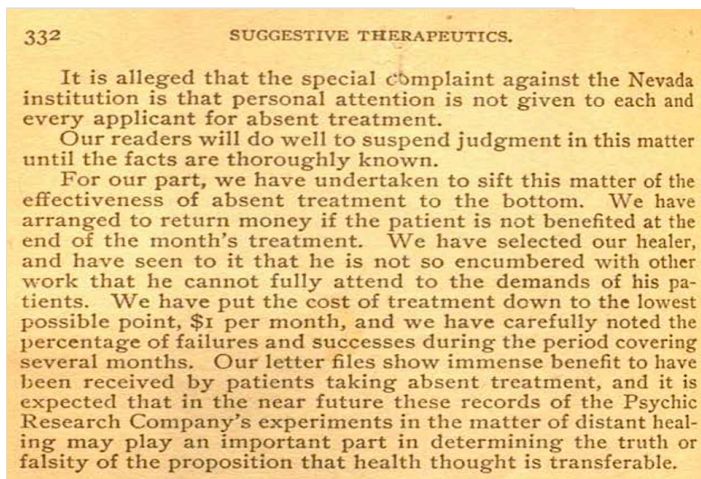


Suggestive Therapeutics magazine loses its second-class postal rate



Editorial by Sydney B. Flower on the postal authorities' investigations into the practice of "absent treatment," published in *Suggestive Therapeutics*, June 1900.

In mid-1900, *Suggestive Therapeutics* magazine was ruled to have violated the requirements for receiving the discounted second-class postal rate and was granted a grace period until the end of the year to fulfill its prepaid subscriptions. The magazine had come under threat of mail fraud charges by U.S. Postal Service inspectors following complaints from a rival publication and growing scrutiny over its extensive use as a promotional vehicle. At the time, postal authorities were also actively cracking down on the practice of exaggerated claims by practitioners of esoteric healing

methods and especially the practice of Absent Treatment. While Flower was promoting the practice in magazine advertisements as an experiment in telepathy it still prompted the postal authorities to launch a full investigation into the magazine. —

The Postal Service had begun a series of high profile investigations into the practice of Absent Treatment with cases open on the famed mental scientists Helen Wilmans and Sidney A. Weltmer. They had questioned its feasibility, ultimately concluding that no practitioner could realistically provide the advertised thirty minutes per day per patient given the large volume of clients they were attracting. Anticipating potential legal action, Flower published an editorial in the June 1900 issue reaffirming his offer of a full refund to any customer that did not see any benefits from the service. With a further assurance that the Absent treatment would cease to be conducted, Flower was able to stave off mail fraud charges, but with the magazine drawing the attention of a full blown investigation it was ultimately discovered by postal authorities that *Suggestive Therapeutics* functioned primarily as a promotional outlet for the Chicago School of Psychology. Since the school already had a magazine, it was deemed ineligible for the discounted second-class mail rate. Without that postal subsidy, the magazine became economically unviable and, for all practical purposes, ceased operations. —

The Star Of The Magi journal prompted the investigation

The investigation into *Suggestive Therapeutics* magazine was initiated following complaints submitted to postal inspectors by a competing Chicago publication, *The Star of the Magi*. Launched in November 1899, it served as the official organ of the Order of Oriental Magi. Its publisher and editors held titles such as the Supreme Grand Magus, Supreme Grand Preceptor, and Supreme Grand Vizier. Although the magazine had a brief run, it quickly attracted a New Thought readership interested in metaphysical subjects. The publication made extensive claims regarding its possession of secret knowledge related to the "Secret Sciences," Alchemy, Geomancy, Astrology, Magic, Mysticism, Freemasonry, Telepathy, and other esoteric fields. It also asserted that its order originated during the time of Atlantis. —

The *Star of the Magi* represented the kind of sensationalist metaphysical publication that Parkyn and Flower aimed to counter within the New Thought movement. Like other journals of its type, it was viewed as appealing to readers prone to exaggerated or misleading claims. Parkyn and his collaborators like Grumbine's College sought to redirect that audience toward more grounded and scientifically framed teachings. In the February 1900 issue of the magazine it featured an ad for the newly released Mind Reading course from the Psychic Research Company. The advertisement was designed to catch attention with promises like "Become a mind-reader for free" and "Telepathy is now a proven fact." It further claimed, "Nothing will give you so much entertainment as this Course," and urged readers in bold letters to **"SEND NO MONEY,"** just a postcard with their

name to receive the first lesson and the current copy of Suggestive Therapeutics magazine at no cost. The ad functioned much like an early form of clickbait, crafted to capture interest and collect contact information so that respondents could be sent materials aimed at guiding them toward a clearer, more structured understanding of mental science.——

