

THE JOURNAL OF  
**HYPNOTISM**

Vol. 2 - No. 2

SEPTEMBER, 1952

50¢



EDWIN BARON

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**IN THIS ISSUE**

INSTANTANEOUS HYPNOSIS (PART IV)  
HYPNOTISM AND MEMORY  
THE RALPH SLATER CASE  
HYPNOTISM IN MEXICO

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The Journal of  
Hypnotism

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Vol. 2                      September, 1952                      No. 2

Table of Contents

Instantaneous Hypnosis .....	4
Hypnotism and Memory.....	7
The Ralph Slater Case.....	9
The Power Behind Suggestion.....	13
Hypnotism in Mexico.....	16
Behind the Curtains.....	20
Book Reviews .....	23
Directory of Hypnotists.....	24
Questions and Answers.....	25
Classified Ads .....	28
How to Use a Hypnodisk.....	29

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**BETWEEN OURSELVES**

Herbert Charles has just given me a new manuscript for publication. Our charter subscribers will recall that Charles created quite a sensation in the July issue with a very short article titled "HYPNOTISM AND SEXUAL FRIGIDITY IN WOMEN". Published a full year ago, we are still getting letters on it. Mr. Charles has gone into the subject further and now we have a folio in the works titled, "HYPNOTISM AND SEXUAL DEVIATION". This is a scientific discourse on the use of hypnotism in dealing with the problems of sexual frigidity in women as well as sexual impotence in males. This folio will be of interest only to the serious student of hypnotism. Ready for release the first week in August and published at \$1.00.

This month's cover subject is Edwin Baron, Director of the Chicago Institute of Hypnotism. Mr. Baron has been getting world-wide publicity for a long time now with stories about the application of hypnotism in diet enforcement. He has been very successful in this field and has led the way for others. Incidentally, I often hear complaints about hypnotists fouling up with "undignified" publicity. Not so with Mr. Baron who has maintained a factual, scientific approach. Here's wishing him many, many more successes in the field of hypnotism.



It is always a pleasure to meet other hypnotists. The above photo was taken recently in my office. Left to right, your columnist, Mr. Charles Nichols of Toronto, Canada, George L. Rogers, National Guild Chairman and Mr. Sol Bernstein of Waterbury, Conn. We had a pleasant "jam session" and I'm already looking forward to their next visit.

(Continued on Page 24)

# INSTANTANEOUS HYPNOSIS

By HARRY ARONS

(Part IV)

You have already learned that it really is possible to hypnotize suitable subjects instantaneously. You have also learned that to succeed in this feat certain conditions should prevail, probably the most important of which, next to the subject's suggestibility, is an appropriate setting such as on a stage or before a large group where mass suggestibility plays a large part.

Every hypnotist, however, will find himself in the position sooner or later where he will have to at least attempt to induce rapid hypnosis under conditions somewhat less than desirable. The experts know how to turn otherwise unfavorable circumstances to advantage so that very often success can be achieved under seemingly impossible conditions. The following account of just such an occurrence of about six months ago is given in detail in order to afford the interested reader the opportunity to glean therefrom whatever hints he can, for possible future use in his own practice.

## THE SETTING

The setting was a night club on a highway about fifteen miles from Newark, on a busy Friday night. I was seated in a wall-booth, on one end. Next to me was a young lady in her early 20's, whom I remember only as Lorraine; next to her, nearest the wall, was her escort, a young man named Sol Stern. Across the table from us were Len Leonards, nearest the wall, Keni Shor next to him, and on the end sat a lawyer of our acquaintance called Max Streit.

We had dropped in for some dining and dancing. The place was packed, with the dancers milling about so close to our booth that occasionally a couple would brush against me where I sat on the end. As for the band, what it lacked in quality it made up in volume. All in all, it was hardly the kind of setting a hypnotist would choose for demonstrating instantaneous hypnosis with a new, untested subject.

## The Presentation

I was well acquainted with Len and Keni; I also knew Max fairly well, but he had never seen me perform. The other two I had met for the first time that evening.

The subject of conversation was hypnotism (strange!). Len and Keni were doing most of the talking. Len was reciting unusual occurrences that he had witnessed in some of my demonstrations, while Keni recounted some of her own experiences as a subject. I said little, limiting my remarks to the verification of certain points brought up by the speakers and answering questions briefly.

Sol and Lorraine, who had never even seen a demonstration, were open-mouthed with wonderment at these revelations about hypnotism. I could tell by their attitude that they were not the least bit skeptical; on the contrary, they seemed to be weighing the possibilities of what hypnosis could do for them. It was apparent, also, that they were now regarding me with a certain amount of awe, a feeling to which I deliberately contributed by a somewhat aloof attitude and the authoritative, matter-of-fact way in which I answered their questions.

It was at about this point that I began to anticipate the next question. Len had been talking about the speed with which he had seen me hypnotize Keni and others, mentioning that often a snap of the fingers or a meaningful glance was enough to project a subject into hypnosis.

"Really?" Sol wondered. "Say, could he do it right now?"

"Of course—it's a snap!" quipped Len. "Show them, Harry!"

I was just finishing my rum-and-coke. Placing the glass slowly upon the table, I looked around at the crowd of dancers; then I grimaced as the band blared forth louder than ever.

Max smiled indulgently, as if he recognized that I was looking for an excuse to get out of it.

"Hardly the place for it, I imagine," he said helpfully. "You'll never get her under such conditions."

"The band *is* quite loud," I admitted. "Grates on my nerves. But I hypnotize so quickly that the subject has no time to be distracted. In fact, that's the secret behind hypnotizing under such conditions. Now, watch! Willing, Keni?"

It must be admitted that my remarks here are embellishments of the truth. But I had a definite purpose in mind. Actually, I was not aiming at Keni at all; hypnotizing her instantaneously is no feat, as she goes into hypnosis under any conditions, simply at a posthypnotic signal. It was my intention to use her as a sort of decoy, as a vehicle for pre-hypnotic suggestion, and as a means of arousing the quality of imitativeness in the real subject.

I started with the hands-clasp test, as described in a previous section, and "snapped" her into a trance with my fingers. I now performed a few-chosen experiments, calculated to enhance the already apparent effect upon Sol and Lorraine. I worked precisely and unhurriedly, and in a very business-like fashion. Everything I did was intended to contribute to their impression that hypnotizing people instantaneously was an every-day sort of affair with me. And of course they knew nothing about the methods based on post-hypnotic suggestion. By this time a small group of dancers had gathered along the open side of the booth, and some were craning over the shoulders of others to see what was transpiring. Someone in the group recognized me and spoke my name in a loud whisper to his partner, a fact which did not escape my companions, adding more to my prestige in their estimation.

I did only enough on Keni to whet the appetite. Then I awakened her.

"That was interesting," said Max grudgingly, and then came the next remark that I was anticipating. "But you've worked on Keni before—many times, I suppose. Let's see you do your stuff on someone entirely new."

"Who, for instance?" I asked calmly, lighting a cigaret. Then, as Max hesitated slightly, I pursued pointedly, "Lennie, perhaps, or—say!—how about yourself?" This was a bold move, one that could easily have proved disastrous. But I knew Max's type well, and I knew what his answer would be:

"No, no, not me—I want to watch. And Lennie is too close a friend of yours. Take Lorraine—or Sol. That'll be convincing enough."

"Oh, O.K." I sighed ostentatiously, and made a gesture of resignation. "I thought you were going to suggest yourself—and give me a *real* test. As for Sol and Lorraine—I've been observing them—either one will be a pushover. No job at all. Now—" turning to the couple on my left—"which one will it be? It's up to you."

Lorraine opened her mouth to speak, but nothing came out. She seemed almost speechless, practically already entranced by what had transpired. It did not require an expert to see that this was my subject. But I had made a big show about giving them a free choice in the matter, so I waited until Sol spoke up:

"I'm willing," he said. "It should be easy for you, too—I'm half asleep now from all these Gallagher and Burtons I've been having."

"Oh! And how many have you had?"

"Four so far."

"Four? Hm-mm—" I mused. "Wish you hadn't. Now Max can say that I had Old John Barleycorn as an assistant."

By this time Lorraine had regained her power of speech. She grasped at my amused, feigned hesitation regarding Sol's intoxication.

"Oh, Sol," she pleaded, "Please let him hypnotize me. Maybe he can help me cut down on my smoking while he's at it. Please, Mr. Arons, take me instead of Sol!"

"That settles it!" I decided, not wishing to push my luck too far. "I cannot refuse an attractive woman!"

The band was playing a comparatively subdued number. This was my chance. I turned to Lorraine for a moment and told her to clasp her hands together "as Keni had done". I held my own left hand lightly under her clasped hands, and turned to Max.

