

***FINBARR —***  
***THE INSIDE STORY***

**James F. Cullinan**

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**James F. Cullinan**

*DEDICATION*

For John R. Gabriel who lives through us

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## INTRODUCTION

This short work is an attempt to give the reader an insight into a very unusual publishing house. It is not an autobiography. Finbarr remains on the periphery of the conventional publishing world, is hardly known to the book trade, and is largely decried by the occult fraternity. Most Finbarr titles don't carry an ISBN – an International Standard Book Number – let alone a barcode, so anyone trying to order our books through a retail outlet will not be successful. Finbarr is perceived as a shadowy, wacky outfit selling suspect titles to a market that is perceived to be gullible. Many Finbarr customers don't want to be caught by family and friends reading books and booklets with titles like *Winning At All Cost*, *The Powerful & Deadly Spells Of The Javanese*, *You Need Not Age Nor Die*, *20 Powerful Voodoo Rites For Fast Cash & Riches*, and so on. Not only publisher but also reader is stigmatized. Authors too feel compromised, usually taking refuge in a *nom de plume* and hiding behind a post box number. When one author wrote me the most astonishing account of success with his psychic method I asked for a photo to use in our advertisement to make it more personal. He clammed up. A lady wrote us a lengthy letter about a fabulous lottery win after buying our *The Master Grimoire Of Magickal Rites & Ceremonies*, but no way was she ready to lend her name and details for publicity for the book. Readers continuously write with amazing (unsolicited) testimonials, but are most anxious that their identities are kept secret. Bound by such constraints of confidentiality it is difficult for me to write a wholly open account. The same constraints even apply to myself, for I cannot reveal most of my experience with the so-called 'Unknown' for a variety of reasons. Readers who have had similar experiences will share the same reserve.

I do not seek 'respectability' or acceptance into the publishing mainstream. My whole personal philosophy is, shall we say, unconventional. I pursue a path of Individualism, not in the sense of behaving outlandishly but in the sense of finding out who I am. You do not accomplish this by following the norm.

I have not been happy with everything Finbarr has published, but then I'm not supposed to be. As a businessman my first priority is to make a profit. But there are some titles which have given me huge personal satisfaction, for they have transformed the lives of many, bringing hope, light, and even life itself. One letter from an intelligent, articulate reader explaining how his fortunes have been transformed by a Finbarr book quashes in an instant a thousand howls of indignation from the rationalists and moralists.

## MAIL ORDER

I wanted to get into mail order as it seemed the most attractive route in my bid to become independent. I knew I didn't stand a chance of becoming rich working for others, especially without any skills or qualifications. I had no trade, and for years I had worked at anything I could get. Mail order seemed so attractive as one didn't need a shop or office premises: it could be run from your bedroom or kitchen, and could be started with little capital. I began by selling small household gadgets, but soon became disillusioned by the lack of progress. The small profit made from the successful items was wiped out by the failures. I recognized that psychological self-help books were an ideal mail order medium so turned to these, but again with little or no success. Given my Roman Catholic conditioning and my 'scientific' outlook I was most reluctant to carry books on the paranormal and the occult, but relented because I was becoming desperate. Several years passed and my business was still a failure. I ran ads in *Exchange & Mart*, *Prediction*, *Horoscope*, and other publications: every £ spent brought back 90p.

Whilst books on the paranormal fared no better than psychology I did notice that the ones that sold best were of the spell and ritual variety. I couldn't understand this, for I thought the psychology books were so much superior: surely it made more sense for the reader to *improve and organize himself* than to resort to the childishness of spells and the like? My reserve was overcome by my desire to succeed, so I carried more spell books. The 'spiritually aware' and religious-minded people I knew became alarmed at my descent into mumbo jumbo in the pursuit of manna. They got really worried when I started buying in witchcraft and Satanic titles, warning that I could possibly be 'putting my soul at risk'. I was pretty concerned myself, for these books were at extreme odds with my higher spiritual aspirations. But failure turned to success, and since then I have never looked back: but at the price of being permanently ostracized by those with 'high spiritual and moral standards'.

But why should I, with my inadequate education – and less sharp witted than

most – have succeeded while others have not? In my own surveys of mail order advertisers I have noted that only 10% have any staying power, and that most collapse within a year or two. Whilst mail order is an attractive option for someone with little education and little capital but plenty of ambition the reality is that failure is the likely outcome.

In 1991 after many successful years selling books by mail I turned to a totally different field – but still mail order – and that was music CDs. I decided to specialize in music of the 1950s & 1960s, but that too was a failure – at first. By 1995 I was making a profit and today Finbarr is the leading mail order supplier of the specialist music of those decades. So once again how did I do it when my better educated and sharper witted competitors either stood still or went to the wall?

The tax inspector said to me, ‘You are very, *very* successful’, and when he says that you *know* it’s true, even if he is the last person you want to hear it from!

The reason – or one reason at least – most people fail to succeed is that they themselves are *their own worst enemy*.

Look in the mirror and see the person who can hurt you like no other. But we never see ourselves as the problem: it’s always other people, lack of capital, bad luck, the government.

The most essential requirement for your success is the character of the person looking at you in the mirror.

Yes, other people and the government may be a pain in the neck, but they will not stop you from becoming successful: only you can do that.

Now, let’s imagine you want to sell books – or whatever – by mail. You have only a little capital so you must be careful. If you want to be ‘another Finbarr’ – and why not? – then study the magazines and newspapers in which Finbarr advertises. You would want to reach the same market we sell to.

But why on earth would I want to encourage others to invade my patch? What kind of businessman is it that invites rivals?

Get this: *Finbarr has always done much better when there were a lot of competitors around.*

For some strange reason when a new outfit enters the fold the market expands rather than contracts. In other words there is enough room for everybody. When a few years ago our principal competitor in the CD field went out of business we did no better at all. You would have thought that that firm’s customers would have come to us as we were offering the same product and at lower prices, but they didn’t.

Once you have decided to advertise (always choose a national medium, not a local one, unless, of course, your product is of a purely local nature) you will need to find a source of supply for your product. It is imperative that your source is reliable and that they can supply promptly if your advertising campaign is a success. In the case of books you should contact the publishers direct. This you do once you have registered your business name and opened a business current

account at your bank. The bank should be able to advise you on the procedure for establishing your business. I mentioned earlier the convenience of operating from home: this is okay in the beginning but once trade is buoyant you could run foul of local planning regulations. Should you wish to promote Finbarr's own titles you will find that we offer far greater discounts than any other publisher. Just tell us which titles interest you and how many you want and we will quote. Write enclosing a stamped, self-addressed envelope. If you pick a title that could be in short supply we will let you know. We would expect payment with order.

Whoever your supplier is you must obtain the best possible discount. Being offered a standard 25% to 40% will not pay for your high advertising costs.

What you need for starting up and running a mail order business is plenty of common sense. Remember, no college degree is required: if an ex-meter reader can do it so can you. Common sense dictates that no product or advert is a proven success in advance, so ensure that you begin with the absolute minimum of stock and spend as little as possible on advertising. Book the smallest advertising space possible. *Advertising costs are our primary source of losses.* After all these years we still get our fingers burnt. No matter how long you are in business it still remains incredibly hard to predict what will sell and what will not. It takes only one big success to wipe out all your losses – but that one big success always remains elusive. So be cautious about the size of space you book with a magazine: ignore the magazine's attempts to persuade you to take a larger space than you need. They will argue that a bigger space attracts more readers. That makes sense, but the reality is that it doesn't work. Because more people notice your ad doesn't mean they will respond to it, it simply means that more people will look at it. The magazine will also tempt you with a lower rate if you book several issues in advance. It is tempting when you are offered a deal to run an ad three times for £1000 instead of once for £400. They will argue that the repeat of your ad will increase readers' awareness of your product and more orders will come in. None of this is true: in fact the opposite is the case.