The Mind Reading Course was heavily advertised because it served the dual purpose of exposing the tricks used by stage performers and providing the core methods for practicing and testing telepathy. Divided into two parts, the first taught muscle reading techniques, detecting subtle pressure from a guide's hand, a wire, or forehead contact as entertaining feats that would work to harness powers of concentration and personal magnetism through practice. The second part focused on telepathy and provided a series of controlled tests designed to learn more about how thought could be transmitted without contact. These experiments involved sending emotional impressions, naming distant friends, and using visual aids like the "telescope" to sharpen concentration. The aim was to gather results from a wide range of participants in a broad, ongoing investigation into the phenomenon.——

The Star of the Magi slanders Flower, Daniels, and the Psychic Research Company

Even though this same ad had appeared in almost all the major mental science and advanced thought



A "Telescope" helped to shut from view the surrounding objects, allowing for full concentration on one single object. It was simply made by taking a large sheet of paper or cardboard and rolling it into the form of a funnel, two feet long and about four inches in diameter.

went after Flower referring to him as "the LL.D. man," and claiming that "on closer acquaintance, proves to be a degenerate cigarette fiend, whom the medical journals and the State Board of Health are after for his open and gross violations of the law, and we trust the postal authorities will soon stop his fraudulent use of the mails."——

Daniels and Flower sue the Star of the Magi editor for defamation

In a textbook act of projection, the *Star of the Magi* editor accused the Psychic Research Company of the very tactics he himself was engaged in. The overwhelming response from readers unsettled him, exposing the vulnerability of his own dubious claims of mystical knowledge and spiritual authority. It threatened to reveal just how little separated his operations from those they

ONE DOLLAR
A YEAR
TEN CENTS
A COPY

STAR OF THE MAGI

AN EXPONENT OF OCCULT SCIENCE, ART AND PHILOSOPHY

SECRET SCIENCES
TRANSCENDENTALISM
ASTROLOGY, ASTRONOMY
RELIGION, ROMANCE

OCCULTISM, ORIENTALISM
FREEMASONRY ~ FACTS

THEOSOPHY-TELEPATHY
HEALTH AND HYGIENE
EVENTS AND THEIR ASPECTS

MAGIC, MYSTICISM
ALCHEMY, ADEPTSHIP
GEOMETRY, GEOMANCY
INITIATION, INTUITION

Volume 11. DECEMBER, 1900. Number 2.

CONTENTS:
A SKETCH OF THE EDITOR. With Portrait.
OECONOMY OF LIFE. The Spiritual Gem of the Ancient Classics.
NEDOURE; the Priestess of the Magi. A Romance of White and Black Magic.
A VINDICATION OF ASTROLOGY.
PALINGENESIS OF PLANTS.
Religion in Ancient Egypt.
Life is Too Short. A Poem.
Lettering the Planets.
ASTROLOGICAL DEPARTMENT.
EDITORIAL SECTION: The Occult Earth—Why We Should Be Thankful—North Pole Varies—An Intolerable Thought.
As You Go Through Life. A Poem.
THE PEACE OF THE SOUL.
Prudishness a Crime.
MULTIPLE PERSONALITY.
Aztec Temples and Relics.
THE SUN'S DISTANCE.
Sun and Moon Phenomena.
MASONIC: Symbolism, Discovery and Legend.
Quaint and Curious Corner.
HEALTH AND HYGIENE: Medical Advice, Etc.
EDITOR'S TABLE: Notices—Book Reviews, Etc.

PUBLISHED MONTHLY BY

News E. Wood, A. M., M. D., Editor and Proprietor,
617 LA SALLE AVENUE, CHICAGO, U. S. A.

[Entered at the Postoffice, Chicago, Ill., as Second Class Mail Matter.]

Cover page of the *Star of the Magi* magazine

FREE! YOU CAN BE A FREE!

