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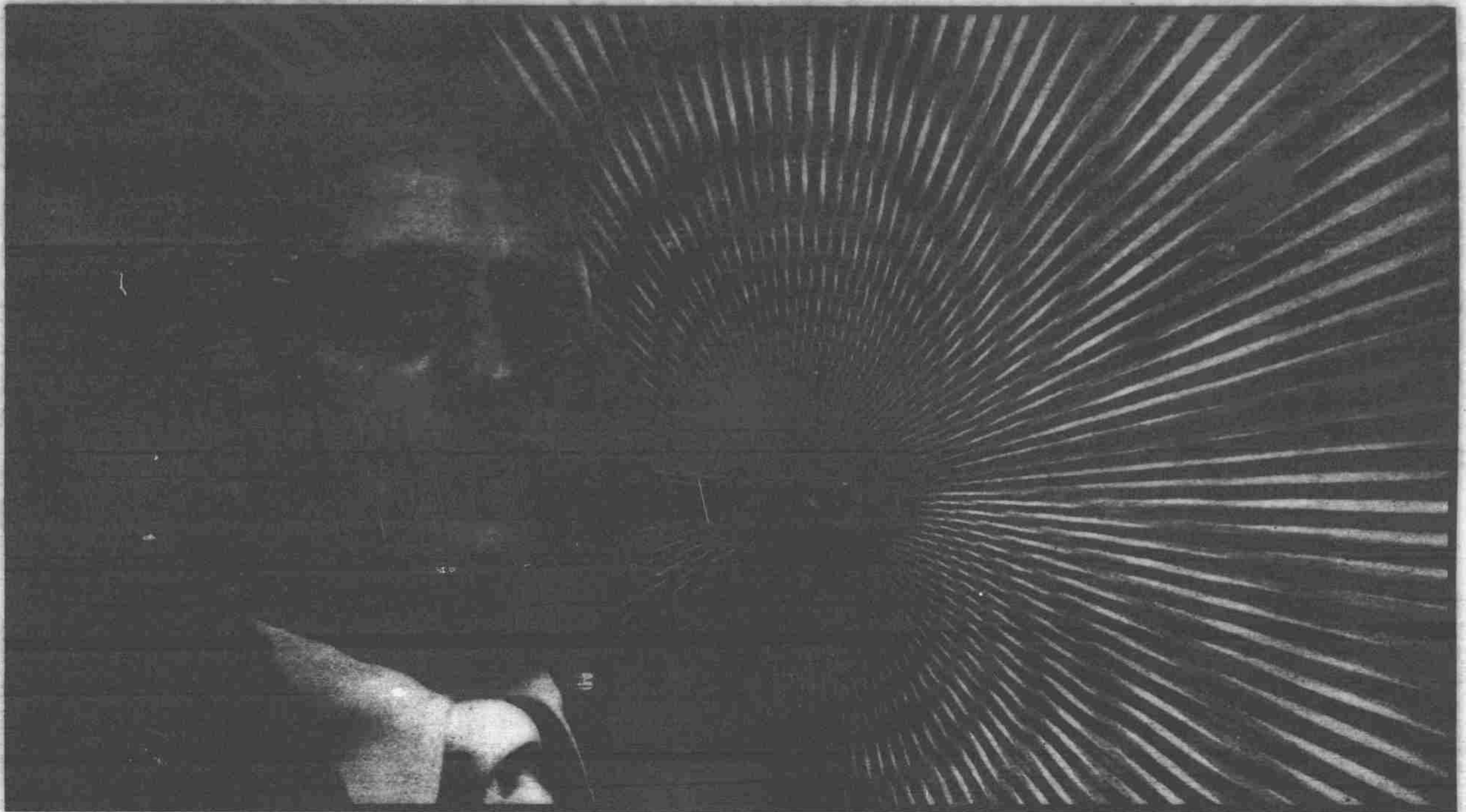


Photo by Scott Svoboda

Want to lose weight? Quit smoking? Therapeutic hypnotist James McMillan guarantees you a 92 per cent success rate. Price is \$50 and a few minutes of concentration.

Therapeutic hypnotist promises help

By Terri Willson

If you've never visited or seen a hypnotist, you might suspect he works in an eery cove decorated with mystic symbols and smelling of incense. You might picture a man dressed like a guru in long robes and strands of beads. . . with a beard, perhaps.

You've heard how he can put you under his spell, how he mesmerizes you with strange incantations.

If this sounds like medieval hocus-pocus, perhaps you have the idea of a modern hypnotist. He's the man with the thick, sleepy voice, dangling a watch on a chain in front of your eyes, back and forth, back and forth. . . lulling you to sleep. When he snaps his fingers you awaken. Those deep, dark eyes are unavoidable.