"You see, Max,— I spoke as if I were addressing a class—"Lorraine is such an excellent subject that I hardly have to look at her to put her to sleep. I don't even have to tell her to clasp her hands tighter and tighter—I can feel that her hands are reacting just as Keni's had done." Even though I was looking at Max, Lorraine's eyes were focussed on me. I could see out of the corners of my eyes that she had that tense, fixed expression that characterizes an excellent subject. I continued making indirect suggestions without looking at her, while my left hand told me just what was going on with my subject. "Her hands are so tight now, Max, that she cannot open them, no matter how hard she may try. Now all I have to do to put her to sleep is

to look at her for a moment, snap my fingers and command her to sleep! Like this—"

I turned slowly and looked into Lorraine's already glazed eyes. Her hands were tightly clenched. Her entire body seemed tense with expectation. It seemed almost that she was holding herself back from falling asleep before I gave the command. She was poised on the brink, waiting for my command to jump.

My right hand slowly went upward, describing a wide arc, until it hovered over her face slightly above her eye-level, fingers pointing at her eyes.

"Now, Lorraine," I spoke slowly, earnestly, in a deep, resonant tone, "I want you—to go to—SLEEP!"

I snapped my fingers. Lorraine's eyes wavered. I opened my hand and made a pass without contact over her face. Her eyes closed, her entire body relaxed all at once, her head drooped slightly to one side. She was asleep.

## ORMOND MCGILL DEMONSTRATES "WAKING HYPNOSIS"



Ormond McGill here demonstrates the "Hand Clapping Test" on jive-master Louis Jordon, while members of his swing group watch the experiment with avid interest.

Note that the demonstration is being conducted with the subject in his normal, wakeful state of mind; splendidly illustrating the counterparts the elements of suggestive influence have in the activities of our daily lives.

Experiments of this type are also invaluable in showing the principles upon which hypnosis is based and in gradually acquainting the subject with the effects of hypnotic influence.

(NOTE: This photo and text are from the new McGill book, "*It's Fun to Hypnotize*", now in production.)

# HYPNOTISM and MEMORY

By HERBERT CHARLES

(Part II)

As was stated previously, a time-tried system of mnemonics (memory aid) is used herein in conjunction with the hypnotic procedure. Although it has been offered as a memory aid, without hypnotism, the author has always felt that it requires more work than most people want to devote to it. Now let us put forth the mnemonic system prior to showing how it will be used in conjunction with hypnosis.

Firstly, a numerical value has been assigned to the various letters and sounds. These are not difficult to remember because of the fact that there is an easily understood reason for such assignment. Look at the following: 1 is represented by the letter t since t is formed by a single downstroke. 2 is represented by the letter n because n has two downstrokes. 3 is represented by the letter m because m has three downstrokes. 4 is represented somewhat arbitrarily to the letter r because r is the last letter of the word "four". 5 is represented by the letter L because L is the Roman symbol for fifty which contains 5 and a zero. (Perhaps the last seems a little far-fetched but it is the reason assigned in most mnemonic systems.) The number 6 is represented by the letter j because the capital letter J when reversed looks like 6. 7 is represented by the letter f because when f is handwritten it resembles 8. 8 is represented by the letter p because when p is reversed it resembles 9. 9 is represented by the letter s because it resembles the sound beginning the word zero.

Add to the information above, the fact that vowels *never* have numerical value and the same is true of the half vowels w and h. Stating this concisely: a, e, i, o, u, y, v, and h have no numerical value. Let us translate this knowledge into common words which we will later use.

The word *hat* can be represented by the number 1 since according to our symbolization of values the letter *h* has no numerical value and the letter *a* (a vowel) also has no value, leaving the letter *t* as the only letter in the word with numerical value, therefore hat is 1. With this one example we are now ready for a table which will complete the numerical code. Note that all words are formed phonetically, or to put it succinctly it is the *sound* we are concerned with in our code.

1	2	3	4	5	6	7	8	9	0
t	n	m	r	L	j	k	f	p	s
d					dg	hard c	v	h	z
th					sh	hard g	ph		soft c
					ch	ng			
					tch	qu			
					soft g				

Again note that the groupings are because of *sound* resemblance. When a double consonant is used as in the word *well*, since there is only one L sound, the numerical value for that sound is 5 and not 55.

Now to go on with a list of words which we will use in our memory course. 1. hat; 2. hen; 3. ham; 4. hair; 5. hell; 6. hedge; 7. hack; 8. hive; 9. hoop; and 10. toes. The words 1 to 9 all begin with the letter h for easy recall and the only letter which has any significance, insofar as our code is concerned, corresponds to its order in the list. Number 10, toes, has as its first letter t and it will be found that the letter t will begin our next series of ten words. Note that 10 is formed by the letter t which stands for 1 and then is followed by o and e which, being vowels, have no value numerically, and then comes the s sound which we know is 0. Hence *toes* is 10.

To understand and know how to use these basic ten words is to understand the entire system. Each word has been formed and put into the system for two reasons: 1. the fact that the translation of its sound corresponds to the code numerical value and, 2. it is possible to vividly form a mental picture of the object represented by the word. The student must make use of his powers of imagination. He must incorporate into his memory a picture which he will always remember in the same way. For

instance, number 1, hat. A picture of a hat of outlandish size and shape should be formed in the memory and the author carries in his mind a picture of a ten-gallon western sombrero. The *hen* of number 2 is a bizzarre one which would scare the day-lights out of any self-respecting rooster. The *ham* in 3 is really a ham what am. You should be forming mental pictures of the words in the first words of the basic ten words of the code. You are going to use these words over and over. Now you see the value of learning the symbols which represent the various numbers and vice versa. If you forget, for instance, the word which is represented by the number 3 you will remember that the word begins with h since all the first nine words do, and then that a vowel follows which has no numerical value and then finally the key letter m. This combination of facts will certainly bring the word *ham* to mind. Remember, it is not enough to remember that 3 is ham, it is also necessary to remember that ham is 3.

Now the author is going to present ten words more. The student is to make a grotesque mental picture of the word and whenever that word is necessary to recall he will recall the number and whenever the number is presented he will remember the picture and the word.

Repeating number 10, toes; 11, tide; 12, tin; 13, team; 14, tar; 15, tail; 16, thatch; 17, tack; 18, toff; 19, top; 20, noose. Note that 20 is formed by n which is the symbol for 2 and the ess sound. The vowels, of course have no numerical value.

Now the student should very thoroughly have committed the 20 words to his memory. He must be able to call them off numerically and out of order. If the number 19 is called it should immediately call to mind the word top. If the word tin is named it should bring to mind the number 12.

Now let us play a little game, by ourselves, at first. Later we may amaze our friends by this but at first we will try it alone. Look around the room and at random put down on paper the first ten objects you see and give them numbers from 1 to 10. Let us say that the first object you see is a chair, and so you put down 1, chair. As soon as you do this you should mentally relate the chair to your number 1 code word which is hat. Form a picture, the more bizzarre the better, of a chair and your previously learnt picture of an outlandish sombrero. You do not have to pause any longer than it takes to make such a mental picture, you can go right on to the next object. Don't worry, you won't forget it. The next object you see is a clock so you put down as 2, clock, and you immediately associate a picture of the clock with the code word for 2 which is hen. I don't know what picture of the two objects the student has formed but the author sees my outsized hen being slapped by the hands of a clock. Use your imagination. I know some students may even use obscene mental pictures and of course since it is all in the mind it doesn't matter as long as the picture is vivid. As a matter of fact this may serve as a projective personality test, if I may be allowed a momentary digression. Put down 8 more objects and in the same way associate these objects with your basic list of numbers and words. Now you have listed and associated these ten objects with your basic list. Put this list away from you and take a fresh piece of paper and write the numbers 1 to 10 on it. Go to the number 1. Do not try to think of the first object you listed but of your basic number 1 word which is hat. Immediately there will come to your mind the picture of the basic word and the picture which you associated with it which is the number one object you listed, chair. Go to 2 and think of the basic word which is hen and I'll bet that you see the hands of the clock slapping at the hen, if that is the associative picture you formulated. And so on down the line. You will find that your basic word remembrance always calls to mind the picture you associated with it, which in turn gives you the object you are trying to remember.

You recall that we stopped with the number 20 in our basic list and that this word was noose. The student may want to go to 100. Before doing this the student may play the number game with the first 20 words with a friend. This is the way it is done. The friend is given a sheet of paper and is told to write down any twenty words (they must be proper nouns) he cares to and to number them from one to twenty. As he writes them down he is to call them out for the student to hear. As he calls them out and writes them down the student associates them with his basic 20 words. At first it is advised that the student have his basic list written out for quick reference.

(Continued on Page 26)



## THE RALPH SLATER CASE

By DR. MILFORD J. ELLISON

EDITOR'S NOTE: The series of articles, "The Science of Hypnology", is being interrupted so that we may bring our readers Dr. Ellison's excellent article dealing with the vital case of Ralph Slater. This is in accord with our policy of making available all news of critical importance to the hypnotic profession. We thank Dr. Ellison for granting us exclusive rights to the publication of this article in the U.S.A. and extend our thanks to Prof. James V. Grippio, Professor of Hypnological Research at the College of Applied Psychology, for his assistance to Dr. Ellison in the procurement of much of the data. The series, "The Science of Hypnology", will be resumed in our next issue.