MIND-READER.

Telepathy is Now a Fact.

We have prepared the only Course in Mind-reading that has ever been written. It is perfect and complete. It is divided into TWENTY LESSONS. It teaches exactly how you can at once become an expert mind-reader and makes all clear and easy. Nothing will give you so much profit or so much entertainment as this Course. Our reputation for progressive scientific research is well known. We have spent five years in perfecting this Course. Send us your name and address—A POST-CARD will do, and we will mail you free a copy of the first lesson. **SEND NO MONEY.** We will also send you, absolutely free, the current number of our popular psychological magazine, 80 pages monthly. These are free gifts and you are under no obligation to buy anything. Write at once or our stock may be exhausted.

**The Psychic Research Company, Dept.,
Times-Herald Building, Chicago, Ills.**

The College of Psychical Sciences and Unfoldment.

This School of Correspondence—the only one of the kind in the world—is conducted by J. C. F. GRUMBINE, the author and lecturer. It is open to students each month. It is devoted exclusively to the System of Philosophy concerning Divinity, and is connected with the Order of the White Rose, branch of the Rosicrucians. The secrets and mysteries of Magic and Occultism are revealed. The mystic and potential powers of Divinity, such as Clairvoyance, Psychometry, Inspiration, Psychopathy, Ontology, Hypnotism, Telepathy, and Illumination are taught.

The ad as it appeared in the *Star of the Magi* magazine by the Psychic Research Company, February 1900.

were suddenly eager to denounce. Fearing exposure, he had launched into a tirade of unhinged, libelous slander, an overreaction that spoke volumes. Flower and Daniels swiftly responded with a \$25,000 defamation suit.——

The Star of the Magi editor responds

The editor does not desire to obtrude his personal affairs into the columns of the STAR or burden his readers with a recital of his private griefs or joys. It is, however, proper to state the fact, that in pursuance of our determination to conduct the STAR in the interest and for the advancement of clean occult science and psychic truth, we necessarily run counter to the selfish interests of certain imposters who are in the occult field solely for what money they can make out of it by fake and false pretence.

Two of these unscrupulous persons, who are doing business in Chicago under the name of "The Psychic Research Company," in their inordinate ignorance and egotism have conceived the foolish idea that they can frighten us out of the field or silence our criticism of their "fake" schemes.

This unsavory pair of swelled heads have, therefore, in pursuance of their purpose, looked up the financial standing of

the editor of the STAR, and, finding it good, conceived the brilliant (?) idea of "getting a big bunch of his money" by bringing a libel suit, in the Circuit Court of this county, claiming \$25,000 damage to a seventy-five-cent reputation on account of the "roast" we gave them in our March number.

Of course they do not expect to prosecute the suit to a trial, or hope to obtain a verdict for any such preposterous figure against the STAR—the colossal "bluff" being made with the double purpose of frightening its editor into keeping silent and refraining from a complete exposure of their schemes, and in the hope that he might get scared at the big figures and rush to them with a proposal to pay a few cool hundred in settlement. Vain hope they will never see a dollar of our money.

The editor of the STAR will be found to have "thousands for defense, but not a cent for blackmail."

This mighty Daniel and his "little faded Flower" and their fake schemes are being written up by the medical, psychic and occult press both far and wide, and they seem to enjoy it and flourish upon it. They have been heard to say:

"Its good advertising and brings us business; but we don't want any more of the kind of advertising Dr. Wood gave us, for it hurts, and if the newspapers once get onto certain facts, and open up on us, we will simply be gone."

Well, boys, let Dr. Wood give you this tip: He is older than you and had a thorough newspaper training and experience while you were playing with rattles and marbles—*he is "on," dead on*—so be careful how you monkey with the buzz-saw.

Since the foregoing was in type we learn that the great and only (?) Sidney Flower, alias Haggard, has thought it *wise* and *prudent* to leave Chicago for other fields. Great "Sid," why do you desert us so soon and so sudden? Why has the climate of Chicago, which has heretofore been so agreeable and charming to you, recently become so *warm* and *unhealthy*? Why have you deserted us before the fight had fairly begun? Why did you leave your "Haggard" shadow behind you? Why not take the tallow ("Jekyll") with the "Hyde"? We are surprised at your lack of self-control! We shall carefully preserve, as occult curiosities, the little mementos we have of you. We hope your honeymoon will be pleasant in Des Moines; but, "Sid," remember, you are supposed to be married now; do try and be good, just for a little while, and don't let the good people of Des Moines "get onto your curves." It is a moral town, and it will hardly be safe to practice there any of the things that even Chicago does not tolerate.