So what about Finbarr who keep running the same adverts, and whole pages at that, month in, month out, year in, year out? It is because those ads are proven winners. When you've got a winner then you can afford to run it indefinitely, or until such time as it runs out of steam. In the beginning you must be careful, lest you lose everything. Remember, 90% of all mail order firms go out of business every year. Be careful. Speaking of ads: if you choose to promote a Finbarr title we will let you use our advertising to do it. Some years ago I knew a young man who said 'I want to be another Finbarr'. I said good luck to him, and he did become successful. He published his own leaflets and booklets, and we even sent his promotional material to our own customers. He was over the moon about the money he was making: but six months later he was finished, owing everybody money and leaving his customers without their orders. He simply spent all that he had. He bought an expensive new car, luxury holidays abroad, and so on. He didn't reinvest anything.

Think about what I've said so far: I am preaching nothing more complex than common sense.

In the mid-70s I had a very successful rival who even suggested he might buy me out. Then his ads suddenly stopped appearing. I have no idea what became of him.

Keep both feet firmly on the ground, and remember potentially your worst enemy is the person in the mirror.

I am frequently asked why Finbarr is not on the Internet. Our tests with the medium have not been encouraging. Someone reading this might think they could score big by promoting Finbarr's product on the Internet: if so we wish you well. And remember you could promote our music CDs too!

When choosing a product for mail order it should be something not readily available in the shops. Common sense again. Also it should not be too heavy because of postage costs. The difficulty is finding a product that will sell. With both books and CDs it took us four years to find a winner. You may be luckier, but if you are not whatever you do don't give up. When in the beginning I was going nowhere I was told by others that I was wasting my time: had I listened to them I would still be reading meters.

Once you have a product which sells you will need to build a catalogue of related products. It is this catalogue which will ensure your continued success. So you must continually be on the look out for new items. Your first catalogue may contain only a handful of different offers and may be no bigger than a two-page or four-page leaflet. And when you have a fair sized mailing list – say 500 names and addresses – you should be sending out new offers on a regular basis. Ideally you need 10,000 names and addresses to become really successful.

A word about renting other people's mailing lists. Don't. You would be lucky to get a 2% return on them, and to turn that into a profit you would need to be selling a product at £50, or a number of items totalling that figure. The only mailing list you can trust is the one you've built up yourself.

If there is one vital ingredient for success it is this: PERSISTENCE. You're only beaten when you give up. Providing you are not a fool – not learning from your mistakes and letting your heart rule your head – you will be ultimately rewarded for persistence.

I have omitted the one thing I take for granted: the writing of advertising copy. The key to writing a good ad is *enthusiasm*. If you believe in your product and the good it can do then the ad virtually writes itself: you just allow yourself to be carried away. When I sit down to write an ad the words simply flow: it is about the closest to what spiritualists call 'automatic writing' as I will ever get! If you are writing an ad for a book of the self-help and inspirational variety it is made easier by merely quoting the book's chapter headings or paragraph sub-headings: you will still end up with some pretty persuasive copy. But if it's still beyond you then you will need to enlist the services of an advertising copywriter. Do not begrudge such a person's fees: they are usually worth every penny.

At the start I sold other publishers' books: I never thought for a moment I would publish myself. Self-publishing came out of necessity: I was driven to despair by the incompetence and unrealistic discounts of my suppliers. Most of the books came from the U.S. – the home of self-help psychology books – and is still the place where today's beginner should look. In those days I wrote to every publisher I could find, only to be ignored most of the time. If you think British business is incompetent you should try the American!! Most are ill-mannered, ignoring enquiries and incompetent to a degree that is frightening. But when you do find a good American source they are invariably superb. One such source is the Wilshire Book Publishing Co. in California: they were superb 40 years ago and I understand that they still are. They publish an impressive range of quality self-help, mind power, inspirational and occult titles, in addition to specializing in manuals on horses and poker.

There is no substitute, however, for self-publishing, for you become your own source of supply. The problem is finance. If you are starting out and have limited funds you really don't need to be investing thousands of pounds in books whose sales' potential is unknown. To make them economical, 1000 to 2000 copies need to be printed of each title; and this is after the problem of finding an author and paying him. We have scores of unpublished manuscripts of which we own the sole rights, and are ready to sell those rights to any budding publishers from between £100 to £1000. No, these are not Finbarr cast-offs: on the contrary we would have never acquired the rights if we had not believed in them and their value, and they include such best selling Finbarr authors as Carl Nagel. If you want the rights to such works please write specifying the type of material you are looking for. Our unpublished subjects include the runes, left hand path, inspirational, health, and so on, including William Alexander Oribello's *magnum opus*, the great work of his life, which we are determined will one day be available to all.

We could also sell the rights to some of our out-of-print titles, selling not only the rights to the books but also the much more valuable rights to the advertising: we in fact sell the advertising *with* the book, as one complete deal. Most of our out-of-print titles, some unavailable for many years, will eventually be reprinted anyway, selling to a new generation of readers. Whether we sell the rights to these or not we still gain!

## **FROM MY DESK**

A newspaper editor once suggested to me that unless I made myself more public I was very likely to be defecated upon by the popular press. I'm seen as a 'soft target' without any Masonic connections or friends-in-the-right-places to shield me from the worst. Without the veneer of establishment respectability I'm seen as fair game. I can cope with this: it is the price of being hidden from view, preferring a quiet life to a glitzy, shallow one. I have absolutely no interest in



aspiring to some kind of minority celebrity status on the strength of being the publisher of some weird books which are good for a jibe and a laugh from trendy, spineless media and show-biz types. Now, if I knew putting myself about and getting my mug in the papers and appearing on vacuous media programmes would help me to sell more books I would consider this nonsense worthwhile; but it would not sell more books and I have better things to do with my time.

The media's attitude towards the paranormal and the occult is traditionally infantile. Usually it has no serious interest in presenting such subjects properly. Occultists, clairvoyants, healers, and the rest are sneered at as charlatans. Journalists usually ask the most stupid questions, betraying their total lack of insight. Moreover their attitude is informed by Christian bigotry although they themselves are not practising Christians. Not possessing any firm moral convictions of their own they lean on the shaky assumptions of a society which treats the unusual as suspect.

Seeing Finbarr's advertising and Finbarr's books, hypocrites say to me that I am 'exploiting the weaknesses of the vulnerable and the gullible'. Our publications have done more to help the vulnerable than any amount of moralizing by the ill-informed and the prejudiced. Moreover, we publish what people want. Now I would prefer to publish deeper books on the occult, paganism and mysticism, but if I were to do so I would soon be finished. Significantly the more 'serious' and 'deeper' books in our catalogue are our slowest sellers.

We make our bread and butter from short to-the-point 'how to' spells and rituals, and I will not apologize to anybody for that. It was not my first choice of product, but it was not for me to tell the public what they should want. Finbarr is here to service a need

I am only too well aware that many of our customers have no interest whatsoever in serious occult and pagan doctrine. Once a young lady called at our premises wishing to purchase *Candle Burning Rituals*. She seemed distraught so I gave her a cup of tea and let her pour her heart out. Her boyfriend had just left her, taking her money and stealing several valuables. He had not been true to her and he had been violent. A thoroughly bad piece of work. I naturally assumed she wanted to try and get her money back and her life back in order. What she asked me for was a spell to get him to move back in with her.

On the subject of disagreeable young men, on one occasion I let in a caller which I quickly regretted. I invited him to sit but he declined: not a good sign. His demeanour was hostile if not actually threatening. At that moment I spoke in my head – and in my heart – the Lost Word of Power which gave me an immediate sense of reassurance and control. He wanted to buy a book but clearly felt very uncomfortable about it.