The now famous court case of Ralph Slater, hypnotist, which recently transpired in England has caused considerable unrest and debate in both the U.S.A. and England. Before dwelling upon the theoretical aspects of the matter, let us concern ourselves with the salient facts of the case at hand so that we might become fully cognizant of the issues confronting us.

The Daily Express summed up the matter in this fashion: "It took the jury at Lewes Assizes just 62 minutes this evening to find that Russian-born Ralph Slater was indeed negligent when he hypnotized a girl at Brighton Hippodrome and made her cry like a baby. . . . It was the girl's case that for 18 months after she volunteered to be hypnotized she was plunged into acute depression until she was cured by medical hypnosis."<sup>1</sup>

Mr. Slater, a well-known professional stage hypnotist of both England and the U.S.A., was accused of hypnotizing Miss Diana Rains-Bath at a public performance in December, 1948 at the Brighton Hippodrome. Miss Rains-Bath was given routine suggestions in the hypnotic state such as: finding her chair to appear hot, and rising and shouting, "Peanuts!". In addition, Mr. Slater attempted an age-regression, reducing the girl "to a little frightened child crying for its mummy"<sup>2</sup>. According to the prosecution, Mr. Slater failed to

remove the age-regression suggestion before he brought her out of the hypnotic state. The girl suffered from anxiety neurosis until being relieved of this distressed state by Dr. van Pelt (founder of the British Society of Medical Hypnotists) some eighteen months later. An auxiliary charge of assault was also involved, but it has little bearing on the hypnotic value of the situation, and will not be dealt with here. We are primarily concerned with the merits of the case from the standpoint of hypnosis, whether the dangers presented in the case are real, and if so, how future recurrence of these dangers can be avoided.

The science of hypnology, like any other science, is, in itself, neither good nor evil. A match may be employed to light one fire to furnish warmth for our bodies, or it might light another fire which might destroy us. The match is neither good nor bad. Its value is determined by its use. The same picture holds true in all aspects of the use of the hypnotic state. If a hypnotist misuses his profession either through ignorance, negligence, or deliberateness, he has no moral right to practice hypnosis. It is the function and duty of the hypnotist to utilize his skill to break down the false barriers which form an impediment towards the logical employment of the hypnotic state in all its aspects for humanity. A hypnotist should use the stage as a public school, enlightening his audience on the need for the increased use of the hypnotic technique. He should win the hearts of the people to our struggle for a healthier prevailing atmosphere.

Mr. Slater conducted his case as though it were an individual matter. His chief point of defense seemed to lie in his statement, "I am not disputing this girl became ill. What I am disputing is that I, and I alone, am the cause of it."<sup>3</sup> This argument was pursued in this manner, "Mr. Slater asked if it would be possible for an anxiety neurosis to be developed by financial difficulties, or because of some subconscious unhappy home life."<sup>4</sup> This approach was the basis of his defense according to the press. There is much to be

desired in his approach to this case, and as it seems from here, a healthier defense could have been made. The case was defended by Mr. Slater alone, without the aid of legal counsel. In this connection, the *News Chronicle* states, "Yesterday he took over the conduct of his own case. His counsel, Mr. Sebag Shaw, withdrew because, he said, Mr. Slater wished to develop aspects beyond the point which counsel thought proper."<sup>5</sup> The stories of the case are replete with examples of Mr. Slater's personal haughtiness, indifference, and disrespect for the judge, jury, and prosecution.

Mr. Slater showed little inclination to defend himself on hypnotic concepts, but instead, used the court and the publicity surrounding the case, to advertise himself and his exploits. By so doing, he weakened his own case, the position of all stage hypnotists, and did hypnology a serious injury. Any hypnotist with practical experience knows that one cannot force suggestions upon the subject (person in a hypnotic state) unless these suggestions are acceptable by said subject. Hence, the individual will accept only what it wants to accept. Mr. Slater tried to raise this point by asking Dr. van Pelt, "Is it not true the girl at any time during the hypnosis, however deep, could have resisted my suggestions?"<sup>6</sup> The doctor answered, "It seemed to me she tried to keep waking up out of the trance, which indicated she did not wish to agree with your suggestions. . . . A subject would, of course, resist some more fundamental suggestion such as taking off her clothes."<sup>7</sup> In this, his only reported introduction of a hypnotic concept, Mr. Slater let the matter rest.

Those of us who have employed the hypnotic method to break bad habits, have found it necessary to re-hypnotize most subjects many times over a prolonged period of time before achieving the desired results. In these cases, we have the complete co-operation of the subject, for his is a sincere desire to break the habit at issue. These suggestions are positive, constructive, and agreeable to the subject. How is it possible, then, for an individual, at only one sitting, to be driven to torment by a suggestion which is harmful, negative and disagreeable to the subject? There are only a few rare cases in the hypnotic literature which give instances of the post-hypnotic effect lasting for a long period of time. In these cases, the subjects were in a very deep hypnotic state, and were excellent subjects. In the case involving

Miss Rains-Bath, it was shown that she was a relatively poor subject, continuously on the verge of awakening. We therefore feel that Mr. Slater should have expanded upon this point and stressed the impossibility of this event.

Another point of the trial raised the following question, "Do you think this girl thought she was going to have that sort of thing done to her when she went on the stage? . . . One of the points to be considered was whether she was told by Slater she was in danger."<sup>8</sup> This gives birth to some interesting questions. It is obvious that the hypnotist could not expect people from the audience to volunteer if they were told that by so doing their lives would be jeopardized. Mr. Slater should have shown that hypnotism, in itself, is not dangerous, and that people are no more exposed to danger on stage than otherwise. The point in issue should have dealt with the apparent negligence of Slater in this instance. If he did not combat this point, he gave silent approval to the erroneous proposition that all phases of hypnotism are dangerous, no matter how employed. Actually, he accentuated this notion by trying to prove that he did not mention the possible dangers inherent in his performance. During the trial "Mr. Slater called the manager of Brighton Hippodrome, Mr. Henry Emerson, who said he did not recall Mr. Slater saying the demonstrations were harmless."<sup>9</sup> In this instance, Mr. Slater did the hypnotic profession a grave dis-service. Since he admitted that he might have been negligent in this case, he would not have weakened his own position nor the position of hypnotism by being more forthright. The truth is that a competent hypnotist has the right and authority to tell his audience that they have nothing to fear. By taking a submissive stand on this question, Mr. Slater did not win the confidence of the jury, for he implied that he knew that there might have been some element of danger, and hence, his actions could only be construed as immoral.

The case at hand, while questionable in nature, points to one cardinal fact: the subject must be given such post-hypnotic and hypnotic suggestions that all elements of an unnatural nature be removed. In general, this method should be followed: "Now, you are absolutely normal. After I awaken you, you will be refreshed, relaxed, and happy." If the arm is made rigid under hypnosis, it should be relaxed before the subject is awakened. This prin-

ciple must be applied in all hypnotic work involving the creation of an abnormal or artificial state while under hypnotic influence.

The case limited itself to the matter of Miss Rains-Bath vs. Mr. Slater. No attempt was made to attack Mr. Slater's rights as a hypnotist, nor was any direct attack made on hypnotism. In his summation to the jury, Mr. Justice Croom-Johnson, the presiding judge, stated, "You are not engaged in any investigation as to the undesirability of these public demonstrations and public treatments. You must take it from me that the practising of hypnotism is lawful at present at all events, by the law of England. It is lawful when practised by doctors and it is lawful when practised by people who have no medical knowledge. Whether that is a desirable or undesirable state of affairs is not for you or me. . . . I point out to you that there is no charge against this man of being a charlatan or humbug or anything of that sort."<sup>10</sup>

While the field of hypnology and all its related aspects were not under direct attack, we feel that the tenor of this case gives vent to a new rise of open hostility against all phases of the non-therapeutic aspects of hypnology, i.e.; show hypnotism and the instruction for the lay as taught by many of our colleagues. In Great Britain, for example, a leading Sunday paper featured a major article entitled, "Hypnotism—The Government should ban these shows now." A bill was actually introduced at the close of Slater's trial to kill stage hypnotism, but was pigeon-holed for the time being. However, added pressure may bring it into the open. In the U.S.A., several leading papers and chains throughout the nation have closed their facilities to hypnotism ads. This pattern can be expected to be increased in intensity and fury. The medical profession has taken the initiative in the case of Ralph Slater, claiming that Miss Rains-Bath was cured by "medical hypnosis". Actually, what is medical hypnosis? It is nothing more or less than hypnotherapy, a branch of the science of hypnology. In a later article, we shall dwell upon this more adequately.

We have advised many hypnotists to specialize in the science, so that they might have the educational background to pursue the therapeutic phase of hypnology. A knowledge of technique of induction is

no qualification for hypnotherapy, and the medical profession will seize every opportunity to exploit any possible error made by untrained and unqualified hypnotists as has been shown by the Slater case. In order to prevent further attacks and restrictive measures which would logically follow, we must be doubly vigilant in our work to prevent such footholds as was afforded our critics in the Slater case. No hypnotist should engage in questionable stage hypnotism or in any phase of hypnological therapy until he has passed such studies as are indigenous to his work.

