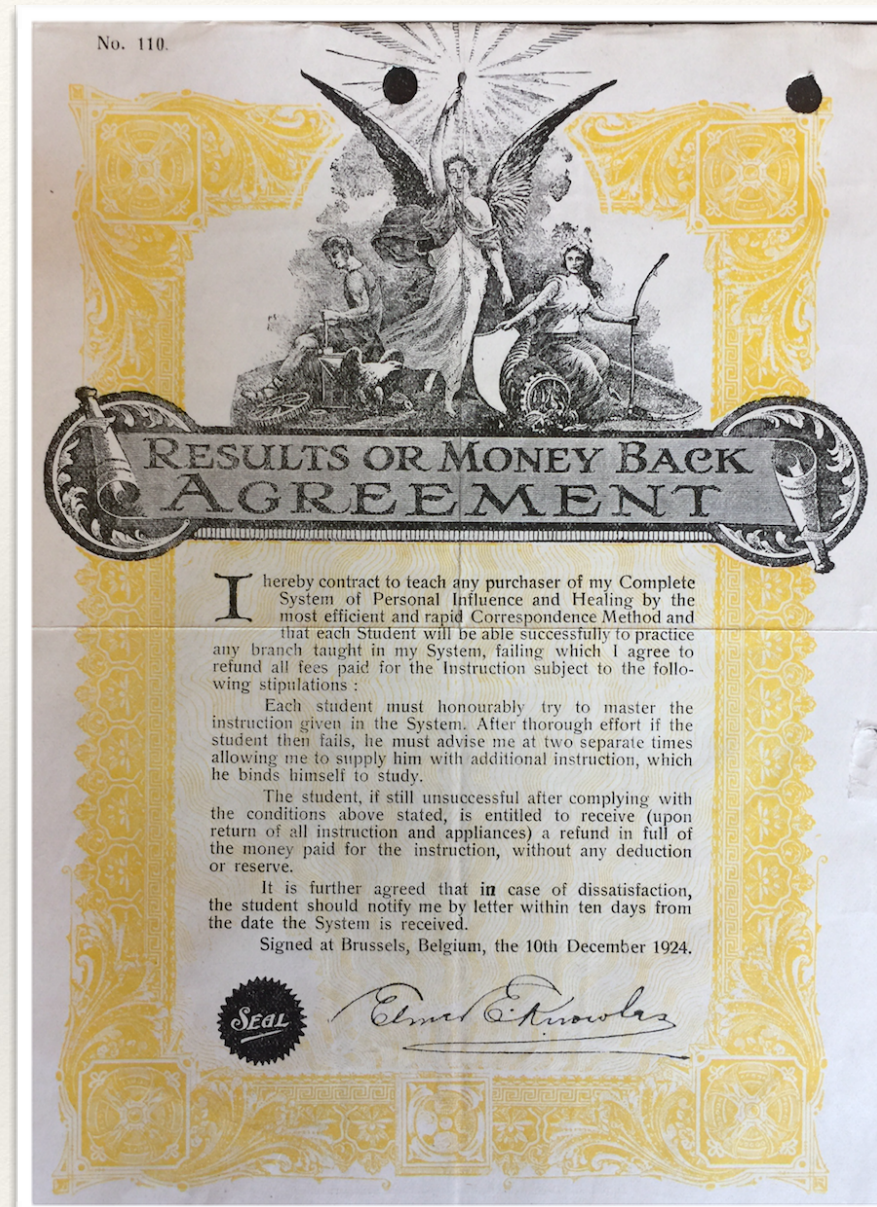


1915 — Postel testimonials

Others — attractive, articulate, authorities — 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.



# Lessons (that Teach) from the Twilight Mages

The occult can be made to pay.

**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. Credential-granting institutes are the new guarantors, the new authority.

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.

# LESSONS THAT TEACH



AUDERE ▼

XII. † △ ○

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.

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## 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.

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## TALISMANS THAT WORK

---

### GABRIEL DEE

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Phone Gerrard 4473

Carlton House, Regent Street, London, S.W.1.

Value, for money.



# Coda: Open Secrets

Beyond the Prathers, the Segno-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 altägyptischen 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 unerreicht aufgegeben hatten!“ — Ersuchen 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 ergründen, — schon durch einfaches Berühren der Sachen, welche von den Betreffenden getragen worden waren.

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

Wenn Sie die Ursachen so mancher Mißerfolge beizuteilen gewußt 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 Ruß oder Tinte auf Ihre beiden Damen, machen Sie davon einen Abdruck auf weißes Papier, senden Sie mir dasselbe mit Angabe Ihres Geburtsdatums (Stunde, wenn Ihnen solche bekannt) unter Beifügung eines mit Ihrer Adresse versehenen Kuverts. Sie mögen ganz nach Belieben 30 Pf. Briefmarken irgend eines Landes beifügen Portoauslagen und Schreibgebühren. Alle Briefe müssen mit 30-Pf.-Marke frankiert sein.



Adresse versehenen Kuverts. Sie mögen ganz nach Belieben 30 Pf. Briefmarken irgend eines Landes beifügen Portoauslagen und Schreibgebühren. Alle Briefe müssen mit 30-Pf.-Marke frankiert sein.

A.B. writes: — "In spite of my diabolical, the revelations were so true, I am bound to admit them."

R. P. writes: — "You review details of one's life very accurately."

The Countess of — writes: — "You have been such a help to me, I shall never regret consulting you."