One reason why our books are such a good mail order product is that they are the type that people feel awkward about buying in a bookshop. This is why sex-related products are also traditionally a good mail order product. But this young man didn't want to send money through the post, being suspicious of mail order,

hence his call. I cannot recall what he wanted but he did ask, 'Does this work? How do I know this is not a rip-off?' Given his confrontational attitude there was no way I was going to try and defend my product. In fact the only thing on my mind was how to get him out as quickly as possible: I wasn't interested in his money. 'If you are in any doubt about buying this book then please don't', I said. 'How come I never see your books in W.H. Smiths?', he retorted. Here was another chance to put my product down and not give him the argument he wanted. 'Because our books do not have the type of glossy covers and presentation they want. Besides they are not interested in this type of book; and they think they are too expensive.' There seemed to be a slight softening in his attitude, but then I was dismayed when he enquired about other books. I clearly wasn't going to get rid of him that easily. I showed him the other books and for what seemed an eternity he stood there flicking through them glum-faced.

'How do I know that any of this stuff works?', he said again 'You don't. On the other hand something might work – but if you are still in doubt it may be best you didn't buy them', I said softly. By now he realized that he was not going to get the confrontation he sought and astonished me by writing a cheque for five books – all of which I had tried to dissuade him from buying! I even detected the slightest hint of a smile as he went out the door, and for a moment I thought his face would crack.

It is a waste of precious psychic energy to defend this type of book against cynics. Some people aren't genuinely cynical, but put up a stony front to cover their embarrassment at being interested. I have no problem with anyone saying to my face, 'Your books are rubbish'; but I do wonder why they are getting so agitated about it. Perhaps they genuinely believe the books are a con and that I am coining it from the gullible.

In the beginning I had serious misgivings. I never wanted to sell occult books. What I wanted to sell was American self-motivational books which had been such a huge inspiration to me. I so admire the 'get up and go' and 'can do' attitude of their authors, and their joy at the concept of material success and achievement. They were such an antidote to the glum and self-pitying attitudes that were all around me. These Americans weren't embarrassed by the idea of money and luxury, they revelled in it as a natural expression of the limitless abundance of the Universe. I lapped up this kind of book, and of course I faced a certain disapproval from others: people who could offer nothing better in return, just a philosophy of whinging and back-biting. I recall now what depressing people they were, and am relieved I no longer have to be with such types. Yet they are still all here: ready to pull you down, almost delighting in your misfortune and lack of success.

Those wonderful books had no mumbo jumbo: only the application of focused thinking and practical psychology that together assured fulfilment and accomplishment. These books were not afraid to address the problem of character, which occult spellbooks singularly fail to do, we see the consequences all the time: spells working then people telling us they've blown the results.

Working magick to help you is futile unless you work to help yourself!

The self-motivational books did not conflict with my 'rationalist' view of life, for their faith 'in the Universe' expressed a natural human affinity with the boundless energy that surrounds us; but otherwise I did not believe anything I could not see or touch. My 'higher spiritual aspirations' were based on a kind of humanitarian mysticism which required no belief in divine personages and religious dogma. Such an attitude led to my alienation from the Church. But 'Once a Catholic always a Catholic', goes the saying, and whilst I may have intellectually divested myself of its dogma, ridding myself of its morality was harder to do, for every Catholic is thoroughly 'brainwashed' from the beginning. So witchcraft presented me with several dilemmas! In any event I could neither understand or condone the logic and the morality of uttering some 'magic spell' at midnight during a full moon for the purpose of effecting a material change in the future. It was beyond me!

I was puzzled why my customers were preferring this inexplicable 'nonsense' to the demonstrably sound psychological techniques of the American inspirational books. About this time I observed the ascendancy of attractively produced American 'how to' occult books, claiming quick wealth, love, health, propounded by high profile occultists and psychics. These books were crammed with case histories in support of their claims. I was particularly struck by the fact that these people seemed to be staking their reputations on their extravagant claims. I became the sole European outlet for these remarkable books which seemed to fuse the enthusiasm of the traditional self-motivational book with the mystery and excitement of arcane ritual. *The Miracle Of New Avatar Power* by Geoff Gray-Cobb and *The Mystic Grimoire Of Mighty Spells And Rituals* by Frater Malak in particular gave my business a huge shot in the arm. Suddenly I was selling in thousands when not so much earlier I could hardly dream that I would sell hundreds! Our customers loved these books and wanted more. Alas, a bitter dispute with the publishers put an end to this roaring trade. And I could never have imagined then that these wonderful books and their publishers would in a few short years become history. However, these developments marked Finbarr's transformation. Sick to the teeth with incompetent and corrupt suppliers I felt there was no option but to start my own publishing. It was about this time that I performed my first occult working. Allowing myself to be caught up in the enthusiasm of the American writers I thought it was at least worth a shot, and if it didn't work – well, it didn't work. It was a Saturday and I desperately needed to take £3000 in orders by the following Saturday: a tall order, for up to that point I had never taken more than £1000 in one week (which today would be the equivalent of about £7000) What I was required to do seemed only a mystic variation on the time honoured method of visualisation. I was to imagine my own magic genie, vividly developing his personality and appearance, and to see him positioned between two pillars of fire. I gave him a name and gave him the appropriate command. Curiously I didn't feel foolish and I knew that 'mystic' or not there was profound psychological value in

what I was doing. In any event the week that followed brought in some incredible orders, totally out of the blue. It seemed like 'money out of thin air', and by the Saturday morning I had got my £3000.

Now, the sceptic would exclaim, 'Ah, but that's just coincidence – you would have got the money anyway!' Now, if it *hadn't* worked the response would be, 'There – I told you so!' Where sceptics are concerned it's a 'heads you lose, tails you lose' situation, and he will have you know that he is objective and open-minded!

My disquiet with the occult began to lessen, no doubt influenced by the new wealth it was bringing me! And authors were now coming to me with impressive testimonials as to its efficacy. I believed them and published them. My confidence was increased by further acts of simple magick. Example: had a problem with the Home Office: correspondence was being ignored, and I needed to speak to someone as a matter of urgency. I phoned them continuously and the line was perpetually engaged. No matter when I rang: 9.00, 11.00, 2.00, 4.00 – it made no difference: I could never get through. This went on day after day. Surely if God had a phone he would be more accessible than the Home Office! Then I thought of a candle. I had a yellow one, yellow being appropriate for Mercury, the god of communication. I inscribed the candle with one word summing up my problem. I returned to the phone: *I got through immediately!* Moreover the problem was sorted out the same day. Not in a thousand years could anyone convince me that this was mere coincidence!

Yet the earliest Finbarr titles still reflected my keenness for self-motivational psychology: *Creative Visualisation: How To Make It Work For You, The New Way To Multiplied Mind Power, Change Yourself And Your Life – Without Will Power Or Effort!*, the latter evoking a tremendous amount of praise from readers. For once I felt my existence was making a huge difference to so many people. It gave me the most wonderful feeling, and this was my shield against the malicious. Readers' response has always been the decisive factor in the promotion of our books. If neither we nor the author received a positive response then the book in question got dropped.

I am asked how I write such persuasive ads. It's easy when your customers are trying to persuade you how good the books are!

I wrote a so-so ad for a leaflet entitled *The Lost Word Of Power*: it took up about only an eighth of a page in our catalogue. But when I received an amazing testimonial from a man for whom *nothing else had ever worked*, either from Finbarr or elsewhere, I sat up and took notice. For years he had complained to us that nothing worked, suggesting that he was a fool for wasting his money; still he kept trying ... just in case. I was so pleased for him when I read his letter: at last what he had looked for all his life had appeared: found not in a beautiful hardback 200-page book but in a simple four-page leaflet! This seemed to me so special that I read and studied the leaflet again and tested the Word when needed. The Word allegedly summons protective energies from the Universe and I made a point of

using it any time I felt threatened or acutely vulnerable. And when I speak it – invariably in my head rather than verbally – I *yield* to it. I let go of my anxiety. It gets a result every single time!

I intuitively sense that I should use it only for troublesome situations, that its power is too precious and too potent to be regarded lightly. Yet others report that it brings them money and gambling wins.

But could all this be simply some kind of auto-suggestion; just all in the mind? Well, may be it could be, and there is no mysterious ‘cosmic’ element at work: but the problem with trying to dissect and analyze such things is that you rob yourself of the magick. One has to suspend the rationale: you have to take a chance on yielding to our forgotten child-like wonder; and, yes, we might be disappointed, but is that really so terrible?

