

NOW! TURN YOUR MIND INTO A MENTAL MAGNET

That automatically draws friends, power, love, money far beyond your fondest dreams into your life **OVERNIGHT!**

Yes! Here is your chance to literally MAGNETIZE THE SCATTERED, DIS-ORGANIZED POWERS OF YOUR MIND — OVERNIGHT! To focus . . . at a single command — your intellect, your will power and your personality to gain whatever goal you want out of life! And, in so doing, To **GAIN TOWERING PERSONAL POWER OVER YOURSELF AND OTHERS — OVERNIGHT!**

And do it as simply, as logically, as inevitably as this:

PROVEN BEFORE MILLIONS! IT MUST WORK FOR YOU!

I know of course that it is almost impossible for you to believe, at this moment, that you can develop such dazzling **PERSONAL MAGNETISM** overnight that you can attract a man or woman to you across a crowded room, by your appearance and bearing alone, before you even begin to speak to them . . .

that you can develop such invincible **WILL POWER** that you can simply smash obstacles right out of your path, as though you were brushing a fly off your forehead . . .

that you can unleash such overwhelming **PERSONAL DRIVE AND ENERGY — POWERS OF REASONING AND ANALYSIS—KEEN FINANCIAL JUDGMENT** that the men and women in charge of money-making opportunities will actually **SEEK YOU OUT** to participate in their profits!

I realize that these promises appear incredible to you at first glance — UNTIL YOU UNDERSTAND THESE FACTS:

The creator of this entirely new, entirely different method of Overnight Personal Power is Harry Lorayne — America's internationally-famous "Master of Mental Magic"!

Perhaps you have seen Harry Lorayne demonstrate his awe-inspiring powers on the Ed Sullivan, or Jack Carson, or Merv Griffin television shows! Where—by transforming his mind instantly into an incredibly-powerful "Memory Magnet" — Mr. Lorayne astounded studio audiences of 300 and 400 people by remembering every single one of their names and faces after hearing them only once!

Or perhaps you are aware of the fact that Mr. Lorayne is paid as much as \$3,000 a week by over one hundred of the country's leading blue-chip corporations — TO SKY ROCKET THE POWER OF THEIR TOP EXECUTIVES' INTELLECT, WILL POWER, PERSONALITY — OVERNIGHT!

TREMENDOUS PERSONAL POWERS LIE SCATTERED — USELESS — WITHIN YOUR MIND RIGHT NOW! HERE AT LAST ARE THE MENTAL MAGNETIZERS THAT FOCUS AND UNLEASH THOSE POWERS — WITH ALL THE FORCE OF AN EXPLODING VOLCANO!

How does he do this? How does this dedicated, almost-hypnotic human being transform lazy, unfocused, easily-fatigued minds into throbbing dynamos of personal power?

The answer is simple: He subjects them to a series of fascinating Mental Exercises — which he calls **MENTAL MAGNETIZERS!**

Each of these "MENTAL-MAGNETIZER TREATMENTS" takes only a single evening! And each liberates such dazzling mental and personal power—that very instant—that I must warn you that you may not be able to sleep that first night for the flood of excitement that wells up inside you!

Yes, the sheer excitement of realizing that **OVERNIGHT** your mind is operating with the speed and power and precision of a giant computer . . . that **OVERNIGHT** you have developed the priceless gift of turning opponents

into friends. Building fierce loyalty to yourself, wherever you go. Getting others to do exactly what you want them to do — and love doing it for you . . .

that **OVERNIGHT** you have shattered habits, weaknesses and limitations that had crippled you for years—and replaced them with an irresistible drive and determination that makes enemies flee from your path like ants beneath your feet!

All in a single evening apiece! All without you risking a penny! **ALL ACCOMPLISHED FOR YOU** simply by glancing through each of these Mental-Magnetizer Exercises in turn! And letting them strengthen **ALL ELEVEN NATURAL POWERS OF YOUR MIND AND PERSONALITY—LIKE THIS:**

THE FIRST EVENING — YOU TURN YOUR BRAIN INTO A GIANT MEMORY MAGNET!

We make only one demand on you: That you start with the most vital function of your mind first — your memory — and then use the incredible new memory power that you are going to develop—overnight — as a base to take **INTELLECTUAL COMMAND** of situations and people that would have been uncontrollable for you only a few short days before!