Editorial in the Star Of The Magi magazine, June 1900

suit, he claimed, was nothing more than a "colossal bluff," a ploy to "get a big bunch of my money" after "looking up my financial standing" and hoping for a quiet payoff. He mocked the idea outright, declaring, "Vain hope! We have thousands for defense, but not a cent for blackmail."——

From there, the editor took a sharp turn into bizarre character assassination. He scoffed at the "mighty Daniels and the little faded Flower," and referred to Flower as "the great and only Sydney Flower, alias 'Haggard'," a jab that Flower was really the anonymous contributor in *Suggestive Therapeutics* using the popular monicker. He accused them of being publicity seekers who "enjoy being written up," but they didn't like it when it came from him "because it hurts." He claimed they were just trying to "cover up their schemes," because they feared that "if the newspapers take a notion to look into us, we are done." He further taunted Flower for presently being in Des Moines, asking, "Great Sid, why do you run? Is the climate not right for such a delicate Flower?....Why did you leave your Haggard shadow behind?...." "Why not take the Jekyll with the Hyde?" and added "We shall carefully preserve as occult mementos what we have left of you." As the editorial descended further into farce, he turned his scorn toward Flower's personal life. He sneered, "Enjoy yourself, Sid, but remember, you are married now....Don't let the good people of Des Moines get onto your curves, it's a moral town, and you can't do there what even Chicago doesn't allow."^[346] Sydney Flower had traveled to Des Moines in April 1900 to give lectures and see about opening a School of Psychic Science in the city. He wrote about his trip in the May 1900 issue of the magazine.——

Frauds and Fakes Again.

Our spiritual and liberal exchanges have recently contained detailed accounts of "tramp mediums" and "psychic sensitives," traveling through Michigan and other western states, assuming names of men more or less well known, and getting diamonds, jewelry and money from confiding dupes, and then skipping out between two days, etc.

We wish to confess that we have also been victimized to the extent of inserting gratuitously in our February number an advertisement of an alleged "Psychic Research Company," alias "Sydney Flower, LL.D.," alias "J. V. Daniels," etc., purporting to teach telepathy, mind reading, etc., on the well known "something-for-nothing"-"catch-'em-and-skin-'em" plan. We were deceived into giving this advertisement a place in the STAR without full investigation because the concern is located in our city and claims to be publishing a monthly "Journal of Suggestive Therapeutics," has an office in a well known building, and appeared to be doing an extensive business, employing several typewriters and advertising extensively—presumably "working" other publishers as they did us.

The "LL.D." man, on closer acquaintance, proves to be a degenerate cigarette fiend, whom the medical journals and the State Board of Health are after for his open and gross violations of the law, and we trust the postal authorities will soon stop his fraudulent use of the mails.

We feel that an apology is due our readers for the appearance of this advertisement in the STAR, and assure them that it will not occur again as we propose to guard our advertising columns with jealous care and exclude everything that is unclean, crooked, or savors of fraud or deception in any manner, shape or form.

Editorial from the Star of the Magi magazine from March 1900^[344]

The *Star's* reply to the lawsuit was a complete editorial meltdown. It begins by denouncing Flower and Daniels as "unscrupulous persons" and "an unsavory pair of swelled heads....imposters who are in the occult field solely for what money they can make out of it by fake and false pretense." The libel

Suggestive Therapeutics magazine is found to be a promotional outlet for Parkyn's School

The editorial response published by the *Star of the Magi* would have provided Daniels and Flower with strong grounds for a clear victory in their defamation suit. However, the editor of the *Star* had also filed multiple formal complaints with postal authorities, and the lawsuit itself brought heightened attention to the matter. As a result, the controversy escalated to the point where federal investigators launched an official inquiry into the operations of the Psychic Research Company and its affiliated publication, *Suggestive Therapeutics*. In an effort to de-escalate the situation, Daniels and Flower chose to withdraw their lawsuit against the *Star's* editor.