Kam Ottoy, whom I suspect was a Nigerian living in London, was our first ‘outside’ writer, his *Powerful African Love And Money Magick* impressing me with its savage psychology. Here was primal magick of a kind I had not encountered before. Whilst the American ‘pop’-type books could be accused of gimmickry, there was nothing of that in Mr Ottoy’s compelling text. For the first time I realised I was privy to material probably denied by other occult publishers. Mr Ottoy then submitted *Making Money With Magick* but suggested we use the *nom de plume* ‘Marcus T. Bottomley’. Authors’ pen names are always of their own choosing; however, book titles are usually mine. Perhaps he felt the name ‘Bottomley’ would improve the sales’ potential, his real name being a handicap. I didn’t think it mattered. His third offering, *The Amazing Egg* was a gem and became incredibly popular, but even that was overshadowed by the sales of *Salt Power*. I was never entirely happy about this title requiring ingredients – some almost impossible to find – apart from salt, so I commissioned another author to find a solution, and out came *New Salt Magick Rites* which is now our all-time best seller.

Another African, 77-year old Nana Apese Ami, wrote me claiming that the Lost Word literally saved her life in an extremely violent situation. She later wrote that it was her dearest wish before she died that she ‘gives to the world’ an extraordinary ritual which had performed wonders for the female members of her tribe. Every woman should know it, she said, for it ‘never fails to work within ten days’. I asked to see it and was impressed: again here was priceless occult information being made public for the first time, and so Finbarr issued *The Grand Goddess: Invocations For Women*. In the short time it’s been published we are receiving *extremely good reports* from readers.

*The Grand Goddess* consists of only eight pages. Which brings me to another criticism sometimes levelled at Finbarr: ‘It’s only eight pages! How can you charge so-&-so for a mere leaflet?!’

Many of our publications are inevitably short because they are single projects from once-only authors. You cannot make a book out of a few simple instructions. As for the price: it doesn’t reflect the cost of production which is only pence but

the *cost of promotion*. If I could get my promotion and advertising for free and not pay the author, nor my staff, and the post office out of the goodness of their hearts despatched and delivered at no cost, then I could charge pence instead of pounds.

Another criticism we get is 'Why aren't you on the phone – you must be dodgy, what are you trying to hide?' We are indeed an anachronism in the modern world where virtually all business is transacted either by phone or electronically. There was a brief time when our number was published, and what a palaver it was! No end of calls from people who simply wanted someone to talk to, to unburden themselves. And the same people would ring again and again! We actually ended up losing customers as a result. I also do not believe accepting credit cards would be a positive step forward, for a variety of reasons too tedious to explain here.

Most of our authors I have never met, my usual contact with them being brief, handwritten notes such as, 'I like your MS: can offer you so-and-so much for it. Can you supply corroborating evidence for results, etc.' Meetings are unnecessary, and there is certainly no lawful obligation for complicated publisher-author contracts. Time is money and I don't have a secretary. I particularly welcome authors who have something new and different to offer. Unfortunately we have a 20-year backlog of unpublished works! But all authors have been paid. My wife and business partner, Ayala, a kabalist and health authority – her own book *Stop Pain – Stay Young – Live Longer* is our best selling health title – examines manuscripts, testing and researching their contents.

One of the few authors I have met is Henry Naiken who is the radiant embodiment of the positive philosophy he writes. He has also written occult works under the name of 'Larry Hool'. 'Roger Treymayne', 'Scorpio' and 'Damian Knight' are pen names used by Carl Nagel, a black magician and a thoroughly nice man: believe me, the two are not incompatible! I met the late Basil Crouch, who was as eccentric as his writing, but a generous and warm-hearted man whom I remember with affection.

A hugely warm and likeable man is Peter Nichols whose *How I Cured Myself Of The Incurable*, *Soar With The Eagles* and *Journeys To Infinity (Reincarnation Revealed)* I am most proud to have published for the quality of his penmanship and argument.

Perhaps my favourite Finbarr author is the late Dr Lori M. Poe – a descendant of Edgar Poe – whose *The Miracle Healing Secrets Of The Ancient Masters* is a masterpiece of inspirational writing. What particularly impressed me was her unimpeachable attention to detail in the matter of case histories. Not for her mere anecdotes: she documented and catalogued everything. Her case histories are the most extraordinary I have ever seen. I could not believe my eyes when she sent me a bulging file of correspondence: people who had come to her with chronic or terminal illness; the doctors' and surgeons' letters saying they were either incurable or inoperable, and the sufferers' letters of joy after being helped by the authoress; and the subsequent doctors' letters of astonishment that the illnesses had totally and inexplicably disappeared.

Going through this file awes me. NO ONE HAS THE RIGHT TO SAY THAT ANYONE IS 'INCURABLE' OR WITHOUT HOPE. There are limitless treasures of healing power latent within the human soul.

I believe in miracles. They have happened in my own life and will continue to happen.

Dr Poe was a believer in God: not the fierce judgemental God of religionists, but in that universal and omnipotent presence that permeates everything. She was somewhat concerned about our witchcraft books, and being tainted 'by the Devil', yet she felt impelled to publish with us, and later chose us to distribute her own self-published books.

## MORALITY

There was a time when I thought that if an advertised book brought all the wonders that were promised then the reader would have no need to buy any others. So why should I publish other books which promise the same? Should I not have a private hope that the books do not work so that readers will keep buying more believing that something will eventually work? No – it doesn't work that way: on the contrary.

When a reader writes to say how delighted he is with a book, saying that it is everything the ad says it is, he then doesn't say, 'So will you now please remove me from your mailing list as I now have what I want.' What he does is order more and more. Why? Because once success is tasted one's appetite grows. We have some customers who must have bought everything we have ever published and yet are clamouring for more.

Then there are those for whom nothing seems to work: but they go on buying in the hope that something eventually will.

Why do some succeed and others do not? Why are there so many different rituals and methods? In a way it could be said that there is a different way for every person, for we are all unique, each ticking in a different way. When deciding what to buy, allow yourself to be drawn to what you feel most comfortable with. Some are confused as to what to choose: allow your intuition to choose for you.

Magick cannot work just for some alone. Magick is universal, and we should allow it into our lives. We should tune into the magick all around us, both seen and unseen. Try and become intoxicated by *the magick of life*. Allow this intoxication to flourish and you will begin to see your rituals work. Allow your heart to be absorbed into the sky, the trees, into every animate and inanimate thing. Allow yourself to become the pulse of life itself. Be less of an adult and more of a child. Light a candle and make a wish or cast a spell with the wonder of a child. Don't worry about the result – just do it.

I resent any implication that I profit from the suffering of others. When someone says to me, 'Nothing works: should I buy such and such book, will it

make a difference?', I will invariably reply 'No.' I will also invariably say that I will have their name removed from our mailing list. Yet these customers will almost always come back. Some people cannot give up trying – and nor should they.

But magick is mercurial: a person will have a string of successful rituals; the next thing he knows is that nothing he tries will work. And *vice versa*, a person tries the occult and is disillusioned with the lack of results. He then gives up, but tries again months later and wow! he gets a spectacular result; and then another ... *and* another. This is why it is a risky business for clairvoyants and mediums to allow their gifts to be examined by the media: but they do it because of their huge egos: they want to see their faces in the newspapers or on the television, even if it means they look fools! The same is true of private readings and public demonstrations by psychics *because their gift cannot always be present*. The phenomenon comes unbidden unexpected – and sometimes unwelcomed – in its own time. But when you want it to be present it is absent! Hence clairvoyants and mediums 'fake it' to save face. I believe that most so-called charlatans are in fact genuinely gifted people: but they find that they cannot rely on their natural powers so resort to pretence.