For example—

The very first evening alone, you automatically begin removing **HIDDEN MEMORY BLOCKS** that have crippled your mind for years! Once they are gone, you find your mind operating AT ITS FULL MENTAL POWER for the first time in your life! You find names, faces, facts, figures **STICKING AUTOMATICALLY TO YOUR MEMORY LIKE NAILS TO A MAGNET!** You find yourself capable of performing breath-taking feats of memory, **OVERNIGHT**, like these:

You walk into a room filled with 15 or 20 new people . . . meet them all . . . and then, when you say goodnight to them, call every one of them by name, and tell them to send your regards to their wife and children—again calling the wives and children by **THEIR** correct names!

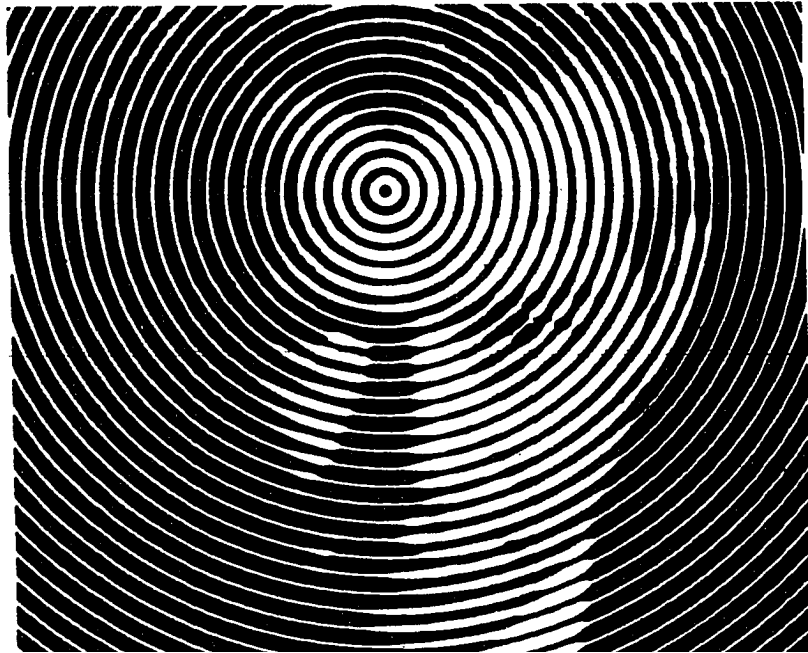
You can astound your boss at work by feeding back to him like a computer step-by-step directions that he told you as much as six months or a full year before — and repeating them back to him, almost **WORD BY WORD!**

You can enter a discussion at a party or your club, and automatically open the floodgates of your memory as though everything you had ever heard or read was stored in a huge "filing cabinet" in the back of your brain! All this material is instantly available to you to overwhelm an opponent with facts . . . to quote from sources most people have never even heard of . . . to irresistibly press home your point and win dozens of new admirers and friends!

And this is just the beginning! Just the start of the new social, personal, financial power these amazing **MENTAL MAGNETIZERS** give you!

NOW YOU CAN GO ON TO MELT AWAY SOCIAL INHIBITIONS! TO ATTRACT NEW FRIENDS, NEW RESPECT, NEW LOVE LIKE A GIANT MAGNET!

Now you are shown the automatic secrets — always buried within you, but



stead, they show you **SEVEN GOLDEN WAYS TO LET YOUR BRAIN MAKE YOU RICH — TO GET SOMETHING FOR ALMOST NOTHING—TO LEAVE ALL THE HARD WORK AND THE RISK TO OTHERS!**

For example, one of these **MENTAL MAGNETIZERS** shows you how to develop X-Ray Powers of Observation — "FINANCIAL RADAR"—that lets you make fortunes, for pennies, in situations that other people are fighting to get out of!

Another of these **MENTAL MAGNETIZERS** gives you, overnight, **A WILL OF IRON**—that won't take "no" for an answer! Smash through obstacles that are impassable to ordinary men! Overcome the memory-chains of past failures that are crippling you today! Find time to do anything you want, and turn your dreams into reality overnight!

