

WHERE HAS THE COMMON SENSE GONE?
A Brief Glimpse into the Nature of Subliminal Stimuli
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Before we actually look into the subject of subliminal stimuli it may be helpful to first briefly discuss the subject of words and verbal symbolism. This is primarily because language is something that most people tend to take for granted and never fully realize the unconscious impact that words and verbal symbolism has upon their behavior patterns. Therefore, in order to properly lay the foundation for the ensuing discussion on subliminal stimuli it is necessary to first examine the effects of word symbolism.

Most people are aware of the fact that the more capable they are of translating their thoughts into language the more control they will have over their individual realities. Also the more clearly they will perceive the nature of things which had formerly surfaced in their minds as incomprehensible. Surely if five hundred words were suddenly subtracted from one's vocabulary many of the thoughts which had once been conscious to them would suddenly become incomprehensible and reduced to the level of ineffable. The assertion that most people take words and verbal symbolism for granted specifically implies the manner in which they tend to relate to the face value of language insofar as their consciousness of words is concerned. Language is like breathing; one is rarely consciously aware that they are breathing unless it is brought directly to their attention by outside suggestion or they happen to experience some respiratory problem. This is because breathing and language are such regular functions that many people tend to take them for granted.

As far as words are concerned most people are only aware of their conscious effects. There is another side to this picture in the sense that words are not confined to influencing only the conscious level of thought. Indeed, they go right on penetrating far beneath the surface of the conscious mind into the subconscious depth of unconscious motivations. For example, take for instance the nature of subliminal advertising. According to noted authority on the subject, Professor Wilson B. Key (author of "Subliminal Seduction") the contemporary definition of "subliminal stimuli" may be viewed in terms of:

“Consciously unperceived words and picture symbols purposely designed into media with the motive of soliciting, manipulating, modifying or managing human behavior.”⁵⁶

⁵⁶SUBLIMINAL SEDUCTION, Wilson B. Key, Copyright 1974 (Key, Subliminal Seduction, 1974)

Dr. Key provided a visual example of one of many methods of concealing subliminally embedded sexual stimuli in pictures to unconsciously lure the attention of the unaware to proposed ideas and commercial products:



(Embed, 2010)

If you look closely at the center of the flowers near the base of the plants and un-focus your eyes you'll clearly see the word "SEX" written in glaringly large letters.

In the following cigarette advertisement you will notice how the smoke from the cigarette forms the word "SEX" – Now that it has been brought to your attention what to consciously focus your attention on, otherwise, it may have slipped right past your conscious guard and directly into your subconscious mind.



Subliminal advertising is designed to unconsciously trigger particular reactions to a stimulus hidden from the conscious perceptions of the viewer. It has been proven that particular words like "sex," "fuck," "pussy," "dick," et cetera may be cleverly concealed in advertising, package or label designs of particular products through a technique known as "embedding" for the purpose of triggering off sexual responses in the viewer designed to attract their attention to the product (without their having a conscious recognition of the actual reason underlying why the product caught their attention). This example emphasizes the ability of words to produce unconscious reactions to their stimulus to greater and lesser degrees. Another example may be seen in the power of suggestion. Hypnosis is generally considered to be the extreme form of suggestion where the individual carries out the suggestions made by the hypnotist.

However, it has also been proven that in circumstances of everyday activity people almost automatically carry out suggestions of others through a conditioned response to stimuli such as a word or tone of voice. Psychologists generally agree that this type of behavior is acquired during early childhood when the child is conditioned to follow the suggestions of the parent. Therefore, what we are dealing with is a reinforced attitude which carries with it the inherent potential to cause the adult to remain prone to the power of suggestion for the rest of his/her life. How often does a cigarette smoker find him/herself automatically reaching for a cigarette based solely upon the suggestion of observing someone else lighting up? How often has someone else's yawning proven to be contagious to the onlooker? In either instance the power of suggestion to influence the conditioned reaction of the individual tends to supersede their conscious recognition of the fact that they are obediently submitting to a suggestion.

At this point it is further necessary to emphasize the potential of words to not only stimulate our unconscious and involuntary thought processes, but also to trigger our involuntary metabolic functions such as pulse rate, blood pressure, organ and glandular functions, et cetera. Perhaps the clearest example of this type of stimulation is viewed in form of pornographic literature (whether in pictorial or written story form). The construction of words, phrases and pictorial symbolism in this sort of literature is designed to stimulate the glandular function of the reader's sex organs, and further possess the ability to result in an orgasm!