Sceptics refuse to believe in authentic psychic phenomena, and yet will seize on fraudulent practice. They regard the premise that phenomena cannot be made to order as a cop out. However, it is they who are copping out for refusing to accept that the intangible, by its very nature, cannot be made tangible. When they crow that it's all in the mind of the believer, that there is no independent evidence to support it, they may be right: but whatever is in the mind of the believer is real enough to him. And indeed without that belief magick or any type of supernatural phenomenon is unlikely to happen.

I know that if I didn't believe utterly in the Lost Word it would have no power to help. So, it's all in my mind? If so, then my mind is a mighty potent thing for it even protects me from danger. But that's only 'coincidence', they say.

We should not care what they think. Believe them and you may feel robbed of your very soul.

I have mentioned magick and mediumship almost in the same breath, which would scandalize most mediums. Spiritualists in general are opposed to magick because of their Christian grounding. They reproach the occultist suggesting he is in league with 'dark forces'. Witchcraft is anathema to them: they see the witches' horned god as no other than the Devil himself. But then most Christians regard spiritualists as being inspired by the Devil. And all Christian denominations and sects accuse each other as being 'of the Devil'. Each Christian group claims it alone holds the true faith, and that all the others are 'in error', an error inspired by the Devil in his plan for domination of the universe. They all believe in the same God and the same Jesus and yet are full of loathing for one another.

So there is no need for witches and pagans in general to be stigmatized by the slur of devil-worship. Naturally Christians, Jews and Muslims regard all forms of



paganism as soaked in satanism. And if that's not enough you then have occultists rubbishing one another!

Then you have the occultists and witches who cuddle up to the Christian ethos – even though most Christians loathe them – citing Jesus as an advanced occultist (which he almost certainly was); and, true to the Christian altruistic tradition, condemn the likes of Finbarr for telling people how to manipulate one another and get money.

Of our two 'enemies' – if that's not too dramatic a term – I would regard 'white' occultists more devious than the Bible- and Koran-bashers, for they wrap themselves in a cloak of sanctity and altruism whilst invoking 'karma' on those of the 'left hand' path. They appear far more credible and enlightened than the average religionist, hence the pitfall. Occultists who have sought to manipulate me, take money from me, or in one way or another try and 'put one over on me', have all been on the right hand path of truth and enlightenment.

Witchcraft and the occult in general by its very nature attracts eccentrics, misfits and the self-righteous. A witch or occultist is supposed to be accessible to a power unavailable to others, and yet he or she exudes anything but power. They form groups, covens, lodges, and what have you, instituting 'degrees' in initiation, creating a pecking order of precious egos amongst the elite. And they seem to be forever squabbling amongst themselves.

To digress for a moment. Before it folded we advertised regularly in a publication called *Llewellyn New Times* whose readership was 100% witches and occultists. We ran two ads, *Magick Witchcraft Power* and *The Prayer System That Never Fails*. Guess which of the two got the better response? You got it – the second one about praying to Almighty God in his heaven!

Now, not every occultist is a jerk. Far from it; but the fools do outnumber the wise.

Most of them object to our publications on the grounds that they 'prostitute' the occult for the pursuit of material gain. Because of this I, the publisher, am heaping up heavy karma for myself. As their personal ethics and code of behaviour are usually less than mine I feel there is nothing I can learn from them.

One way or another we are all manipulated, often without realizing it. *There is nothing 'ethical' about allowing ourselves to be manipulated.* Most people do not respect the essential 'give and take' of relationship, be it personal or business, preferring instead to control and manipulate. So one ends up as either the manipulated or the manipulator. We make a choice, albeit subconsciously, although ideally there should be no need to choose. We do not have to await the consequences of 'karma' in a future life for our actions: if we are the manipulated we pay the karma right here and now, and also, in some sense, does the manipulator.

What about conscience? What about those black magick spells for not only controlling but ridding – even destroying – others? Why should you be troubled by conscience if you punish someone who has wilfully and maliciously – without provocation – harmed or wronged you? Why should you be content for them to

suffer karma in their next life, a karma you may not witness and indeed have no proof of?

Finbarr publishes on both sides of the spiritual divide: books on prayer, espousing the Christian ethos, and books on black magick, invoking the demonic. Oddly enough the key to success in both areas is the same. In prayer there must be *total surrender to the belief that it will be answered*. If you can't do this then *pretend*, and keep pretending until one day it actually becomes real. Surrender liberates you from the burden of your problem, allowing God – or whomever you pray to – to produce a solution without the hindrance of your anxiety. Anxiety sets up a barrier between ourselves and the receiver of our prayer. Now, Satan, who is but the reverse side of God – behind God is the Devil, and behind the Devil is God – expects the same surrender, but expressed differently. In Satanism you *surrender to the idea of possessing absolute psychic power*, so that the psyche is free to wield that power.

*Satanism turns the universe upside down*, as symbolized by the blasphemous reversal of the Christian cross, for the Satanist, unlike the white witch who is anxious to avoid bad karma, *becomes himself the instrument of karma*. A Satanist becomes his foe's nemesis in the here and now.

The dark side of the occult should only be explored by those of the highest moral standards; but inevitably this is an unrealistic expectation, for naturally it attracts those with the worst standards. The infamous Alister Crowley was totally amoral: a parasite who manipulated everyone at every turn. All those who got close to him came to grief. He conned and robbed people, and yet finished up a penniless junkie. A man of formidable intellect and occult knowledge he was yet totally despicable: *precisely the type person the Satanist may need to protect himself from or strike against*.

Anyone can become a 'white' witch, but becoming a 'black' one takes a lot more.

White witches declare that there is no such thing as 'the Devil', that Satan is a Jewish invention, inherited by Christians and Muslims. They say that religionists have turned the witches' horned god into the Devil, which is true; but to suggest that religionists *invented* him is patently untrue. The spiritual universe cannot be entirely 'good' or entirely 'bad'. It is the dark side of the spiritual universe that the Bible-bashers fear: their own forbidden instincts and desires, to be suppressed at all cost and tabooed under the name of Satan. Satan can be positive as well as negative (likewise God, both merciful and vengeful, as in the Bible). Satan was there before the Bible was written: you can find him in ancient Egyptian art complete with horns and pitchfork tormenting the souls of the damned in lakes of hell-fire. The Egyptians worshipped him as Set, and we may be struck by the etymological similarity of *Set* with *Satan*. He can also be seen in *Saturn*, the planetary ruler of the horned-goat sign Capricorn. White witches may pretend he doesn't exist, but he is an essential part of the human spiritual experience.

There is evil in the universe. The religionist taboos it, the Satanist confronts it. The struggle between good and evil can only make sense when we realise that both Dr Jekyll and Mr Hyde are, after all, the same person.

And what about that phenomenon called 'the Evil Eye'? Belief in this is particularly prevalent amongst Africans who cannot rid themselves of millennia of taboo and superstition, so ingrained is it in their psyche. The Evil Eye is felt to be the glance or stare of a person who is perceived to be malevolent. *There is no doubt that some people have a particularly unlucky effect on others.* I have observed the same person about each time I have had a run of bad luck. I have to distinguish between pure coincidence or the possibility that a certain person has a malignant presence

I have observed time and again, when travelling by train or bus, that if some particularly unpleasant person sits near me then the purpose of my journey will be thwarted in some way. The same is true of taxi drivers. In such cases I try to amend, change or cancel my plans – not always possible, of course.

If you have no choice but to be in the presence of an obnoxious person, either at home, abroad or work, you will find it helpful to imagine *brilliant bars of light* emanating from you to this person: these break or deflect his influence.

I mentioned the superstition of Africans: it is only enough for them to be told that they are cursed for the curse to take effect through the power of suggestion. They need to realize that they can deal with this fear, and even make it work for them. If you have reason to believe that you are genuinely cursed then you need to change your plans and take ritualistic action, as described in any number of Finbarr publications.

Given my comments on white witches and religionists then why do I publish and promote their books? First I am a businessman: I publish what I believe will sell. Secondly every one is entitled to their beliefs, and if Christian or Islamic prayer works so well for some people then why knock it. Whatever it takes to get you through life ...