Yes! And here's how to create fortune-building new schemes and ideas that will have others begging you to allow them to invest their money! How to make financial and business problems **HALF-SOLVE THEMSELVES BEFORE YOU EVEN TOUCH THEM** — so you build a million-dollar reputation as the man who can do "the impossible"! How to build razor-sharp executive judgment, and the kind of **TAKE-COMMAND DECISION-MAKING POWERS** that make others instinctively turn to you for direction, for leadership, for absolute final command!

THE CHOICE IS YOURS! YOU CAN GO ON IN THE SAME OLD RUT TOMORROW—OR YOU CAN RISK A 5¢ STAMP, AND GAIN THE POWER TO DEMAND WHAT YOU WANT FROM LIFE!

Once again, every word of this advertisement has been proven by Harry Lorayne—and by the tens of thousands of men and women who have put these explosive secrets to work in **THEIR** lives, at **HIS** risk!

NOW THEY ARE READY TO GO TO WORK FOR YOU! All you have to do is send in the enclosed No-Risk Coupon **TODAY!** The complete cost of this **INSTANT MIND POWER COURSE**—all **ELEVEN MENTAL MAGNETIZERS**—is only \$5.98 in full but we take all the risk! You gamble nothing! If you are not amazed beyond doubt, the first night and every night thereafter for thirty days — simply return the remainder of the course for every cent of your money back at once!

You have nothing to lose! A whole new world of **PERSONAL POWER** to gain! Send in the No-Risk Coupon—**TODAY!**

ONE-TIME-ONLY PRICE SLASH!

SAVE ONE FULL DOLLAR on this One-Time-Only Offer!

Yes! Over 60,000 people have already paid up to \$6.98 for Harry Lorayne's great new **INSTANT MIND POWER COURSE!** Now, to liquidate stock, we offer you the same exact course, word for word, for only \$5.98 complete! A saving of one full dollar! But this offer will be made only this one time in this paper! Paper prices are again rising, and we will not be able to repeat it again! Read the full details about this revolutionary new course below! Take advantage of this one-time-only, full \$1 saving—**TODAY!**

unavailable to your control before — of instant relaxation . . . towering self-confidence . . . personal magnetism . . . the kind of spontaneous charm that melts even icebergs . . . the priceless ability to instill respect and trust and even love for yourself in others—and use those emotions to gain the triumphant success and armies of friends that you might not even have **DARED** to dream possible before!

Think what it will mean to you to suddenly — overnight — develop the ability to **DEMAND WHAT YOU WANT** from other people, **AND HAVE THEM GIVE IT TO YOU WILLINGLY!** To get higher pay than any other person in your office for the same job . . . to make unfriendly neighbors, co-workers, club members suddenly long for your approval . . . to rekindle your mate's interest in you even if she or he hasn't looked at you in years . . . to gain the active support and patronage of the wealthiest and most influential men in your community — and skyrocket your career and your financial security **OVERNIGHT!**

Make no mistake about it—these secrets **WORK!** Harry Lorayne has used them to flash from an obscure, poverty-stricken childhood to an income today of as much as \$3,000 for a single week's work—and a personal friendship with some of the world's leading corporation heads, as well as dozens of television and movie stars!

These Instant Friend-Winning Techniques have worked for him—they have worked for **TENS OF THOUSANDS** of other people just like you—**THEY MUST WORK FOR YOU!** And yet, they are **STILL ONLY THE BEGINNING!**

NOW YOU GO ON, TO LEARN THE FABULOUS SECRETS OF MAKING MONEY COME TO YOU, WITHOUT NEEDING TO SEEK IT OUT!

Now come the **MENTAL MAGNETIZERS** that draw opportunity . . . profit . . . wealth . . . security . . . power into your life!

Not a single one of these sections deal with working longer or harder — or doing better in your job — or driving yourself into a frazzle to beat the competition! In-

SAVE \$1 WITH THIS COUPON!

EXECUTIVE RESEARCH INSTITUTE, Inc., Dept. NYB-3
119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Yes, I want to try Harry Lorayne's amazing new **INSTANT MIND-POWER COURSE**, entirely at your risk. I am enclosing not the usual price of \$6.98 but only \$5.98 complete! I will use this revolutionary new course for a full 30 days at your risk. If I am not completely delighted . . . if it doesn't do everything you say, I will simply return it for every cent of my money back.

If you wish your order sent C.O.D. Check Here! Enclose \$1 good-will deposit: Pay postman balance, plus postage and handling charge. Same money-back guarantee, of course.

