

# DON'T PAY A PENNY TILL THIS COURSE TURNS 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, DISORGANIZED 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 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 incredible **WILL POWER** that you can simply crush anyone that dares oppose you, 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 Johnny 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 towering 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 taking command of others—and making them love every moment of it

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!

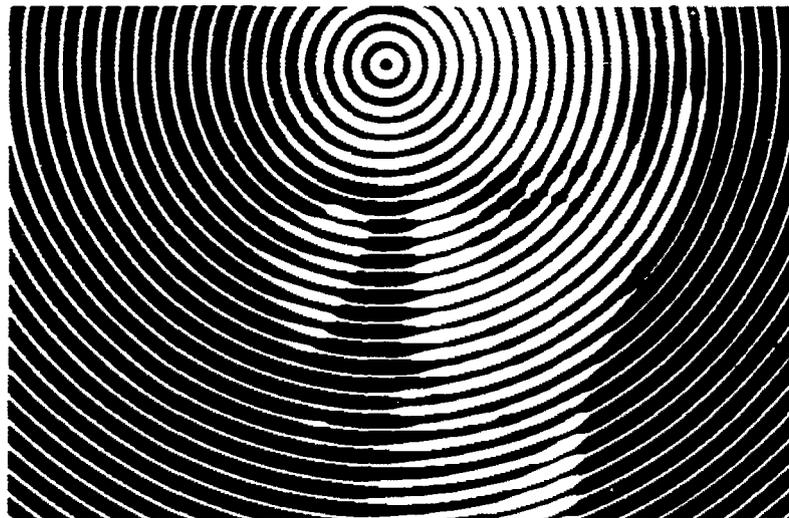
All in a single evening apiece! All without you risking a penny! **ALL ACCOMPLISHED FOR YOU** simply by glancing through each of these **Mental-Magnetizer Exercises** in turn! And letting them strengthen **ALL ELEVATED NATURAL POWERS OF YOUR MIND AND PERSONALITY—LIKE THIS**

**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 chil-



dren—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 available 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 these 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 at your job—or driving yourself into a frazzle to beat the competition! Instead, 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 practically "hypnotizes" other people to do your bidding, that enables you to enlist the cooperation AND EVEN THE SELF-SACRIFICE OF OTHERS TO YOUR CAUSE until soon you have dozens of devoted supporters, helping to make you rich!

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!

**DESIGNED TO SELL FOR \$50—NOW YOURS FOR A SMALL FRACTION OF THAT PRICE!**

The Harry Lorayne **MENTAL MAGNETISM COURSE** was originally designed as a monthly correspondence program—consisting of twelve separate sections. It was designed to sell for \$4 for each Section, or \$48 plus postage for the entire program

Since this Mental Magnetism Course is completely unique and since it allows you to accomplish feats of Mental Power that no other course or book has ever even dared attempt before, we believe it would be an exceptional bargain at this \$48 price

However, since this original price would bar many people who desperately need this information, we have convinced Mr. Lorayne to remove the correspondence feature from the course, to take all twelve sections, and put them together in one handsome volume... and release the course, not for the original \$48, but for only \$9.98 complete

But we do NOT ask you to pay this amount until you have proven its incredible result for yourself. What we suggest instead, is this

**SEND NO MONEY NOW!**

Just mail in the enclosed **FREE TRIAL** coupon today! This wonder-working course will immediately be sent to you without cost, obligation or pre-payment of any kind

Try it for ten full days, entirely at our risk. At the end of that time, if (as we believe) you are completely delighted, then send us the low cost of only \$9.98

If, on the other hand, you are disappointed in this course in any way—if it does not live up to every one of the claims we have made for it on this page—then simply return it to us, and owe nothing!

Thus you have nothing to lose. But you have incredible mental and personal magnetism—magnetism so powerful it may be hard for you to conceive of it today—to gain. Why not, send in the No-Risk Coupon—TODAY.

## YOURS FREE!

Harry Lorayne's  
\$6 best-seller,  
**MIRACLE MATHEMATICS**  
Yours FREE,  
even if you return this  
**MENTAL MAGNETISM**  
**COURSE**  
for your money back!

Revolutionary new Mathematics Made Simple volume can turn you into a **MATHEMATICAL WIZARD** overnight! Designed to give you a greater mastery of mathematics in a week than the average person develops in an entire lifetime! Enables you to Total up a column of figures as fast as an adding machine! Multiply and divide problem after problem, entirely in your head! Save hundreds of dollars in "hidden" expenses on your home, car, food, installment buying, investments, life insurance!

Thousands paid up to \$6 for it! But now it's yours **FREE**, if you save us the cost of billing you for your **MENTAL MAGNETISM COURSE**. Simply send in the full price of the **MENTAL MAGNETISM COURSE** today—\$9.98. We will then automatically send you your **FREE COPY OF MIRACLE MATH MATHEMATICS**. And your money back guarantee still holds. If you are not delighted simply return the course for your money back, and keep your **FREE** book as our gift!

MAIL NO RISK COUPON TODAY

**INFORMATION, INCORPORATED, Dept. FW-2**  
200 Madison Ave., New York, N.Y. 10016

Gentlemen: Please rush me Harry Lorayne's incredible new **MENTAL MAGNETISM COURSE**—not for the original \$48—but for only \$9.98 complete. I am enclosing no money at this time.

I understand that I may prove every claim you have made before I pay a penny. I will use the course at your risk for 10 days. If I am completely satisfied at the end of that time, I will send you \$9.98, the cost of the course, plus postage and handling charges. Or, if I am dissatisfied in any way, I will simply return the course to you, and owe nothing!

Name \_\_\_\_\_  
Address \_\_\_\_\_ (Please Print)  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

CHECK HERE if you want your **FREE COPY** of "MIRACLE MATHEMATICS" This best-seller is yours **FREE** if you enclose the full \$9.98 at this time. Yours to keep **FREE** even if you return the Mental Magnetism Course for money back.

Enclosed is my payment.  
 Please charge my credit card  American Express  Diners Club  
 Bank Americard  Master Charge Bank and No

Account No \_\_\_\_\_ Signature \_\_\_\_\_

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