# **I AM IN COMPLETE CONTROL**

## **New Dimensions in Self-Mastery**

This book by David Savage shows how you can *instantly dispel any craving*. It shows how to come to terms with the sinister "sub-personalities" within one's self – **AND HOW TO MAKE THEM WORK TO YOUR ADVANTAGE.**

The book's inspiring message is that you need not be the helpless victim of your own weaknesses . . . you need not suffer from guilt, fear, depression – or whatever it is that robs you of happiness. You don't have to turn to religion or a psychiatrist to resolve your inner conflict. *This book gives you the answer.* In simple language it describes the true reality of your thoughts. **ITS REVELATIONS COULD CHANGE YOUR THINKING FOREVER.**

This book shows that you don't need rituals or tape recorder. You don't need great will power. Its message is absolute simplicity – its instructions easy to apply. It can give you **POWER OVER YOURSELF and OVER YOUR LIFE.** It can remove your desire for drink or cigarettes or your desire to indulge in self-damaging habits. It can replace fear with courage. It can bring peace of mind instead of confusion. It can remove nervousness in favour of buoyant self-confidence. Use this book and you, too, can say "I AM IN COMPLETE CONTROL". Price only **£3.95. (\$9.95)**

To receive "I AM IN COMPLETE CONTROL" please send £3.95 (UK) or \$9.95 (USA) to: Finbarr International (BC), Folkestone, Kent CT20 2QQ, England (This address is complete). Price valid until March 2009.

# KEY VERSES OF PSALMS TRIGGER MIRACULOUS RELEASE OF COSMIC ENERGIES!

AMAZING SECRET IN PRINT FOR FIRST TIME!

New book "Wonder-Working Psalms of King David"  
reveals how to tap God's awesome power

Problems Miraculously Solved ● Prayers  
Answered ● Miracles of Love, Health, etc.

Yes, for the very first time  
ever here is the secret of  
getting real results from the  
Psalms!

Never before has this information  
been revealed!

Many books have been written about the  
Psalms. Usually they are complicated, re-  
quiring the reader to make elaborate prepara-  
tions; the use of candles, incenses, etc.

THIS NEW BOOK IS THE SIMPLEST  
GUIDE EVER TO RECEIVING "MIRA-  
CLES" FROM THE PSALMS!

You can sometimes obtain results  
within moments of using them!

This is the only book to show how the  
Psalms can bring instantaneous results!

The secret lies in author James Harrison's  
discovery that certain key verses of each  
Psalm are more potent than others!

This is the only book to give you these  
key verses which make all the difference  
between success and failure!

This secret enabled the author to escape  
a head-on car collision from which he  
walked away completely unharmed! Observ-  
ers called it nothing short of 'miraculous'!

Not only can the Psalms bring complete  
protection from harm and injury, they can  
also bring improvement to every area of  
your life!

There is virtually nothing in life that you  
can not obtain from the wonder-working  
power of the Psalms!

You are given the key verses - plus the  
secret for making them work! - of all 150 of  
the Bible's Psalms!

With this amazing formula you receive  
the exact wonder-working words from the  
Bible for:

- \* Banishing Bad Luck!
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- \* Receive Instant Divine Help When All Is Against You!
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- \* Cure Infertility!
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- \* Recovery From Being Bed-Ridden!
- \* Banish Anxiety!
- \* Overcome Feelings Of Guilt!
- \* Protection Against Flooding!
- \* Healing Of Fractures!
- \* Receive The Home Of Your Dreams!
- \* Relieve Depression!
- \* Stop Slander And Gossip!
- \* Speedy Recovery From An Operation!
- \* Protection Of Pets!
- \* Overcome Phobias!
- \* Success In Public Speaking!
- \* Justice In Lawsuits!
- \* Regain Marital Harmony!
- \* Improve Memory!
- \* Gain Peace Of Mind!
- \* Influence People In High Positions!
- \* Harmony With Neighbours!
- \* Preserving Youthfulness!

The age of "miracles" did not end with the  
time of the Bible. "Miracles" can still  
be witnessed today when you use God's  
very own words!

Whatever you need, the Psalms of David  
can supply it!

## 3000 YEARS OLD MYSTIC POWER OF KINGS AND SAGES!

But what are the Psalms of David? They  
are the holy poems, said to have been  
composed by the wealthy warrior King  
David who ruled a kingdom that stretched  
from Syria to Egypt some one thousand  
years before Christ.

Biblical scholars now say that there were  
other authors of the Psalms besides David;  
but whoever the authors were both Jews  
and Christians revere the majesty and  
power of the Psalms.

Over three thousand years the Psalms  
have acquired legendary powers for bring-  
ing power, healing, and wealth!

And even people of other faiths, Hindus,  
Muslims, Buddhists, acknowledge the power  
and spiritual beauty of the Psalms,  
seeing in them the living inspiration of the  
Creator Himself!

Yet, paradoxically the majority of people  
who believe in the Psalms are not wealthy,  
happy, nor healthy!

## AN UNTOLD STREAM OF BLESSINGS AND GOOD FORTUNE NOW AWAIT YOU!

Now for the very first time this great power  
can be at your command - to bring you  
never-ending streams of luck, good fortune,  
love, health, and influence!

You have to experience the power of the  
Psalms to realise just how amazing it is!

The instructions in this book are simplic-  
ity itself. You need no candles, nor oils and  
incenses. And it doesn't even matter if you  
don't own a Bible!

This book contains the exact verses to  
use for getting what you want!

This book is complete with an index of no  
less than 300 different requests covering  
every need from solving puzzles to in-  
fluencing politicians!

## NOWHERE ELSE WILL YOU FIND THIS AMAZING SECRET FOR GETTING RESULTS FROM THE PSALMS

This book gives you the all-important key  
verses - not found in any other book -  
WHICH TRIGGER THE MYSTIC POWER THAT  
CAUSES WHAT YOU WANT TO  
HAPPEN!

And with these verses you receive the  
unique formula that ENSURES they happen!

It matters not how many times other  
Psalms' books have failed you - for once,  
with this book your dreams will come true!

Read these thrilling true stories of the  
Psalms' wonder-working power:

● Woman re-marries! 51-year old divor-  
cee was worried about her looks; so she  
used the Psalm for Preserving Youthful-

ness. She immediately felt younger, and  
within two weeks people were remarking  
that she actually looked younger! She lost  
weight too! She began attracting suitors,  
and within seven months married a man  
nine years her junior!

● Man reduces pain! For years he suffer-  
ed pain from a variety of chronic illnesses.  
Then he tried Psalm 6, using the key  
verses. In minutes he felt better! Now the  
pain no longer bothers him; and he is now  
using the Psalms, in conjunction with his  
usual medication, to cure his illnesses.  
Initial signs are promising, he reports!

● Woman saved from injury! She was in  
a foreign city; and inadvertently entered an  
area inhabited by hoodlums and drug  
addicts! She was terrified - any moment  
she felt she would be attacked. Then she  
remembered the key verse from Psalm 91:  
suddenly, at that very moment, two police-  
men miraculously appeared, seemingly out  
of nowhere! They accompanied her to a  
safe area.

● Girl gets boyfriend! Pretty 17-year old  
just couldn't understand why the one boy  
she wanted wasn't interested in her. After  
reciting the key verses of Psalm 119 she  
suddenly understood why he wasn't in-  
terested! She changed her strategy and  
now they are dating regularly!

● Woman finally succeeds after years of  
failure! She had always believed in the  
Psalms, and tried various books, but yet  
never seemed to get a result. Then she  
read this book and received positive results  
from 4 out of 4 psalms in three weeks!  
These, and many other amazing cases are  
typical of what happens when the key  
verses are used from the Wonder-Working  
Psalms of King David!

## SEE YOUR LUCK CHANGE - RIGHT NOW!

Money... influence... love... power...  
radiant health, can now be yours - auto-  
matically! - when you discover the amazing  
secret that makes the Psalms work!