Name _____ (Please Print)

Address _____

City _____

State _____ Zip Code _____

© Executive Research Institute Inc. 1967

EXECUTIVE RESEARCH INSTITUTE, INC. 119 Fifth Avenue, New York, N.Y. 10003

NOW! TURN YOUR MIND INTO A MENTAL MAGNET

That automatically draws friends, power, love, money far beyond your fondest dreams into your life OVERNIGHT!

Yes! Here is your chance to literally MAGNETIZE THE SCATTERED, DIS-ORGANIZED POWERS OF YOUR MIND — OVERNIGHT! To focus . . . at a single command — your intellect, your will power and your personality to gain whatever goal you want out of life! And, in so doing, To GAIN TOWERING PERSONAL POWER OVER YOURSELF AND OTHERS — OVERNIGHT!

And do it as simply, as logically, as inevitably as this:

PROVEN BEFORE MILLIONS! IT MUST WORK FOR YOU!

I know of course that it is almost impossible for you to believe, at this moment, that you can develop such dazzling PERSONAL MAGNETISM overnight that you can attract a man or woman to you across a crowded room, by your appearance and bearing alone, before you even begin to speak to them . . .

that you can develop such invincible WILL POWER that you can simply smash obstacles right out of your path, as though you were brushing a fly off your forehead . . .

that you can unleash such overwhelming PERSONAL DRIVE AND ENERGY — POWERS OF REASONING AND ANALYSIS — KEEN FINANCIAL JUDGMENT that the men and women in charge of money-making opportunities will actually SEEK YOU OUT to participate in their profits!

I realize that these promises appear incredible to you at first glance — UNTIL YOU UNDERSTAND THESE FACTS:

The creator of this entirely new, entirely different method of Overnight Personal Power is Harry Lorayne — America's internationally famous "Master of Mental Magic"!

Perhaps you have seen Harry Lorayne demonstrate his awe-inspiring powers on the Ed Sullivan, or Jack Carson, or Merv Griffin television shows! Where—by transforming his mind instantly into an incredibly powerful "Memory Magnet" — Mr. Lorayne astounded studio audiences of 300 and 400 people by remembering every single one of their names and faces after hearing them only once!

Or perhaps you are aware of the fact that Mr. Lorayne is paid as much as \$3,000 a week by over one hundred of the country's leading blue-chip corporations — TO SKY ROCKET THE POWER OF THEIR TOP EXECUTIVES' INTELLECT, WILL POWER, PERSONALITY — OVERNIGHT!

TREMENDOUS PERSONAL POWERS LIE SCATTERED — USELESS — WITHIN YOUR MIND RIGHT NOW! HERE AT LAST ARE THE MENTAL MAGNETIZERS THAT FOCUS AND UNLEASH THOSE POWERS — WITH ALL THE FORCE OF AN EXPLODING VOLCANO!

How does he do this? How does this dedicated, almost-hypnotic human being transform lazy, unfocused, easily-fatigued minds into throbbing dynamos of personal power?

The answer is simple: He subjects them to a series of fascinating Mental Exercises — which he calls MENTAL MAGNETIZERS!

Each of these "MENTAL-MAGNETIZER TREATMENTS" takes only a single evening! And each liberates such dazzling mental and personal power—that very instant—that I must warn you that you may not be able to sleep that first night for the flood of excitement that wells up inside you!

Yes, the sheer excitement of realizing that OVERNIGHT your mind is operating with the speed and power and precision of a giant computer . . .

that OVERNIGHT you have developed the priceless gift of turning opponents

into friends. Building fierce loyalty to yourself, wherever you go. Getting others to do exactly what you want them to do — and love doing it for you . . .

that OVERNIGHT you have shattered habits, weaknesses and limitations that had crippled you for years—and replaced them with an irresistible drive and determination that makes enemies flee from your path like ants beneath your feet!

All in a single evening apiece! All without you risking a penny! ALL ACCOMPLISHED FOR YOU simply by glancing through each of these Mental-Magnetizer Exercises in turn! And letting them strengthen ALL ELEVEN NATURAL POWERS OF YOUR MIND AND PERSONALITY—LIKE THIS:

THE FIRST EVENING — YOU TURN YOUR BRAIN INTO A GIANT MEMORY MAGNET!