It might surprise you to visit 309 Anderson Bldg. at 12th and O streets.

"James McMillan, Therapeutic Hypnosis of America, Inc." read the letters on the glass office door. The man inside, dressed in a grey business suit, tells you his job is to help people lose weight and quit smoking.

If you were to seek help there for either problem, the ordeal might go something like this:

The receptionist inside takes your coat and puts it in the closet. McMillan, 39, president of Therapeutic Hypnosis of America, and James Allen, 23, the regional director, will sit with you as you listen to a 26-minute tape explaining therapeutic hypnosis.

The two assure you that you will be awake during the procedure and have nothing to fear. You have to motivate yourself for the hypnosis to work, they say.

From there you go to a room that's empty except for a chair. One wall is covered with a spiral-designed poster marked at the origin with a human eye. You sit in the chair, palms of your hands up, and stare into the poster.

The poster "has nothing to do with the hypnotism," Allen tells you. "That's just to get you to relax."

Once you're in the hypnotic state, which you might not realize you are, McMillan puts two suggestions into your (the smoker's) mind: "You will not crave cigarettes or experience withdrawal. You will be more relaxed than before." Then it is up to you to decide to stop smoking, he said.

Sounds like simple common sense, doesn't it?

One \$50 visit is supposed to help you quit smoking. McMillan assures you that 92 per cent of the smokers are helped through hypnosis.

Taking the fat off your tummy and thighs will cost you more. The first visit for weight reduction is \$50, and two other visits (recommended but not required) cost \$25 each. Therapy here is 72 per cent effective, McMillan said.

"I don't believe in diets," he said, "Nothing makes you

hungrier than a diet. And it's hard to go off certain foods."

Through therapeutic hypnosis he offers you losses of from 20 to 150 pounds. He simply suggests to your subconscious that you cut down 35 per cent of your intake at each meal but still eat three meals a day and eat only at meals. He also keys in a signal which you use later to activate the suggestions in your mind.

The signal could be to kiss the refrigerator. (McMillan used this as an example—the "real" signals are a secret.) When you do this, you will be reminded of the suggestions.

"The human mind is like a jukebox. The conscious mind is like the turntable. The subconscious mind is like the data bank of records and is the human frame of reference," he explains.

"Hypnosis is the state of changing the records. I can make it easy for a person to quit smoking (or lose weight) if he wants. But I cannot make him stop (or lose)," he said.

While a person is awake and aware of what is happening to him, he may not realize he is under hypnotic power. Yet if told he could not unlock his arms from a certain position, for example, he would not be able to do so, McMillan said.

About 35 persons a week come to the Lincoln office for therapeutic hypnosis, McMillan said. His office is the center for 15 others in Kansas, Iowa, Missouri, Massachusetts, New Jersey and New York. Supposedly 40,000 have visited one of these offices altogether. McMillan's is the only incorporation of therapeutic hypnotists in the country.

Persons under 18 need parental consent to be hypnotized. Most customers are in their early 30s. McMillan said. But he once treated a 73-year-old man for weight reduction.

In 1970 McMillan was federal director of the After Care program, a vocational-rehabilitation program for drug addicts in Toledo, Ohio. He said he used hypnosis there to get a \$150-a-day heroine addict to go "cold turkey" painlessly. In 1972 he founded the Therapeutic Hypnosis of America, Inc., in Schenectady, N.Y.

Allen said he was trained at the Buffalo, N.Y., office in March, 1975. He was made regional director at St. Louis, then regional director at Omaha. He is specializing in a program to use hypnosis on athletes.

Hypnotists don't need a license to work in Nebraska, as some states require. The Better Business Bureau here has never heard of McMillan's operation.

McMillan said he created a film, "It's All In Your Mind." He said he submitted it to Tom Snyder's Tomorrow show for possible showing. Snyder's secretary at the ABC office in New York said a show had once been

done on hypnosis. However, (we) don't know who McMillan is," she said.

Likewise, McMillan said Sports Illustrated will run an article on Allen's new athletic hypnosis. A spokesman for the magazine in New York said he did not know of this, but commented that an article was run two or three years ago about hypnosis used on football players. It was not written by Allen or McMillan.

However, copies of a book by McMillan, *Weight Reduction Through Hypnosis*, were in the office. Another book by McMillan, *America is Hypnotized by the Power of Prejudice*, is supposed to be printed by January.

McMillan tells a story to keep his former life unknown. He says he started out as a shoe-shine boy and once, while polishing a man's shoes, back and forth, back and forth, he lulled him into hypnosis and convinced him to stop smoking.

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