The suggestion of words causes us to laugh, cry, sing, dance, build, destroy, and otherwise influence our external and internal actions and reactions to their stimuli. Yet, somehow this omnipotent stimuli is drastically underestimated and (in most cases) totally disregarded as the threat which it surely possesses the potential to be; particularly when such suggestions are calculated and designed to manipulate the behavior patterns of people far below their conscious ability to identify the cause of their actions --- or to resist the stimuli.

Before we begin to look at how techniques of subliminal stimuli are applied to the reality of people within the system it will also be helpful to provide a fundamental example of how the subconscious mind works. Take the ordinary experience of walking to the corner store, driving down Main Street, watching TV or listening to the radio, or any number of infinite experiences requiring one to utilize their sensory perceptions consciously. In every instance the conscious aspects of what an individual is capable of immediately recognizing is extremely limited in contrast to what the subconscious is absorbing at the same interval. While an individual is walking to the corner store, driving down Main Street, watching TV or listening to a radio s/he is only conscious of a very small portion of all of the occurrences which are transpiring within their immediate spheres of physical activity, that is, only certain selective thoughts, ideas, images, et cetera about the environmental activity are registering in the conscious mind where they can be immediately perceived and readily comprehended.

On the other hand, everything within the immediate sphere of physical activity (regardless of how infinitesimal or insignificant the impulses) is registering in the subconscious mind indiscriminately. For instance, while an individual is crossing a street s/he is more consciously aware of the traffic, therefore, the conscious sphere of mental activity is narrowed down to focusing attention predominately upon the factors most consistent with safety (self-preservation). However,

this does not subtract from the subconscious ability to record everything which is transpiring outside of the consciously visible picture of the traffic, i.e., the plane flying noisily through the sky in the far distance, the birds perched upon the telephone pole wires, people passing to and fro along the busy sidewalks, the pastry on window display at the bakery a block away, the crumpled candy wrappers, cigarette packs, torn movie tickets blowing insignificantly along the curb and even the ants crawling through the cracks and crevices of the sidewalk. Although none of these observations are likely to register in the conscious thoughts while one is concentrating on the traffic, they are nonetheless registering clear impressions in the subconscious mind.

As it applies to the relationship between the subconscious mind and subliminal stimuli, the unconscious mechanisms of the mind are caused to react in a calculated manner to the stimuli presented instead of merely register its impression. The most persuasive pioneers in the field of subliminal stimuli, specifically as it applies to conditioned responses to its effects, may be traced back to the laboratories of Ivan Pavlov and B.F. Skinner with their research into the subject of conditioning and response. Most psychological and physiological fields of science have been profoundly influenced by the research Pavlov performed on his dogs and Skinner performed on his pigeons to some extent. However, not many would be willing to concede that the results of those experiments have subsequently led to the masses of people within the system having been skillfully maneuvered into the very same position as the aforementioned specimens of Pavlov and Skinner (and perhaps with more favorable results).

"What one cannot do to a dog is to make it salivate by telling it a story about food. 143
This is something which can only be done to a human..." - The Image

To keep the subject matter in its most comprehensive perspective we shall refer to Pavlov, Skinner and all other researchers who are and/or have functioned in similar capacities by their ancient title of "sorcerer." Why the term sorcerer? Quite simply because it provides a more elucidating conception of the subject matter from an overall perspective, i.e., from the slant of the system "playing the same game with another name." The use of modern terms like "scientist," "researchers," "technicians," etcetera, does not negate the fact that these practitioners' actual functions are the same as their ancient counterparts. These new methods stem from the oldest of practices.