We make only one demand on you: That you start with the most vital function of your mind first — your memory — and then use the incredible new memory power that you are going to develop—overnight — as a base to take INTELLECTUAL COMMAND of situations and people that would have been uncontrollable for you only a few short days before!

For example—

The very first evening alone, you automatically begin removing HIDDEN MEMORY BLOCKS that have crippled your mind for years! Once they are gone, you find your mind operating AT ITS FULL MENTAL POWER for the first time in your life! You find names, faces, facts, figures STICKING AUTOMATICALLY TO YOUR MEMORY LIKE NAILS TO A MAGNET! You find yourself capable of performing breath-taking feats of memory, OVERNIGHT, like these:

You walk into a room filled with 15 or 20 new people . . . meet them all . . . and then, when you say goodnight to them, call every one of them by name, and tell them to send your regards to their wife and children—again calling the wives and children by THEIR correct names!

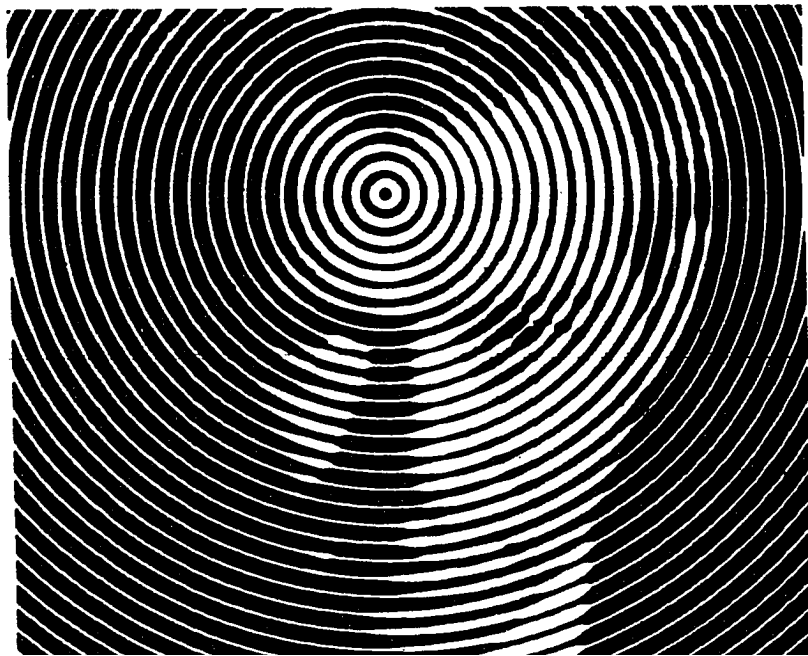
You can astound your boss at work by feeding back to him like a computer step-by-step directions that he told you as much as six months or a full year before —and repeating them back to him, almost WORD BY WORD!

You can enter a discussion at a party or your club, and automatically open the floodgates of your memory as though everything you had ever heard or read was stored in a huge "filing cabinet" in the back of your brain! All this material is instantly available to you to overwhelm an opponent with facts . . . to quote from sources most people have never even heard of . . . to irresistibly press home your point and win dozens of new admirers and friends!

And this is just the beginning! Just the start of the new social, personal, financial power these amazing MENTAL MAGNETIZERS give you!

NOW YOU CAN GO ON TO MELT AWAY SOCIAL INHIBITIONS! TO ATTRACT NEW FRIENDS, NEW RESPECT, NEW LOVE LIKE A GIANT MAGNET!

Now you are shown the automatic secrets — always buried within you, but



ONE-TIME-ONLY PRICE SLASH!

SAVE ONE FULL DOLLAR on this One-Time-Only Offer!

Yes! Over 60,000 people have already paid up to \$6.98 for Harry Lorayne's great new INSTANT MIND POWER COURSE! Now, to liquidate stock, we offer you the same exact course, word for word, for only \$5.98 complete! A saving of one full dollar! But this offer will be made only this one time in this paper! Paper prices are again rising, and we will not be able to repeat it again! Read the full details about this revolutionary new course below! Take advantage of this one-time-only, full \$1 saving—TODAY!

unavailable to your control before — of instant relaxation . . . towering self-confidence . . . personal magnetism . . . the kind of spontaneous charm that melts even icebergs . . . the priceless ability to instill respect and trust and even love for yourself in others—and use those emotions to gain the triumphant success and armies of friends that you might not even have DARED to dream possible before!