<sup>1</sup>Daily Express, Thursday, March 27, 1952

<sup>2</sup>Ibid

<sup>3</sup>Daily Mail, Thursday, March 27, 1952

<sup>4</sup>News Chronicle, Wednesday, March 26, 1952

<sup>5</sup>Ibid

<sup>6</sup>Ibid

<sup>7</sup>Ibid

<sup>8</sup>Daily Graphic, Thursday, March 27, 1952

<sup>9</sup>News Chronicle, Wednesday, March 26, 1952

<sup>10</sup>Daily Mail, Thursday, March 27, 1952

<sup>11</sup>Sunday Chronicle, Sunday, March 30, 1952

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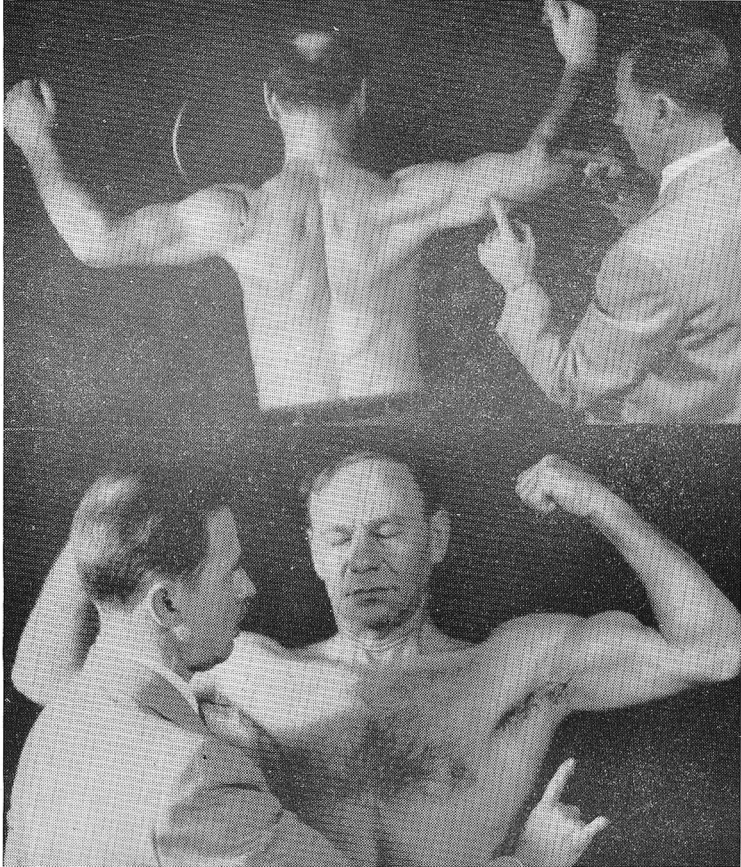
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## AN UNUSUAL PHOTO OF ARM CATALEPSY



Here we have two rather unusual illustrations of arm catalepsy. The upper photo, posterior view, shows the subject trying to straighten his arms, though he cannot. Note the confusion in the usage of the correct muscle. Herbert Charles points to the contraction of the brachialis which is the flexor and to the triceps, the extensor. The lower photo, anterior view, shows the contraction of the biceps which cannot extend arm. Note the flaccid 'look', the lack of musculè tonus in the facial expression of the somnambule.

## THE POWER BEHIND SUGGESTION

By ORMOND MCGILL

I ask a man to stand upright, to shut his eyes, and relax his muscles. Then, in a low, monotonous voice I suggest that he is to think of the idea of falling over backwards, but that he is in no way to try and make himself fall; all he is to do is simply *think* of the idea of falling.

In a few seconds, he begins to teeter, and shortly topples over directly backward into my waiting arms. Why?

In answering that question, the hypnotist usually explains it as being due to the power of suggestion. *But, just what is the power of suggestion, and what is the power behind suggestion?* And in direct relationship to our little experiment, the late William James raises still another question: "Is the bare idea of a movement's sensible effects its sufficient cue, or must there be an additional mental antecedent, in the shape of a fiat, decision, consent, volitional mandate, or other synonymous phenomenon of consciousness, before the movement can follow?"

Totalling these questions raised by our initial "Why?", we can say that sometimes the bare idea is sufficient, but sometimes an additional conscious element, in the shape of expressed consent, has to proceed the movement. However, whenever movement occurs upon the bare idea, upon the mere thought of it (as in the case of the man falling over backwards) we are then observing the action of *ideo-motor response*, which, briefly defined, means responses which follow upon thought processes, even though fleeting in character, as contrary to those which follow directly upon sensory stimulation—and thus explain our "Why?". In other words, whenever movement follows unhesitatingly and immediately upon the notion of it in the mind, we have *ideo-motor action*—the answer to what is the power of suggestion; the answer to what is THE POWER BEHIND SUGGESTION.

When an action is thus *ideo-motor*, we think the act, and it is done. While talking I see a pin on the floor, or some dust on my sleeve, without interrupting the conversation. I brush away the dust or pick up the pin. I have made no expressed resolve, but the mere perception of the object and the fleeting notion of the action

seem of themselves to bring the act about. Or at dinner, I find myself absent-mindedly taking nuts from a dish and eating them. The dinner is over, and, interested in conversation, I am hardly aware of what I do, but the perception of the nuts and the fleeting notion that I may eat them seem fatally to bring the act about.

In acts such as the above, there is obviously no expressed fiat, no deliberated decision to perform the acts. They are all largely automatic, largely spontaneous; a cue is given and the action follows.

What one point is common to all such acts? Simply, that all such *ideo-motor* responses have a suggestive performance at their base; as their cue. From the pin on the floor springs the suggestion to pick it up, from the dust on the sleeve comes the suggestion to brush it off, from the nuts on the table comes the suggestion to mince: *the suggestion (thought) of an act bringing about the motor action spontaneously.*

Again consider the case of the "falling man", he thinks of the idea of falling, he makes no conscious decision to fall however, and yet he sways and shortly falls backwards under the influence of the "cue": the suggestion "to fall" . . . or, as we have put it, the influence of his thinking of the *idea of falling* . . . which idea spontaneously produces the accompanying motor response of the thought with the result that he is soon falling over backwards.

But, possibly you query, "I tried it, and I didn't fall! Surely, that proves that such *ideo-motor* action is not universal in effect, as it did not occur in my case."

And your very query brings us directly to the heart of the successful performance of all *ideo-motor* acts—as William James puts it: "In all this the determining condition of the unhesitating and resistless sequence of the act seem to be *the absence of any conflicting notion in the mind.*"

Either there is nothing else at all in the mind, or else what is there does not conflict. The hypnotic subject realizes the former condition. Ask him what he is thinking about, and ten to one he will reply "nothing". The consequence is that he both believes everything he is told and performs every act that is suggested. Or,

to put it in suggestive terms, such acts are performed when no counter-suggestion is present to nullify their effect.

The experiment of "contact mindreading" is another excellent example of ideomotor action. In such feats, the performer is lead from the room, and in his absence a spectator volunteers to hide an object. On being recalled, the mindreader grasps the volunteer by the hand, and at once leads him unerringly to the hidden object.

Wonderful? Yes indeed, but it is not mindreading! Rather, all such demonstrations are based on this incipient obedience of muscular contraction to idea, even when the deliberate intention is that no contraction shall occur.

In the above underscored statement, we note a most important fact, namely, that conscious effort—an action of conscious and deliberate thought (will) to stop any such ideomotor action fails; the only factor capable of nullifying one ideomotor movement being another ideomotor action, the accompaniment of a counter-suggestion. It is of this effect that Charles Baudouin spoke when he coined his "Law of Reversed Effort" and Hugo Munsterberg cites in his statement, "The attended-to idea does not exclude every other idea, but it does exclude the opposite idea". Following along on this line, Harry Brooks writes, "We can see, not only that the Will is incapable of vanquishing a thought but that as fast as the Will brings up its big guns, thought captures them and turns them against it". Emile Cone' further amplifies this truth as he states, "When the Imagination and the Will are in conflict, the Imagination invariably gains the day. In the conflict between Will and the Imagination, the force of the Imagination is in direct ratio to the square of the Will.

Thus the Will turns out to be, not the commanding monarch of life, as many people would have it, but a blind Samson, capable either of turning the mill or of pulling down the pillars."

By now, it should be obvious to the reader that a mere idea, the mere thought, as it were, can produce automatically a muscular response without the need of conscious willing, and the extent of this response is directly dependent upon extent or absence of any conflicting thought in the mind.

However, as William James puts it, "lest the reader should share the common prejudice that voluntary action without exertion of will-power is Hamlet with the

prince's part left out, I will make a few further remarks. The first point to start from in understanding voluntary action and the possible occurrence of it with no fiat or express resolve, is the fact that consciousness is in its very nature impulsive. We do not have a sensation or a thought and then have to add something dynamic to it to get a movement. Every pulse or feeling which we have is the correlate of some neutral activity that is already on its way to instigate a movement.