SUGGESTION

A monthly magazine devoted to the study and practice of
Hypnotism and Suggestive Therapeutics....

Edited by
Herbert A. Parkyn, M. D....

Every issue of this handsome magazine contains articles by the leading authorities in Suggestive Therapeutics and Hypnotism; also a detailed clinical report of cases treated at the Chicago School of Psychology. Subscription price, \$1.00 per year. Send 10 cents for a sample copy. Address
Suggestion Pub. Co., 4020 Drexel Boul., Chicago, Ill.

A quarter-page ad for Parkyn's magazine that appeared multiple times in each issue of *Suggestive Therapeutics* magazine from 1899-1900

FREE! "SECRET OF SEX" GIVEN AWAY.

During the month of April we intend to give away to the readers of *SUGGESTIVE THERAPEUTICS* 1,500 copies of Dr. Wilbur C. Taber's famous new book, entitled *The Secret of Sex*. The publishers' price of this wonderful book is \$1.00, but we will send it **absolutely free** to every reader of *SUGGESTIVE THERAPEUTICS* who carries out the following instructions:

We publish the *Hypnotic Magazine* entitled **SUGGESTION** Edited by **HERBERT A. PARKYN, M. D.**

This magazine already has a monthly circulation of 6,000 among physicians. The editor has made a specialty of teaching Suggestive Therapeutics for the past ten years, and every number contains articles from the leading physicians in the United States employing SUGGESTION extensively in their practices.

A card will bring you
A SAMPLE COPY FREE

The subscription price is \$1.00 a year. To every reader of *SUGGESTIVE THERAPEUTICS* who sends us \$1.00 for a year's subscription to the magazine we will mail the book.

SECRET OF SEX, FREE

Our offer is for the month of April only. Write to-day to
THE SUGGESTION PUBLISHING CO.,
4030 Drexel Boulevard, CHICAGO, ILL.

A half-page ad claiming that Suggestion magazine is the continuation of The Hypnotic Magazine, placed in *Suggestive Therapeutics*.

Although the postmaster's investigation did not result in formal mail fraud charges, the Psychic Research Company was issued a warning to refrain from making exaggerated claims in its advertising. However, a broader review of *Suggestive Therapeutics* revealed a clear pattern that over the preceding two years the magazine had overwhelmingly promoted Dr. Parkyn and his associated ventures. Investigators observed that the magazine had previously operated as a promotional platform for Parkyn's school during its earlier incarnation as *The Hypnotic Magazine*. Both *Suggestive Therapeutics* and *Suggestion* claimed to be continuations of that earlier title, and that Parkyn had also served as a primary contributor to the first four issues of *Suggestive Therapeutics*. Adding to these concerns, both magazines prominently featured S. F. Meacham as a lead contributor. Meacham had been the lead writer for Parkyn's *Suggestion* magazine since its launch, contributing to every issue. Beginning in October 1899, he began contributing original material to both publications simultaneously, an unusual arrangement for a principal writer and a supposed competitor in the same city. Taken together, these factors raised strong suspicions that *Suggestive Therapeutics* was not an independent journal, but rather a second magazine created under a different name to serve the same promotional purpose.

Parkyn's full page ads that appeared multiple times in each issue of Suggestive Therapeutics between 1898 and 1900

48 ADVERTISEMENTS.

THE CHICAGO SCHOOL OF PSYCHOLOGY

INCORPORATED

4020 DREXEL BOULEVARD, CHICAGO.

Medical Superintendent, **Herbert A. Parkyn, M. D.**

Established June 15, 1896, for the Treatment by Suggestion of all Human Diseases and Functional Disorders, including Habits of all Kinds, Epilepsy, Stammering, Insomnia, Nervous Prostration, Hysteria, Hypochondria, Chronic Headaches, Dysmenorrhoea, Obstinate Constipation, Monomania, Dyspepsia, Rheumatism, etc.

Instruction given to physicians and students with practical work in Psycho-Therapeutics at the morning clinic, which averages over twenty patients.

A Diploma is Given to Every Graduate.

Upon application the superintendent will furnish all desired information as to length and terms of course, and private treatment.