It doesn't matter how much you have  
prayed before without an answer. YOU  
CAN NOW SUCCEED WITH THIS MIRA-  
CULOUS NEW SECRET!

Now - at last - YOUR WISHES CAN  
COME TRUE - with the potent words of  
God's own prophets and sages!

You can always be protected from  
evil... you can enjoy only good luck and  
happiness. GOD'S VERY OWN MYSTIC  
WORDS ARE NOW YOURS TO USE.

Whether you believe in the God of the  
Bible or not, the fact is that there is a  
Benign Cosmic Force which can work only  
for your good once you know its secret.

You were not put on earth to struggle  
alone without help!

The very moment you have this amazing  
book in your hands you will experience the  
same power that made King David the  
greatest monarch of his time.

You will find God's miraculous power  
with you.

And it doesn't matter whether you  
haven't been in church, mosque or synago-  
gue for years. The only condition for receiv-  
ing God's blessings in love, money, and  
protection is that you recite Psalm 150 in  
thanksgiving every time you receive what  
you want - which will be often!

To order "The Wonder Working Psalms  
of King David" send just £7.50.

£7.50 (USA \$15.50): Finbarr(BC), Folkestone CT20-2QQ

# Amazing Egg Rituals Guarantee Continuous Cash, Love, Influence, and Good Fortune!

## AMAZING 'MIRACLES' REPORTED BY READERS OF NEW BOOK!

The common, everyday chicken egg can bring you endless riches and good fortune!

You think we're off our rocker? Then stop and consider for a moment -

The common egg, apart from its obvious nutritional value, has from time immemorial been considered a symbol of the greatest creative power!

The ancient Egyptians, the Babylonians, the Greeks, and many cultures right down to this day have considered the egg to be not only the symbol of birth, but also symbolic of the BEGINNING OF ALL GOOD NEW THINGS!

Now - for the very first time anywhere in the world - a book has been published on the age-old mystic secrets of the common egg! And in the short time since its publication our office has been inundated with letters from delighted readers! P.W. from Boston wrote:

"My friend was in the depths of despair not knowing which way to turn until I gently suggested using one of the egg rituals. In two days his whole world changed. The transformation is unbelievable.

"In my own case, my son got the job he had been longing for; my husband received a large salary increase; my sister had a large increase. I could go on and on.

"Your egg book should be amongst the all-time best sellers. It's the most well thumbed book on our bookshelf".

(Photo-copies of this actual letter available on request.)

Just think of it - you almost certainly have in your home right now something which could start bringing you the solutions to every problem, and a never-ending flow of good fortune!

But of course the egg by itself can do nothing. Only once it has been impregnated with your wishes can its life-releasing mystic powers go to work for you!

Here is what H.S. from Toronto reported:

"When a reader of your book told me about the mystical power of the chicken egg I thought he needed his brains tested! But I had known this young man for some time and had observed lately that he had suddenly become well-off. He said I should try the egg ritual so I gave in - and then I began to think that I needed my brains tested!

"I can tell you - and this is the solemn truth - that within three weeks of doing the ritual I won \$2000 on the horses and won \$1200 in cash and bingo prizes! Before this I had never won a cent! "Maybe it was coincidence, but I don't mind being thought of as 'crazy' if this is what I get from doing the egg ritual!"

Perhaps you think it's crazy, but remember this: almost all cultures in all periods have regarded the egg as possessing a special spiritual meaning. It does not therefore take a great leap of the imagination to recognize that the egg used as a means for focusing your wishes could be very potent indeed!

Not a day passes without our office receiving more amazing reports from elated readers. Here is what one senior citizen (S.B., Vancouver) wrote:

"I was broken to pieces when my husband of 40 years suddenly died. I just wanted to curl up and

die. And if that wasn't enough I was saddled with a mountain of debts to pay. Mystical stuff never interested me, but when a friend urged me to at least give it a try I said 'What the heck! What had I to lose? - I had already lost the most precious thing in my life. I felt stupid using eggs like this, but it turned out to be the cleverest thing I could have done! Almost as if out of thin air I began to receive sums of money in the strangest way, and two of my creditors wiped my slate clean against all expectations! How do you explain that?"

Later, this lady reports, she used an egg ritual to end her loneliness - a well-to-do widower then entered her life and offered his hand in marriage!

### CASH IN THE HAND... A NEW CAR... A HOLIDAY ABROAD

Think about what you want and then use an egg ritual to get it for you! It really is that simple!

The simple egg rituals awaken the miraculous luck-creating powers of the Cosmos. In fact at the very moment you perform the ritual you even begin feeling lucky. You know immediately that you are going to succeed!

You can perform the simple rituals every day for daily success, or once a week or once a month, if you wish. The egg rituals will give you just as much success as you need!

### TRUE LOVE CAN BE YOURS

Think of the person you most desire to share your life with whilst you take the egg in your hands. Suddenly and mysteriously that person will be drawn to you!

You have to experience it to believe it!

Here's what G.J. (Boston) wrote:

"I admit I was sceptical at first, but I was desperate. I felt my heart was going to break if I didn't get the man I yearned for for so long.

"For a year he had ignored me. I am not the most attractive looking of women, and it made me want to die when I saw him dating beautiful women.

"Before I tried the egg ritual I really felt silly. How can this make him want me?, I thought. But it was the greatest moment of my life. As soon as I took the egg and made my wish I knew that this was it. My spine tingled!"

This lady's letter is 6 pages long so we naturally can't quote all, but at the time she wrote it SHE HAD JUST BECOME ENGAGED TO BE MARRIED TO THIS MAN!

### EGG RITUALS CAN MAKE SOMEONE GO AWAY!

Sometimes in life one wants to be rid of someone instead of the other way round!

Is there someone in your life you would rather be without?

THERE IS AN AMAZING EGG RITUAL WHICH CAN MAKE THAT PERSON GO OUT OF YOUR LIFE - BY HIS/HER OWN FREE WILL!

Now this really is uncanny! - how someone's mind can be changed just by the use of a simple egg ritual. But we have received report after report confirming that this actually happens - time and time again! Here is one typical report:

"Life with my husband no longer had any meaning, but divorce was unthinkable. Deep in my heart I just wished he would go away. It was then that I read your book.

"A week later I was astonished when my husband said he wanted a separation.

"We now live apart permanently and he supports me. Technically we are still married (our religion forbids divorce) so I now enjoy the status of marriage without having to see him.

"I can tell you that this is nothing short of a 'miracle' because previously nothing would make him suggest this.

"I can't praise this book highly enough, and you may use my testimonial, but please - for obvious reasons - do not print my name and address".

Whether you have a business partner or a lover, or whomever it is in your life that you would prefer to be no longer around, the mysterious powers of the egg ritual can unquestionably make your wish come true.

The amazing egg rituals can also bring people together. They can end strife in the home, and bring reconciliation. B.R. (Bristol) wrote:

"It was because of you he left home!, my daughter would scream at me. She had never forgiven me for her father leaving, and I could never get her to see that he was a good-for-nothing. I wanted Andrea and I to be friends, but it seemed an impossibility. I tried an egg ritual to see if anything would happen though I really thought I was wasting time.

"The 'impossible' happened. It seemed like a miracle - Andrea was a new person. I now not only have her respect, but more importantly, her love too. She now even accepts and welcomes my boyfriend which she had previously ignored".

L.C., a mother of seven from Ireland was at her wits' end from her unruly children: "They were always fighting each other, and cared little for school. They showed me no respect and at times they reduced me to tears. I tried an egg ritual in desperation: overnight their behaviour changed. The transformation was so rapid that my husband wondered if they were the same children! He will never know how it happened because, let's face it, he would never believe it. Take it from me - these egg rituals really work!"

### PROTECTION FROM HARM AND INJURY!

These rituals are so simple that even a child can use them! And nor are special psychic powers required. Anyone of any race or religion can use them. They are simple, safe, and above all - effective.