"Movement is the natural immediate effect of feeling, irrespective of what the quality of the feeling may be. It is so in reflex action, it is so in emotional expression, it is so in the voluntary life. Ideomotor action is thus no paradox to be softened or explained away. It obeys the type of all conscious action, and from it one must start to explain action in which a special fiat is involved.

"It may be remarked, in passing, that the inhibition of a movement no more involves an expressed effort or command than its execution does. Either of them may require it. But in all simple and ordinary cases, just as the bare presence of one idea prompts a movement, so the bare presence of another idea will prevent its taking place. Try to feel as if you were crooking your finger, whilst keeping it straight. In a minute it will fairly tingle with the imaginary change of position, yet it will not sensibly move, because *its not really moving* is also a part of what you have in mind. Drop *this* idea, think of the movement purely and simply, with all brakes off, and, presto! it takes place with no effort at all.

"A waking man's behavior is thus at all times the resultant of two opposing neutral forces. With unimaginable fineness some currents among the cells and fibres of his brain are playing on his motor nerves, while other currents, as unimaginably fine, are playing on the first currents, damming or helping them, altering their direction of speed."

Thus, we consider ideomotor activity:

Every thought produces a motor response. This response occurs involuntarily and without conscious desire or consent. Every thought produces some degree of response, but this degree is directly related to the absence of any conflicting notion in the mind.

We can see the close unity this implies

between the mind and the body, and the classic, "As a man thinketh so is he", takes on new meaning. We can see the vast power this implies to suggestion leading to direct ideo-motor action, and suggestion damming up counter ideo-motor activity . . . for the idea that is suggestive in nature is directly ideo-motor; hence the power of suggestion in all its phases, from the physician's soothing words to the salesman's spiel.

We can consider its working in the great forces controlled by suggestion (the potential power it gives man to be the master of himself through auto-suggestive practice) especially in its hyper form—hypnotism. And the amazement of a mere word producing so startling an effect as to raise a scarlet blister in a few seconds time becomes a thing understandable.

OF SUCH IS THE POWER OF IDEO-MOTOR ACTION—OR SUCH IS THE POWER BEHIND SUGGESTION.

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## HYPNOTISM IN MEXICO

By LAWRENCE FRANKLIN

### HYPNOTISM IS SWEEPING MEXICO

Newspapers and magazines in that Latin-American republic have, in recent months, been carrying numerous articles and picture-spreads about hypnosis and its medical applications. And now hypnotism is on Mexican television!

Credit for most of this unusual activity in popularizing the science of hypnosis south of the border goes to an international group of hypnotists who make their homes in cosmopolitan Mexico City.

Prime mover of the group is writer-hypnotist, James F. Butterfield. This unusually able American hypnotist has more than ten years experience with the Modern Coue Institute in New York, the American Society of Hypnotists in Chicago and numerous other professional groups. Butterfield is best known for his extensive research in the application of hypnosis to sleep learning.

Collaborating in the work of popularizing hypnosis in Mexico is another American, Robert L. Farris. This author-hypnotist has had a varied and stimulating background which includes advanced graduate work in psychology and sociology at the University of Chicago and at a univer-

sity in Mexico. During the war he was a Special Agent in the U. S. Counter-Espionage Service. Farris, who has been hypnotizing for more than twelve years, is especially interested in the application of hypnosis to the apprehension of spies and criminals.

An outstanding member of this active international group is the noted Mexican hypnotic technician, Professor Victor Trevino. He is widely-known and respected in medical circles and is the author of many scientific articles. Trevino's more than 20 years background in hypnosis well-qualifies him for his work in suggestive therapeutics with leading Mexican doctors.

These enterprising hypnotists and their associates have established a *Gabinete Psiquiatrico* (Psychiatric Clinic) at Orozco y Berra 201-1 in Mexico City. This clinic is directed by the prominent Mexican psychiatrist, Dr. Joaquin Mendizabal, M.D. Since psychology and psychiatry are relatively new fields in Mexico, this Clinic is doing important pioneer work in the diagnosis and relief of mental illness. Patients are referred to the Clinic by their doctors for psychological tests such as the T.A.T. and Rorschach, and for psy-



"THE POWER OF HYPNOTISM" is a popular Mexican TV show. This exciting half-hour program is presented each week to Mexico's 50,000 viewers.



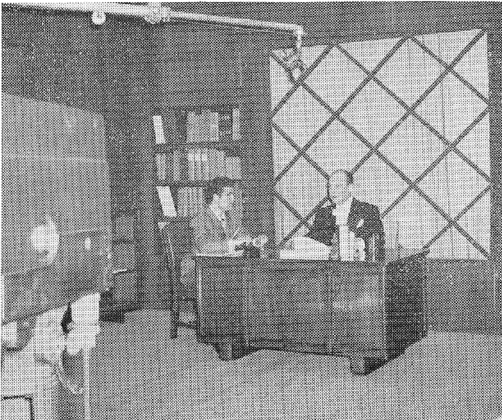
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**SIS.** Licenciado Enrique, Mexican Federal Judge; Mr. Robert L. Farris, American movie writer and hypnotist; and Senior Rodolfo Diaz, bank executive, watch experiment. Senorita Gloria Aurora Goni, Mexican TV model, is the subject.



chological treatments. Hypnosis is used extensively as a means of determining basic causes and of alleviating the distressing symptoms of the psychologically disturbed. Notable success has been achieved with psychosomatic problems ranging from alcoholism to homosexuality. Medical students and practicing doctors are given instruction in the art of hypnosis at this remarkable institution. Professor Trevino extends a warm welcome to visiting hypnotists.

Widespread public interest has been awakened by the weekly series of half-hour television programs, **EL PODER DEL HIPNOTISMO** (The Power of Hypnotism). Originated, written and produced by Butterfield, the programs are telecast to Mexico City's three million people from XEW-TV's studios in the fabulous new Television Center. The star of the show is Professor Victor Trevino. Each T-V show in the series begins with a brief fictional drama about sleep suggestion, age



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regression, hypnosis in crime and other fascinating topics which takes place in Professor Trevino's office and occasionally uses one or two other sets; the last part is a regular stage setting in front of the television studio audience in which members of the audience volunteer to be hypnotized.

For example, in one program a doctor (a real M.D. took this part) brings a stutterer to the office. The doctor explains a physical examination shows no organic trouble. The stutterer says he was born normal, but began to stutter when he was about 10 years old, he also admits he doesn't stutter when he sings. Professor Trevino reasons that some psychological disturbance is responsible. He age-regresses the stutterer back to 9 and brings him up gradually to 10. The stutterer then recalls he was playing ball in the street with a friend when he threw the ball, the friend ran in front of a car and he was so frightened that he could not call out to warn his friend. The friend was seriously injured and for several days the subject couldn't talk and when he did thereafter he stuttered. The Professor gives him some positive suggestions and wakes him up. He stutters less and the doctor suggests further sessions will relieve him further. The whole scene takes place in the office. However, special super-

imposure effects showed the subject going back through the years. Music drowned out the hypnotist's voice when he hypnotized the subject. Sound effects were used for the car and accident. Of course, this was a fictional drama and true hypnotism was not used, Professor Trevino explains after the doctor and subject leave. Then the hypnotist invites the viewers to go with him to the television studio.

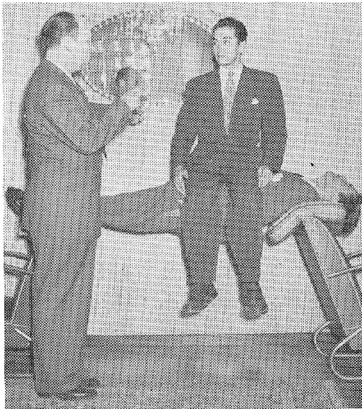
A commercial intervenes; and the next shot is of the people in the television studio waiting for the arrival of the great hypnotist. The Master of Ceremonies introduces Professor Trevino and he comes on stage. He invites members of the studio public to come forward. Actually, before the program, tests are given to 10 to 20 of the audience and the best four are selected to appear on the program. With speed hypnotism the hypnotist places them in a trance and does various visual experiments, wakes them up and thanks them and another program is completed.

Sometimes, Professor hypnotizes the studio audience in mass. He is often over 95% effective. A special problem in T-V presentation of actual hypnosis is the danger that home-viewers may be affected. This difficulty is avoided by muffling the voice of the hypnotist while he is actually inducing sleep. The announcer describes what is happening, all the while assuring

the home-viewers that they will not be influenced since they can not hear Professor Trevino's voice. Another method used to overcome this problem is the employment of specially prepared hypnotic instruction cards which Professor Trevino hands to the subjects in such a way that the audience can not read them. This television series is provoking considerable popular interest in the science.