ADVERTISEMENTS. 227

THE Chicago School of Psychology

INCORPORATED

4020 Drexel Boul., Chicago, Ill.

HERBERT A. PARKYN, M. D. Medical Superintendent M. J. MURPHY Secretary

Functional Disorders, such as Chronic Constipation, Dyspepsia, Diarrhoea, Dysmenorrhoea, Amenorrhoea, Etc. Nervous Diseases, including Locomotor Ataxia, Chorea, Epilepsy, Stammering and Asthma, Mental Troubles, such as Melancholia, Mania, Lipoinsensibility, Illusions, Delusions, Hallucinations, Stage Fright, Self-consciousness, Etc. Liquor, Drug and Tobacco Habits, Headaches, Rheumatism and Insomnia.

Instruction given to physicians and students with practical work in Psycho-Therapeutics at the morning clinic, which averages over twenty patients.

A Diploma is Given to Every Graduate

For terms of School Course or Private Treatments, address
SECRETARY,
The Chicago School of Psychology
4020 DREXEL BOULEVARD CHICAGO, ILL.

136 ADVERTISEMENTS.

ESTABLISHED 1896

THE PIONEER IN AMERICAN PSYCHOTHERAPEUTICS

We give here an unqualified course of instruction in the treatment of disease by natural methods.

...The...

Chicago School of Psychology.

INCORPORATED

4020 Drexel Boulevard, CHICAGO, ILL.

HERBERT A. PARKYN, M. D. Medical Superintendent M. J. MURPHY Secretary

The most Advanced System of Treating Disease by SUGGESTION

FUNCTIONAL DISORDERS, such as Chronic Constipation, Dyspepsia, Diarrhoea, Prostration, Nervous Prostration, Hysteria, Hypochondria, Chronic Headaches, Dysmenorrhoea, Obstinate Constipation, Monomania, Dyspepsia, Rheumatism, etc.

A Handsome Shapkin Diploma, Engraved from Steel, awarded each Graduate.

For terms of School Course, Private Treatments or Instruction by Mail

Address—THE SECRETARY, 4020 DREXEL BOUL. CHICAGO, ILL.

Subscription Blank.

(Tear out and fill in.)

Enclosed find \$_____ for which you will please enter my name as a subscriber to *The Journal of Suggestive Therapeutics*, for one year, beginning with the _____ number, and send me *The Easy Hypnotizer* as premium, according to your printed offer in July number.

Signed _____

Address in Town _____

State _____

SPECIAL MAIL COURSE

HYPNOTISM AND SUGGESTIVE THERAPEUTICS

By **HERBERT A. PARKYN, M. D.**



No text books are required with this course. It is complete in itself. This is a new course of treatment of this by means of suggestion. It covers over one page of material and each of the thirty parts is neatly bound.

HERBERT A. PARKYN, M. D.

THE CHICAGO SCHOOL OF PSYCHOLOGY

INCORPORATED

THE FIRST SCHOOL OF SUGGESTIVE THERAPEUTICS ESTABLISHED IN AMERICA.

THIS SPECIAL MAIL COURSE has been published in order to satisfy the demand of many who are unable to spend the time or money required to complete a regular school course in Suggestive Therapeutics and Hypnotism.

Over One Year was spent in preparing it for the publisher, and the following testimonials which are printed in front of all orders from those who have received it show that the time was well spent.

This work is different in theory and practice from anything taught elsewhere or published in books.

Everything is made so clear that a child could apply its teachings.

Tell what to do and how to do it, what to say and how to say it.

The course is printed on one, hand-made paper, and consists of **THIRTY PARTS**, all of which are shipped at one time.

The following will give a fair idea of some of the special features of this course, showing plainly its superiority in completeness over any mail course hitherto published.

SEE OPPOSITE PAGE.

In writing to advertisers please mention *Suggestive Therapeutics*.

Editorials on Parkyn's book and featured letters addressed to him in Suggestive Therapeutics magazine

READ WHAT PHYSICIANS SAY.

Harrisonville, Ohio, Oct. 16, 1899.

Herbert A. Parkyn, M. D., Chicago, Illa.

Dear Doctor—A careful perusal of the thirty parts of the mail course in Suggestion leads me to express my thorough appreciation of your great work.

The entire course is concise, lucid, free from useless technicalities and written in a style that commends it to all.

Your treatment of mysticism involving Hypnotism, Mesmerism, Christian Science, Mental Healing, Personal Magnetism and the so-called "miraculous cures" of today, is brilliant, accurate and satisfactory.