They can also ward off evil influences, and even PROTECT YOU FROM VIOLENT ASSAULT, THEFT AND BURGLARY! (Many readers have testified to this - photo-copies of actual letters available on request.)

To order your copy of this book by M. T. Bottomley simply quote 'Amazing Egg Rituals' with payment of only £5.50.

UK: 5.50 U.S.A.: \$12.99

# REINCARNATION REVEALED

For once *The Truth* about this misunderstood subject

ABSOLUTE PROOF – AT LAST – THAT THE SOUL SURVIVES PHYSICAL DEATH

New book is the work of a pragmatic researcher. He began his research as a sceptic and wound up totally convinced of the reality of the Afterlife and Reincarnation.

For once you can have *absolute proof* that consciousness survives bodily death.

Books on the Afterlife are usually so 'spiritual', so philosophical that they leave the questioning reader in mid air.

This new book is written by a pragmatist for practical people.

Reincarnation, says researcher Peter Nichols, is not a mere theory or abstract idea but AN ABSOLUTE FACT OF EXISTENCE

Peter Nichols *invites the reader to be sceptical as she begins to read his book. IT IS HIGH TIME THE WAFLING AND MYSTIC, PIE-IN-SKY, SPECULATION IS DISCARDED SO THAT THE REALITY CAN BE SEEN – AND EXPERIENCED.*

This book on reincarnation is like no other.

This book DEMONSTRATES POSITIVELY AND EXACTLY HOW IN FACT REINCARNATION IS A LIVING REALITY, not dependent on mere belief or faith.

**You will be shown how it is vitally important that you understand reincarnation now so that you may re-shape your destiny.**

Once you have the real facts about reincarnation YOU CAN SOLVE PRESENT PROBLEMS RIGHT NOW. Because the realization that you have lived before – and that you will live again – can change your entire perspective of the present

This book doesn't ask you to believe in reincarnation from the outset – on the contrary you are asked to be sceptical and questioning so that you may recognize – and accept – the proof when it appears

Utter nonsense surrounds this subject: that one is an ant in one life and a soldier in the next, or that you may be a housewife today but you were once Cleopatra; or that in your last incarnation you were a Venusian, and in the next incarnation you will be a great film star – but never mind the fact that today, in this life, you are a nobody struggling to make ends meet! Small wonder many are sceptical!

Reincarnation is not theory BUT A LIVING FACT – AS CERTAIN AS THE BEATING OF YOUR HEART – WHICH YOU CAN BELIEVE IMPLICITLY WHEN YOU HAVE THE EVIDENCE.

This book is full of evidence: not of statistics but of the *only kind* that matters: that WHICH YOU CAN PROVE FOR YOURSELF

This book *dâres go where no other will*. You are shown how you can prove – to yourself – without the slightest doubt, that you have lived other lives and that you will live again.

**YOU WILL BE SHOWN EXACTLY WHO YOU WERE IN PREVIOUS INCARNATIONS.**

You will also be shown how to *stop the endless round of incarnations!*

You will also be shown how to *stop the endless round of incarnations!*

We are dealing here with *facts*: not illusions, nor wishy-washy 'New Age' thinking.

**MAKE NO BONES ABOUT IT – THIS COULD BE EASILY THE MOST IMPORTANT BOOK YOU WILL EVER READ. IT COULD CHANGE YOUR LIFE DRAMATICALLY.**

It can bring you *freedom* from present tension and conflict. It can bring you health, prosperity, and an unshakeable belief in the meaning of life.

In a world of extreme injustice and cruelty it is almost impossible to *truly* believe in a God and his universal goodness, says the author. **LITTLE IN THIS LIFE MAKES SENSE, he says, UNTIL WE UNDERSTAND WHAT REINCARNATION IS REALLY ABOUT.**

*Not everybody reincarnates. But everyone survives physical death.* ✓

Total proof can be found in this book. There is *no* heaven where one sits for eternity playing a harp. The Afterlife is a *completely different experience.*

If you already believe in reincarnation this book may give you a few, totally unexpected, surprises. You will see how so much that has been written about reincarnation doesn't add up. You need the *proven facts*, for your karma could depend on it.

And what is 'karma'? This much misunderstood subject is for once made clear in this lucidly written book.

If someone says 'You will incur a heavy karma for hurting me', is he right or talking nonsense?

**KARMA DOESN'T WORK LIKE THIS.** Get the facts in this book

**RIGHT NOW YOU ARE PROBABLY IN LOVE OR IN CONFLICT WITH SOMEONE – FIND OUT WHY IN THIS BOOK.** *You have been in a similar situation with this same person in a previous life.*

And what about the experience of death itself? Are you apprehensive? Do you really think death spells *the end* of you?

You can prove to yourself *straight away* that spirit survival is a fact, once you have the information in this book. **THE AUTHOR EXPLAINS THE EXPERIENCE OF DEATH AND THE EVENTS WHICH FOLLOW IT.**

Take a difficult subject like abortion. **THE FACTS OF REINCARNATION THROW A COMPLETELY NEW LIGHT ON THIS SUBJECT, facts unknown to both parties in the abortion debate.**

**THIS BOOK, IN THE LIGHT OF HITHERTO UNKNOWN FACTS CONCERNING REINCARNATION, BRINGS BADLY NEEDED CLARIFICATION TO DIFFICULT MORAL ISSUES.**

*Capital punishment* is another controversial subject – but almost no one knows what happens to an executed criminal after death. This book brings a startling revelation!

**AND KARMA – ARE WE ALL TO 'SUFFER' IT?** Karma – or destiny – can be *manipulated*. You can change the course of events *right now*. You can enjoy a happy Afterlife; and the next incarnation can be better. **YOUR FUTURE CAN BE BETTER THAN YOUR PAST!**

This book *lays reincarnation on the line*. This is not the product of 'a spiritual journey through India' – a land where beliefs in reincarnation and karma are used to justify inactivity and indolence – it is the product of *one man's search for SCIENTIFIC ANSWERS*. Peter Nichols is a businessman – in fact one of Canada's most in demand seminar speakers – whose attitude is 'if I can't prove it I won't believe it'.

*He doesn't ask you to take anything he says at face value.* But he urges you to **TEST** his findings. Only by *personally proven evidence* can you believe.

Before he began his research Peter Nichols possessed no clairvoyant abilities and he was largely sceptical about the idea of reincarnation. Now all that's changed. He doesn't have to believe what others have written, he has the personal evidence. He has precise information about his previous incarnations – names, locations, dates – and precise past life information on his relatives and friends. *You can duplicate his experiences with the aid of this easy-to-follow book.*

In his book Mr Nichols explains: **WHAT HAPPENS AT THE MOMENT OF DEATH... WHERE THE SOUL GOES AFTER DEATH... SCIENTIFIC PROOF THAT THE SOUL SURVIVES DEATH... THE FACTS AND FALLACIES OF REINCARNATION... HOW REINCARNATION AND KARMA WORK, AND HOW THEY AFFECT YOUR PRESENT CIRCUMSTANCES**

**WHAT YOU SHOULD KNOW ABOUT YOUR LOVED ONES AND ENEMIES. DISCOVER THEIR PAST... WHAT ACTUALLY HAPPENS IN BETWEEN INCARNATIONS**

**DOCUMENTED CASE HISTORIES OF SURVIVAL AFTER DEATH... POSITIVE DETAILS ABOUT THE AFTERLIFE – WHAT HAPPENS THERE, WHO DOES ONE MEET... WHAT ASTRAL TRAVEL IS ABOUT... THE AFTERLIFE FOR PETS AND ANIMALS... THE TRUTH ABOUT STILL BIRTHS AND CRIB DEATHS... PROOF THAT SPOUSES AND LOVERS ARE REUNITED THROUGH SUCCESSIVE INCARNATIONS. THE AUTHOR'S OWN STORY... HOW TO FACE DEATH WITH JOY AND HOPEFUL EXPECTANCY.**

'REINCARNATION REVEALED' is a book you cannot afford to ignore. Only **£6.00.**

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