Butterfield has also written another series for television, EXPLORING THE UNKNOWN, which covers not only hypnosis and suggestion but is a scientific investigation into the whole field of the "occult". English-language versions of both these television shows are being handled by Heath-King Productions of Hollywood.

The group's plans for the future include a feature-length Spanish movie, weekly radio series, a popular book on hypnosis, and a series of phonograph records for sleep suggestion. All in all, these hypnotists are doing an excellent job of bringing hypnotism and its applications in everyday life to the attention of our Latin neighbors.



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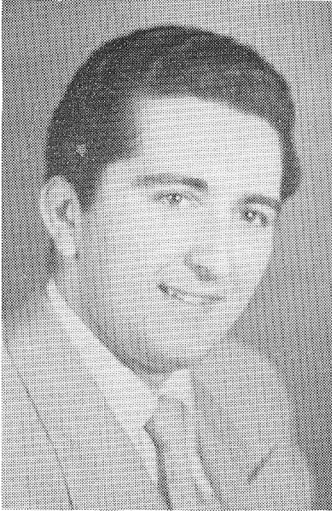
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## BEHIND THE CURTAINS

By GEORGE L. ROGERS



Richard Rossman, 55 Deering Rd., Mattapan, Mass., is the Secretary and official photographer of the "National Guild of Hypnotists". The nicest thing about Dick is his cute wife, Louise, an ardent enthusiast of hypnotism. One of the most clever techniques I have ever seen is Mr. Rossman's method of hypnotizing a subject by taking a picture of him. The flash of the bulb is the key.

The following names and addresses are herewith presented to you if you enjoy getting together with a group that you have something in common with. Each of the gentlemen listed are either running an active Guild Chapter or are busy starting one:

- Edward Mellon, 1 W. Berkely St., Uniontown, Pennsylvania;  
 Thomas E. Bannan, 22 N. 28th St., Camden, New Jersey;  
 Carl S. Schetz, 45 Kew Gardens Rd., Kew Gardens 15, L. I., New York;  
 R. J. O'Connor, P.O. Box No. 894, San Jose, California;  
 Ed. Morrow, 9574 Patton Ave., Detroit 23, Michigan;  
 Lloyd Jacot, 2746 25th St., San Francisco 10, California;  
 Charles S. Reid, 1333 W 41st Place, Los Angeles 37, California.

The National Guild of Hypnotists had one of their best meetings to date on Wednesday evening, June 18th. The meeting was informal with a magic demonstration by John J. Conroy, Jr. There were several hypnotic demonstrations by members. Refreshments were served. A group picture was taken.

Left to right (seated): John B. Poulson, E. Harold Wilson, Robert Murray, Robert C. Wilson, John J. Conroy, Jr., Howard D. Steele, William P. Mutch. Second Row (standing): Charles P. Miller, Samuel E. Burke, John J. Hickey, Dr. Rexford L. North, Honorary Chairman, George L. Rogers, National Chairman, Arnold I. Levison, Treasurer, and Richard Rossman, Secretary. Third Row: Leon Siegal, Clarence E. Holmes, Sol Bernstein, Joseph Atherton, Hy Sampson, Ralph Sava. Fourth Row: Dr. Walter E. Steere, Herman Sokolow, Paul W. Wolon, and Anthony J. Finnerty.

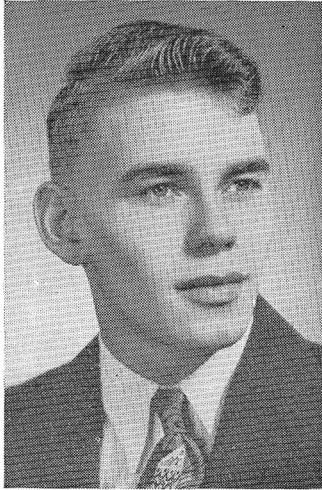


Lloyd D. Jacot, 2746 25th St., San Francisco, California, is Chairman of the San Francisco Chapter of the National Guild of Hypnotists. With Mr. Jacot, hypnotism is a serious hobby and he is an ardent worker for the betterment and better understanding of hypnosis.

BOSTON CHAPTER — NATIONAL GUILD OF HYPNOTISTS



(PHOTO BY DICK ROSSMAN)



Charles F. Johnson, 237 Monroe St., Wauseon, Ohio, has studied Hypnotism for eight years and is a very prolific young man. He is a semi-professional magician using the name, "Mr. J.". At present he is Conductor of the Community Band in Wauseon, and has his own dance band. His hobbies are photography, radio, electronics, stamp collection, magic and music.

The San Francisco Chapter of the National Guild of Hypnotists recently sponsored a hypnotic performance before the Loyal Order of the Moose. Sam McAfee, 6' 4" operator, did a masterful job. He has plenty of stage personality and poise and we believe he convinced many skeptics regarding the authenticity of Hypnosis.

The adverse publicity towards Hypnotism coming from England has been very detrimental. The most recent AP article cites two examples. One supposed to be a twelve-year-old still suffering the affects of being hypnotized three years ago. The other a draftsman who falls asleep whenever a specific tune is whistled. The Common's committee is preparing a bill to regulate stage Hypnotism.

On the favorable side: A "Symposium on Hypnosis" has been scheduled by the University of California extension starting June 25. The course will present an evaluation of the present status of Hypnosis and consider current theoretical and experimental aspects.

From Everett, Washington comes the

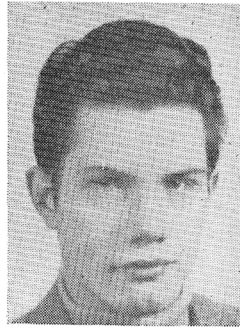
fantastic story of an arsonist being hypnotized at a mental hospital. During hypnosis he confessed to three murders. This article is taken from the Pasadena (Calif.) Independent. Names are purposely deleted. We have several copies of this article and will be glad to send you one. Write to "Guild", 48 Harlem St., Dorchester 21, Mass.

#### THE HYPNOTIST

By ERNEST W. PARKE

Out of this world into the tomorrow,  
We may find a way to end much of our sorrow.

As thoughts are things to help us find  
A constructive use of our subconscious mind.  
The Hypnotist will help and aid the cause  
And bring us to understand the natural laws,  
Assured that in some distant and future day  
Hypnotism will have its part along the way.  
So may we use our minds to develop our best  
To make life the better before we are laid  
to rest.



Hypnotist-Graphologist, Leo Louis Martello, 653 Washington St., New York 14, N. Y. is one of the younger and better-known Hypnotists in the East. In 1950, at the age of eighteen, he won the Moss Memorial Gold Medal for the best fiction writing by a teen-ager. He has had articles on Hypnotism published by "The Metaphysician" and "The Herald of Psychology".

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## BOOK REVIEWS

### NEW CONCEPTS OF HYPNOSIS

By BERNARD C. GINDES, M.D.

As Reviewed by Arnold I. Levison

New Concepts of Hypnosis is a complete text, well written, covering the entire subject to the fullest extent, in an interesting and concise style. Dr. Gindes has touched upon all the aspects of hypnosis, and answers all the questions the reader might have before he even thinks of them; he leaves nothing unsaid.

The book begins with an explanation for the uses of hypnosis, such as for psychotherapy, breaking of bad habits, creating anaesthesia, and the cure of fears and phobias. Clear explanations are given for *Why Hypnosis*, and actual case histories are quoted, bearing out Dr. Gindes' theories. History is seldom interesting to the reader, but the history of hypnosis as presented in this book is written in such a novel manner that the reader cannot put the book down until he finishes, as in a

good fiction story. According to Dr. Gindes, hypnotism started with a Grecian named Chiron in 928 B.C. and after a couple of hundred years sank into oblivion until the year 1773 A.D., when Frederick Anton Mesmer came upon it again and called it Magnetism. It kept being built up and rediscovered in all its phases by the Marquis de Puységur, Father Gassner, Dr. James Braid, Dr. Burcq, and Professor Charcot. Each contributed an advanced theory and proof until hypnotism became a psychological reality as we know it today.

No one can claim complete immunity to suggestion, everyone is susceptible, but we all vary in our several degrees of susceptibility. Hypnotism is not the induction of a state of sleep; but rather is an induced condition, in some few respects similar to normal sleep, in which the suggestibility of an individual is increased. There also are certain psychological changes noted in hypnosis. By the use of hypnosis we can produce phenomena including amnesia, control of the senses, release of inhibitions, incapacity for volitional activity, hyperamnesia, and anaesthesia. The power to hypnotize or be hypnotized is latent in every individual. Dr. Gindes' formula for inducing an hypnotic state is as follows: misdirected attention—belief—expectation—the hypnotic state. Psychologically each of these components is necessary before the hypnotic trance can be attained.

A hearty welcome is extended to our new Book Review Editor, Arnold I. Levison.