In fact, you have succeeded in reducing theoretical psychology to a practical force which is applicable to every case coming under observation of the modern physician and surgeon. Medicine and Surgery without Suggestion are like a bird without wings, but the practitioner with a thorough knowledge of all three is well nigh invincible in the battle with disease.

Wishing you continued success, I am,

Very truly yours,

William C. Dobson, M. D., C. M.

A GOOD MAIL COURSE.

Dr. Parkyn of the Chicago School of Psychology advertises his mail course in this number. Here is a well written—a model—advertisement; because it leaves no question for the reader to ask. The advertisement tells its story; and if it takes 5 lines or 500 lines, an advertisement is not complete until its story is told. Read this story of Dr. Parkyn's. The facts are announced in a clear, straightforward manner. The course is worth its price. It is the best course in point of completeness, scientific accuracy and instructive power that has been brought to the attention of this Journal. It takes the place of personal instruction. It is prepared for those who cannot spare the time to attend the school. It goes minutely into the treatment of diseases.

DR. PARKYN

In looking over Dr. Parkyn's four-page advertisement in this number, three points stand out very impressively. The first is the Prize Medal Competition, a valuable innovation. The second is the quality and excellence of the selected testimonials, expressive of satisfaction from students throughout the country. The third is the New Annual Announcement, a pamphlet of 48 pages, well illustrated, containing two fine articles upon Suggestion, and full information concerning the School Course, the Medal Competitions, and other matters. This pamphlet is mailed to any address upon receipt of a stamp for postage. Our readers will do very wisely to send at once for this pamphlet.

VIEWS OF AN EXPERT.

New York Press Club, New York, N. Y., Nov. 2, 1899.

Herbert A. Parkyn, M. D., Chicago, Ill.:

* * * The Mail Course is magnificent. It would be arrant folly to say it is much better than any course ever given on the subject, for it is the ONLY lucid and instructive dissertation on practical psychology, with reference to therapeutics, ever published. Of course, I am aware that my knowledge of the subject might lead me to suppose it more simple than it is, but I allowed a couple of friends to read it, and their discussion of its contents later on, have convinced me that all that can be done in addition to the lessons it contains, is to furnish brains for the reader. If he possesses an average amount of grey matter, he cannot read it through without having a very practical knowledge of Suggestion and Hypnotism. Yours very sincerely,

M. T. Murphy.

DR. PARKYN'S MAIL COURSE.

As a result of the 2-page announcement of his Mail Course in our advertising pages Dr. Parkyn of the Chicago School of Psychology has sent out a large number of his lessons this month. This Course entitles the student who passes a creditable examination to a free diploma and degree of Doctor of Psychology.

THE MAIL COURSE.

Milwaukee, Wis., Nov. 16, 1899.

Herbert A. Parkyn, Chicago, Ill.:

Dear Sir—

* * * I am highly pleased with your mail course for the reason that it has furnished me in printed form the REASON WHY such and such suggestions and treatment ought to be given in each particular case.

This is what I really wanted most, and which to obtain I thought it necessary to personally attend the classes. * * *

Yours respectfully,
Geo. L. Kurtz.

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Editorials and letters in Suggestive Therapeutics magazine on Dr. Parkyn

As a result, in July 1900 the postal authorities ruled to permanently revoke the second-class postage rate for *Suggestive Therapeutics* magazine, granting a grace period through the end of the year to fulfill existing prepaid subscriptions. Without access to the discounted mailing rate, the journal was effectively forced to cease operations at the end of 1900. Its loss would deal a significant blow not only to efforts aimed at guiding the New Thought movement toward verifiable approaches to mental science, but also to the Psychic Research Company, which relied on the magazine as its primary outlet for distributing course materials and publishing research findings. With no platform in place, there was no practical means of communication with the tens of thousands of individuals who had purchased instructional content and were actively applying the techniques. Compounding the setback, both Sydney Flower and Jay V. Daniels had come under investigation by postal authorities and were now considered high-risk figures, effectively forcing them to take a back seat in any future magazine publications for a period of time in order to avoid drawing further attention. Parkyn, drawing on his experience of organizing and managing championship sports teams, moved quickly to reorganize the operation and bring in new collaborators capable of continuing the work.