Rub some stove black or ink on the thumbs, press them on paper: send with birth date and time (if known), a P.O. for 11. for cost of chart, etc., to be sent you, and stamped envelope. I will give you a Reading of Your Life from chart, to advertise my success.

**FREE**

Delays are Dangerous. Write at once,

**PROF. N. ZAZRA,**  
90, New Bond Street,  
LONDON, W.

**You Astonish and Help.**

Le Dr. COOPER, M.D., F.R.C.S., écrit: "L'extrême précision avec laquelle il m'a fait passer de l'aveuglement à la vue, qu'avec l'aide d'un guide aussi fidèle, en dépit de sa cécité, beaucoup de gros charniers auraient pu être évités dans le passé."

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

Enlaidissez d'entre vos pouces et appuyez-les l'un sur l'autre; 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 avoir de Carte AST-HALE, 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

**CRYSTAL GAZING.**

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5/- Crystals reduced 2/6	15/6 Crystals reduced 7/6
7/6 " " 3/9	21/- " " 10/6
10/6 " " 5/3	Indian Mirrors from 10/6

**AGENTS WANTED EVERYWHERE.**

**Prof. ZAZRA (Dept. 12), 90, New Bond Street (Oxford Street End), London, W.**

El Sr. S. P. Edge, / indiano, / alonso, / ha un / sabio / profundo en / ciencia que / los / todos / comprendi- / da por / el / mundo / en / general, / y / que / sen- / tencia / y / predicar / con / una / certidumbre / extraor- / dinary.

La Princesa Schöenburg de Sagan, dice: — La que me ha predicho, las cosas completamente correctas en todos los detalles.

Clifton Bingham el famoso controlador de minas escribe: — "Adivino en lo que se pueda basar en maravillas y maravillas adivino de mi vida en lo pasado y en el presente."

Méjor en palabras en tinta, apósteles con- tra un papel mágico, el mágico, con la fecha, y envíenlos solos de correo (por valor de 5 pesetas) por el importe del mágico, que se remita. "No olvide" de mandar alguno un sello con su nombre y sus sellos. Le dare una planilla de su vida tomada del mágico para demostrar que refecta es mi cometa.

**LIBRE DE GASTO**

**Prof. ZAZRA, 90, New Bond St., LONDRES, W.**

Un profesor escribe: VO. **ASOMBRA Y AYUDA**

Arthur Edward Tapner | Arthur Drew-Clifton | Stanley Bruce (1871-c1930)  
Chief Mystic of the Hindoo School of Protection  
1907-1912 (US, UK, Europe), 1920-c1930 (Africa, Asia, UK)



# Coda: Open Secrets

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

O Hashnu Hara

FROM THE

## O HASHNU HARA

**The Road to Success.** 50 cents.  
Teaches the laws governing the practice of Auto-Suggestion.

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A Practical Manual clearly teaching eighteen different methods of inducing Mesmerism and Hypnotism.

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One of the most lucid, original and complete series of letters on the difficult subjects of Mental and Spiritual Concentration yet published.

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**Fruit and Nut Diet.** Post free. 10 cents.  
Practical Hints upon a Natural Diet.


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A Pocket Guide to the successful application of Suggestions and the Power of Mind to the Control of Financial Conditions, with practical Rules to ensure Business Success.

Lessons

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Showing the Planets governing each hour of the day and night for every day of the week.

The time **when** to begin new work.

The effect **people** and **events** may be expected to take upon your life.

✽

To gain SUCCESS take TIME by the forelock  
when TIME is inclined to SMILE on you!

✽

*Paper, price 1s. 6d. post free; mounted on cloth, 2s. 6d. post free.*


Send year and date of birth and I will adjust the hours to suit your individual planetary influences.

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Ethel Marsh-Stiles | O Hashnu Hara (1878-1956)

Her works are in circulation today in 'New Age' communities



# Coda: Open Secrets


## HYPNOTISM

Would you possess that strange mysterious power *which charms and fascinates* men and women, influences their thoughts, controls their desires and makes you supreme master of every situation? Life is full of alluring possibilities for those who master the secrets of hypnotic influence; for those who develop their magnetic powers. You can learn at home, cure diseases and bad habits without drugs, win the friendship and love of others, increase your income, gratify your ambitions, drive worry and trouble from your mind, improve your memory, overcome domestic difficulties, give the most thrilling entertainment ever witnessed and develop a wonderfully magnetic will power that will enable you to overcome all obstacles to your success.

You can hypnotize people instantaneously—quick as a flash—put yourself or anyone else to sleep at any hour of the day or night or banish pain and suffering. Our free book tells you the secrets of this wonderful science. It explains exactly how you can use this power to better your condition in life. It is enthusiastically endorsed by ministers of the gospel, lawyers, doctors, business men and society women. It benefits everybody. It costs nothing. We give it away to advertise our institution.

Write for it today. (Use a letter with a 5-cent stamp.)

**Sage Institute, Dept. 602H, Rue de l' Isly, 9, Paris VIII, France**



*Occult Digest, November 1927*

Well before the close of 1927, Ewing Virgil Neal had become, in the eyes of the world, the head of the (significant, international) Tokalon cosmetics empire, catering for a particular kind of lack, worldwide.

At the same time, Xenophon Lamotte Sage was alive, well, and selling mail-order lessons to all those who lacked mastery of the secrets of hypnotic influence.

*Which one is the cut-out?*





Swami Ramayandas wishes you: **success**.