Mr. Levison is, himself, an excellent hypnotologist of long standing, treasurer of The National Guild of Hypnotists. He attended college at North Carolina and enlisted in the U. S. Army Signal Corps; held a commission and upon discharge re-enlisted in the U. S. Coast Guard. He resides in Newton Center Mass. with his wife and two children. He holds an excellent reputation in New England as one of the finest photographers as well as an Hypnotologist Consultant. His "Hypnotic Work" extends to his association with medical practitioners and dentists, for whom he practices the science of hypnotherapy. He has had great success in this field and big things are expected of him for the future. He considers himself, in his work, just as a doctor, and accepts calls both day and night; never turning away any inquiry, regardless of conditions or hour. He receives mail from all over the country, usually inquiries, and never lets one go unanswered. He is a quiet, unassuming, modest chap, and a credit to the field. We are happy to have been able to secure his services for the Journal and its subscribers. We are sure that he will welcome your letters and will try to help you in any way that he can. Let's all join in a warm welcome for a newcomer to our family. Welcome, Arnold. . . .

In order not to cause the subject any injury, the hypnotist is cautioned to follow the rule that "if a subject's compliance to a suggestion will be injurious to him in the waking state, it will have the same effect upon him during hypnosis". As far as preference to any particular method, the answer is that the value of any method depends purely upon what the subject can be made to believe. Explanation is given to substantiate the claim that it is possible to convert natural sleep into hypnotic sleep. The diathesetic or analytical subject can be satisfactorily handled only by one of the quick methods. By preliminary discussion we try to provide the new subject with just enough knowledge to start speculation, permitting his imagination enough leeway to do the rest. For greatest success, conditioning must be rapid. Objective methods of induction are explained from Mesmer all the way down to the present

day. Subjective methods are given with a clear understanding of increasing the depth of hypnosis.

Dr. Gindes covers suggestive therapy and shows fears, improving the vision, obesity, menstrual conditions, insomnia, nervousness, faulty concentration, memory training, obstetrics, alcoholism and re-education. Hypno-Analysis and Hypno-Synthesis covers technique, dream interpretation, hypnotic dream analysis, word association tests, and also suggestion in hypno-analysis.

For the technical minded, the therapist, and the medical practitioner, Dr. Gindes' **NEW CONCEPTS OF HYPNOSIS** is very highly recommended by your reviewer, as it covers every phase of theory, induction, and therapy that one might have occasion to contact. An excellent addition to any library and very interestingly written.

**NEW CONCEPTS OF HYPNOSIS** is published by Mesner at \$4.00. For prompt service, order from Book Dept., Journal of Hypnotism, 26 St. Botolph St., Boston 16, Mass.

#### DIRECTORY OF HYPNOTISTS

The hypnotists listed in this directory are available for demonstration, auto-suggestion, etc. The rate for having your name, address and phone number listed here is \$1.00 per issue or \$4.00 for a full year.

ADAMS, H. R., Box 78, Pittock, Penna.

HAAG, BERNARD W., Hq. & Hq. Co. CCB, Fort Knox, Ky. Phone: Fort Knox 7105.

HARDY, GEORGE W., 911 G. Place N.W., Washington, D.C., Phone: ST 3673.

CHARLES, HERBERT, 1060 Broad Street, Newark, N. J.

DEAN, ROBERT E., M.A., 237 South Bellevue Blvd., Memphis, Tenn., Phone 32-1928.

KILLEEN, Dr. R. J. JAMES, 13 N. Mulberry Street, Mansfield, Ohio.

DR. ARNOLD I. LEVISON, 30 Marvin Lane, Newton, Mass. BI 4-3643. By appt. only.

NORTH, Dr. REXFORD L., 26 St. Botolph Street, Boston 16, Mass., Circle 7-9463.

ROGERS, GEORGE, 48 Harlem Street, Dorchester, Mass.

REASOR, ED. J., 728 Pershing, Davenport, Iowa.

STOKES, Dr. A. LAWRENCE, 3408 West 60th St., Los Angeles, Calif., Phone: TH 9221.

DR. EDGAR VAN HOUSE, 7 Spencer Court, Brooklyn 5, N. Y. By appt. only.

## BETWEEN OURSELVES

Continued

One of our subscribers has two collector's items he wishes to sell. (1) An original early edition of Cook's **PRACTICAL LESSONS IN HYPNOTISM** with a picture of the devil on the cover, paper covered. (2) A copy of Bramwell's **HYPNOTISM: ITS HISTORY, PRACTICE AND THEORY**, 3rd edition, 1930. Now out of print. Perfect condition. If any of our readers wish to inquire further, please write to me and I will forward your letters.

Now I'm practically a commuter between New York and Boston. With weekly classes and lectures in New York every Friday, I'm now there three days a week and in Boston four days. It makes a very busy week. But I'm hoping that many of our subscribers from various parts of the country will be coming into New York during their summer vacation and then we can get together. I'm already arranging for several to take private courses from me while in N. Y.

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If you have any questions about  
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### ASK THE ANSWER MAN

(Note: Address all questions to Harry Arons, in care of this Magazine. Questions of general interest will be answered in this column. All questions with their answers, will be compiled in a special folio, mimeographed, and made available to readers at a nominal price. Questions of a medical nature, if received on the professional stationery of qualified physicians, together with stamped, self-addressed envelopes, will not be answered in this column but sent directly to the inquirer.)

**Q.** Is it possible for a subject to lie under hypnosis? If so, is there a way in which he can be tripped up by the hypnotist?  
M. L. W., Trenton, N. J.

**A.** An intelligent subject who determines beforehand to lie about a certain fact or related series of facts can do so. However, there are tricks in the hypnotic "trade" as well as other trades and a hypnotist who knows the ropes can usually trap the subject into telling the truth, or at least he can satisfy himself that the subject had lied.

There are a number of ways of accomplishing this. One is by means of the subterfuge of approaching the touchy topic from various angles and thus attempting to trap him. If automatic writing can be induced, the hand holding the pencil will tell a different story from the subject's verbal assertions. Another way is to induce a spasmodic tic or twitching of a part of the face, say an eye, and then assuring the subject that whenever he lies (even post-hypnotically) the twitching will occur and he will be unable to control it. Still another method consists of producing a hallucinated phantasy, but this is too complicated a procedure to explain here. The above are just a few of the many tricks that may be employed.

**Q.** I have used hypnosis for childbirth in several cases, but every one of my patients has had considerable anxiety during the process. Can you tell me why this is so?

Dr. J. B., Houston, Texas

**A.** From the tone of your letter alone, I feel certain that the principal cause of your patients' anxiety is that you yourself feel anxious in the first instance and thus you transmit the feeling to them. Several other reasons may be contributory: a weak inter-personal relationship, an inadequate conditioning period, uncertainty, vacillation, lack of confidence on your part. A good remedy might be for you to watch another doctor or consultant in action.

**Q.** I have been called in as hypnotic consultant in a childbirth case—a my first case. However, the obstetrician is balking slightly at the idea of my being present during delivery. How can I surmount this difficulty?

K. L. McM., Yonkers, N. Y.

**A.** You need not be present during delivery at all, providing the patient is a suitable subject. The recommended procedure is outlined in the Nov., 1951 issue of the Journal of Hypnotism, in my article entitled "Hypnotic Conditioning for Childbirth."

**Q.** I have been hearing much lately about indirect hypnosis. Just what is this?  
A. A. M., Chicago, Ill.

**A.** Indirect hypnosis refers to methods of inducing hypnosis without the subject's knowledge. This does not mean against the subject's will; nor does it mean that you can follow a beautiful blonde who strikes your eye on the street and hypnotize her without her being aware of what is going on. This method is used mainly in the proper therapeutic setting. There are a number of good techniques of indirect hypnosis; one of the best is the Herbert Charles method, as explained in "Hypnotism and Chiropractic" (obtainable from your favorite bookseller at \$1.00 per copy).

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653 Washington Street New York 14, N. Y.  
Mr. Martello is available for private and public, and group lecture-demonstrations. Write to Mr. Martello above, known as "The Hypnotist with the Happy Heart and the Helping Hand."

## HYPNOTISM AND MEMORY (Continued)

However they should be fixed in the memory so that later the student will not require a reference list. The friend finishes the list of 20 words and the student takes the list from him and quickly fixes his associative pictures with his key pictures. It must be emphasized that it is not necessary to do more than pause to make a vivid associated picture in the mind of the new object and the basic word. The list is given back to the friend and he calls out any number from 1 to twenty. The student glances at the corresponding basic key word (or better still if he has committed them to memory, he merely thinks of it) and the association of his key word and the new object which he has incorporated with his basic picture comes to mind and he is able to give the correct word for the number his friend has called. Your friend might call out the word on the list instead of the number and you would be able to give him the correct number.

An immediate practical usage of this system can be shown. If you are going to the store, for instance, you don't have to make a list of the things you want to buy—just use the system. Or if there are things you want to remember to do at the office the next day. For instance, if you want to see the boss for a raise the next day at ten o'clock think of the basic word for 10 which is *toes* and visualize him kicking you out with his bare toes. But I'll wager that if you go in and show him your remarkable memory by playing the game above with him you will not be kicked out—you'll probably get the raise. Everyone is interested in memory feats. Well, where does hypnotism come in, you may ask. The next section will deal with just that phase of remembering. You didn't have such an easy task with the above and probably you didn't commit the basic words to memory and the next section will show you how much easier it is when hypnosis is used.