Think what it will mean to you to suddenly — overnight — develop the ability to DEMAND WHAT YOU WANT from other people. AND HAVE THEM GIVE IT TO YOU WILLINGLY! To get higher pay than any other person in your office for the same job . . . to make unfriendly neighbors, co-workers, club members suddenly long for your approval . . . to rekindle your mate's interest in you even if she or he hasn't looked at you in years . . . to gain the active support and patronage of the wealthiest and most influential men in your community — and skyrocket your career and your financial security OVERNIGHT!

Make no mistake about it—these secrets WORK! Harry Lorayne has used them to flash from an obscure, poverty-stricken childhood to an income today of as much as \$3,000 for a single week's work—and a personal friendship with some of the world's leading corporation heads, as well as dozens of television and movie stars!

These Instant Friend-Winning Techniques have worked for him—they have worked for TENS OF THOUSANDS of other people just like you—THEY MUST WORK FOR YOU! And yet, they are STILL ONLY THE BEGINNING!

stead, they show you SEVEN GOLDEN WAYS TO LET YOUR BRAIN MAKE YOU RICH — TO GET SOMETHING FOR ALMOST NOTHING—TO LEAVE ALL THE HARD WORK AND THE RISK TO OTHERS!

For example, one of these MENTAL MAGNETIZERS shows you how to develop X-Ray Powers of Observation — "FINANCIAL RADAR"—that lets you make fortunes, for pennies, in situations that other people are fighting to get out of!

Another of these MENTAL MAGNETIZERS gives you, overnight, A WILL OF IRON—that won't take "no" for an answer! Smash through obstacles that are impassable to ordinary men! Overcome the memory-chains of past failures that are crippling you today! Find time to do anything you want, and turn your dreams into reality overnight!

Yes! And here's how to create fortune-building new schemes and ideas that will have others begging you to allow them to invest their money! How to make financial and business problems HALF-SOLVE THEMSELVES BEFORE YOU EVEN TOUCH THEM — so you build a million-dollar reputation as the man who can do "the impossible"! How to build razor-sharp executive judgment, and the kind of TAKE-COMMAND DECISION-MAKING POWERS that make others instinctively turn to YOU for direction, for leadership, for absolute final command!

THE CHOICE IS YOURS! YOU CAN GO ON IN THE SAME OLD RUT TOMORROW—OR YOU CAN RISK A 5¢ STAMP, AND GAIN THE POWER TO DEMAND WHAT YOU WANT FROM LIFE!

Once again, every word of this advertisement has been proven by Harry Lorayne—and by the tens of thousands of men and women who have put these explosive secrets to work in THEIR lives, at HIS risk!

NOW THEY ARE READY TO GO TO WORK FOR YOU! All you have to do is send in the enclosed No-Risk Coupon TODAY! The complete cost of this INSTANT MIND POWER COURSE — all ELEVEN MENTAL MAGNETIZERS — is only \$5.98 in full but we take all the risk! You gamble nothing! If you are not amazed beyond doubt, the first night and every night thereafter for thirty days — simply return the remainder of the course for every cent of your money back at once!

You have nothing to lose! A whole new world of PERSONAL POWER to gain! Send in the No-Risk Coupon—TODAY!

SAVE \$1 WITH THIS COUPON!

EXECUTIVE RESEARCH INSTITUTE, Inc., Dept. NYB-3
119 Fifth Avenue, New York, N.Y. 10003

Gentlemen: Yes, I want to try Harry Lorayne's amazing new INSTANT MIND-POWER COURSE, entirely at your risk. I am enclosing not the usual price of \$6.98 but only \$5.98 complete! I will use this revolutionary new course for a full 30 days at your risk. If I am not completely delighted . . . if it doesn't do everything you say, I will simply return it for every cent of my money back.

If you wish your order sent C.O.D. Check Here! Enclose \$1 good-will deposit! Pay postman balance, plus postage and handling charge. Same money-back guarantee, of course.

Name _____ (Please Print)

Address _____

City _____

State _____ Zip Code _____

© Executive Research Institute Inc. 1967

EXECUTIVE RESEARCH INSTITUTE, INC. 119 Fifth Avenue, New York, N.Y. 10003