(EDITOR'S NOTE: This is the second of a series of articles on Hypnotism and Memory.

The third will be published in the next issue.)

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## THE BEST BOOKS ON HYPNOTISM

**HYPNOTISM** by George H. Estabrooks. In simple, straightforward language Professor Estabrooks explores many popular myths and superstitions about hypnotism, but he makes it clear that as a scientific fact, the hypnotic trance can readily be induced in many people—even without their knowledge. To know the truth about this mysterious force and so to be able to protect ourselves against its misuse is a matter of vital importance to all of us. Per copy, \$3.00.

**HYPNOTISM MADE PRACTICAL** by J. Louis Orton. This book is imported from England. Its author is well known as one of Great Britain's foremost hypnotists; and he deals with the subject in the light of the latest developments and experiments. It is generally conceded that hypnosis is far more advanced in Europe than it is in America. This book covers methods of induction, curative powers in cases of speech and nervous disorders, beneficial values medically, socially, and educationally. Per copy, \$1.65.

**PRACTICAL LESSONS IN HYPNOTISM AND MAGNETISM** by De Laurence. Although not a recent publication, the data presented herein has stood the test of time. This is considered one of the classics among hypnotic publications and rates a prominent place upon the library shelves of all students of hypnotism. Per copy, \$2.50.

**MEDICAL HYPNOSIS** by De Laurence. Thirty-nine fascinating chapters including Hypnotism and Dentistry; Treatment by Suggestion; Hypnotism and Insanity; Magnetic Healing; Suggestive Therapeutics, etc. De Laurence was among the leading exponents of hypnotism early in the twentieth century. Per copy, \$3.00.

**HYPNOSIS** by Raphael H. Rhodes. Analysis and methods of hypnotism and its application to the alleviation and cure of psychic disturbances. The author is a consulting psychologist in New York who has collaborated with physicians in hypnotism's therapeutic uses. Very highly recommended for the serious student. Per copy, \$3.00.

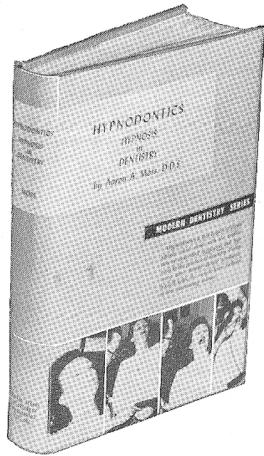
**THE PSYCHOLOGIST AT BAT** by Dr. David F. Tracy. The exciting story of how Dr. Tracy used hypnotism and suggestion to improve the playing of a major baseball team. The first psychologist ever attached to a major team, he reveals with case histories, the methods he used in helping rookies, veterans and in-and-outers become self-confident. Written in a warm and friendly style it will hold your attention from the moment you start reading it until you finish. Well illustrated. Only \$2.50 per copy.

**PSYCHOSOMATICS AND SUGGESTIVE THERAPY IN DENTISTRY** by Dr. Jacob Stolzenberg (D.D.S.). This is the book that EVERY practising dentist who is interested in the application of hypnotism should read and use as a ready reference book. Dr. Stolzenberg devotes considerable space to case histories and explanatory material. He covers the following, (1) Patient conditioning, especially apprehensive ones; (2) How to control anxiety and to perform dental operations without tension or fear; (3) How to cope with neurotic patients; (4) How to break habits detrimental to oral health, etc. We recommend this book to the dental profession. Price: \$3.75.

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**25 LESSONS IN HYPNOTISM** by L. E. Young. An amazing amount of information in this little book. Well illustrated. 64 jam-packed pages make it a real bargain at 50c. R. L. North, 26 St. Botolph St., Boston 16, Mass.

**PRACTICAL HYPNOTISM AND MESMERISM.** Although this is a small pamphlet it should not be overlooked by anyone interested in hypnotism. Much vital data will be found that is original with the author. Only 25c. R. L. North, 26 St. Botolph St., Boston 16, Mass.

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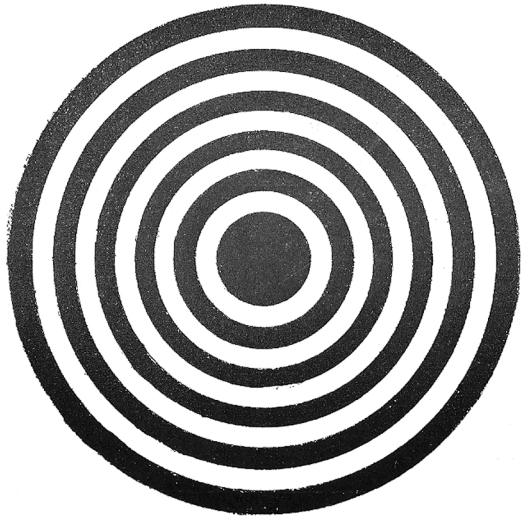
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### Directory of Hypnotists

Dr. Rexford L. North here illustrates the proper use of the hypnodisk. Note that the disk is held slightly above the subject's eye level while she is comfortably seated, about 6 inches away from her eyes. The disk is slowly rotated while suggestions are given about her eyes getting heavy and soon she will be in a deep sleep.

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## NEW CONCEPTS OF HYPNOSIS

### AS AN ADJUNCT TO PSYCHOTHERAPY AND MEDICINE

By BERNARD C. GINDES, M.D.

INTRODUCTION BY

DR. ROBERT M. LINDER

#### Partial listing of the Table of Contents:

- \* PHYSIOLOGICAL CHANGES NOTED IN HYPNOSIS
- \* PHENOMENA PRODUCED DURING HYPNOSIS
- \* RELEASE OF INHIBITIONS
- \* THE HYPNOTIC FORMULA
- \* CAN SUGGESTION BE DANGEROUS?
- \* QUALIFICATIONS OF THE HYPNOTIST
- \* OBJECTIVE METHODS OF HYPNOTIC INDUCTION
- \* SUBJECTIVE METHODS OF HYPNOTIC INDUCTION
- \* SUGGESTIVE THERAPY
- \* FEARS
- \* IMPROVING VISION
- \* OBESITY
- \* MENSTRUAL CONDITIONS
- \* INSOMNIA
- \* NERVOUSNESS
- \* FAULTY CONCENTRATION
- \* MEMORY TRAINING
- \* HYPNOSIS AND OBSTETRICS
- \* TREATMENT OF ALCOHOLISM
- \* RE EDUCATION DURING HYPNOSIS
- \* HYPO ANALYSIS AND HYPO SYNTHESIS

In this volume a doctor conveys to the medical and psychological fields his findings on hypnosis from the point of view of serious scientific research and clinical observation of behavior. He presents to his colleagues his conclusions as to the limits and benefits of hypnosis as a major adjunct to psychotherapy and medicine.

Hypnosis has long been a fascinating and baffling subject. Clinical investigation has established its phenomena beyond a doubt. The explanation for these phenomena has remained a mystery. Yet many have sought to manipulate this function of the mind, some merely for purposes of personal aggrandizement or entertainment, others for the improvement of man's ills.

In the tradition of medical therapy, both of the psyche and of the soma, Dr. Gindes has conducted sober investigation into the scientific principles of hypnotism and their usefulness as a method of alleviating human difficulties. While the book has been written with the psychiatrist's interest in view, the general practitioner, the college psychology student and the intelligent layman have not been neglected. Chapters on the history of hypnosis, its methodology, and many examples of its practical therapeutic application are included. Of particular interest is the discussion of new and original techniques.

**DR. REXFORD L. NORTH**

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## HOW TO MAKE MONEY WITH HYPNOTISM

By HARRY ARONS

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endorsement."—Journal of Hypnotism.

Schools of hypnotism in many of our larger cities, as well as numerous correspondence courses and books, are turning out large numbers of embryo hypnotists every year. Most of these men and women are completely at a loss as to how to apply their newly-acquired talent, or attempt to break into fields in which legal or ethical restrictions conflict with their limited educational and other qualifications. Thus years of time and energy are wasted in blind-alley activities.

This book is the first noteworthy effort to meet a crying need. It outlines the various fields in which hypnosis is being applied for profit or personal gratification, points out the possibilities and limitations of each and helps to steer the individual into those phases of hypnotic work in which he may most easily, speedily and profitably adjust himself.

**PARTIAL CONTENTS:** Entertainment . Hypnotic Consulting Work . Hypnotic Conditioning for Childbirth . Autosuggestion Instruction . Personal Instruction in Hypnotism . Mail Order Courses and Books . Extra-Sensory Perception Research . Consulting Psychologists . Medical and Dental Hypnosis . Extraordinary Success Story of Dr. R. L. North, etc.

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# MODERN HYPNOSIS

By DR. REXFORD L. NORTH

Editor and Publisher of The Journal of Hypnotism

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**Dr. Rexford L. North**

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