"This 'New Thought' is really the oldest thought, but the modern presentation of it comes as a new thing to those who hear it today, and this new movement is entitled to full credit for its work, and the advanced occultist knows that the fundamental truth underlying all of these conflicting theories will be gradually uncovered and brought to light, the speculations and pet theories of the various teachers being thrown aside."⁵⁷

⁵⁷ FOURTEEN LESSONS IN YOGI PHILOSOPHY, Yogi Ramacharaka, The Yoga Publication society, Chicago 10, Illinois, Pg. 75 (Ramacharaka, 1904)

⁵⁸ THE KABALION, HERMETIC PHILOSOPHY, Three Initiates, Yoga Publication Society, Masonic Temple, Chicago, Ill., Pgs. 44-45

The contrast between the "old" and "new" is merely an evolutionary mental conception corresponding with the current trends and theories of the moment. Consistent with this particular slant of perception it has also been observed quite accurately that:

"...the truth is, that beneath the material chemistry, astronomy and psychology (that is, the psychology in its phase of 'brain-action'), the ancients possessed a knowledge of transcendental astronomy called astrology; of transcendental chemistry; called, alchemy; of transcendental psychology, called mystic psychology."⁵⁸

Therefore, in view of the fact that the effects of so-called "modern science" upon the masses of people within the system is administered equally clandestine and shrouded by secrecy as the fabled accounts of magic and sorcery, this particular mode of thought is brought into sharper focus when the current "scientific trends" are properly contrasted with their ancient counterparts. During the ancient periods in the procession of history the common sense of the masses was consciously geared to guard against the power of aversive subliminal influences. Over the years, however, the instinctive skepticism and taboos of the masses have slowly subsided and transformed into a deep, abiding respect and trust for modern science to the point of totally deleting its ancient counterparts from the psychological picture. In doing so the modern mentality of the masses today have unwittingly rendered themselves highly susceptible to the very same types of subliminal influences their mind's common sense faculties were once naturally geared to resist through common sense. Nevertheless, informed warnings have continued alert the masses of the dangers of subliminal stimuli down through the ages:

"It will be helpful for you to think of your Subliminal Mind as another person, one who is always listening, listening, listening. He hears all that you say, and acts upon all the thoughts that you let pass the threshold of the inner mind."⁵⁹

Today the term of "sorcery" is widely associated with myth, fable and fairytales. Myths, fables and fairytales are merely allegorical, metaphoric, and symbolic representations of various types of mental conceptions. Yet, the fact is that there is absolutely no distinction between the function of so-called modern research scientist and the ancient "sorcerer," to all intents and purposes. As this applies to the subject of subliminal motivation there appears to be no significant difference between this "modern scientific conception" of "behavior modification" and "mind control" and its ancient counterpart of "casting spells."

During the early sixties Malcolm X described the U.S. educational system as "a cleverly designed system of miseducation that goes right along with the American policy of exploitation and oppression..." This recognition is even more pronounced statistically here in the twenty-first century as evidenced by the extensive decline in the quality of educational standards. The greater the intelligence level of the masses the less tolerant they become with oppression; a lesson the system's agents learned during the sixties. Consequently, the educational system has since been watered down to be less significant now than it was then. Today the landscape is riddled with brand new privately owned prisons and dilapidated schools; an observation the average tax-paying "citizen" appears to be oblivious.

Strong evidence tends to suggest that subliminal motivation has rapidly become a refined science and in many aspects of its multi-numerous personality characteristics is more readily identified under the classification of "remote mind control." A mere superficial probe into the nature of subliminal stimuli will instantly disclose the fact that every leading authority on the subject concur that it is the most effective method of mass mind control. Despite the inability of the overwhelming majority of today's society to recognize the fact that subliminal stimuli (as it applies to behavior modification and mind control) is now a perfected science quite capable of producing a wide variety of calculated responses in its targeted population.

There is no question whatsoever regarding the ability of this type of stimuli to also hypnotize, to greater and lesser degrees, when applied to the minds of the general public via the advertising agencies, news media, mass Medias of entertainment, et cetera. There further appears to be no

question concerning the ability of this stimulus to trigger unconscious reactions which extend far beyond the range of the victim's conscious ability to connect their "reactions" to the unseen and hidden source of motivation. It is interesting to note that Dr. Martin L. King, Jr., during one of his many speeches, referred to the mind manipulators employed by the advertising agencies as: "those gentlemen of massive persuasive ability ..." Although, one may be somewhat inclined to suspect that Dr. King himself was not fully conscious of the deep penetrating extent of his own observation in the era he made that statement. Or whether he was fully aware then of just how "persuasive" "those gentlemen" would someday prove to be. However, today it appears that "those gentlemen" have precisionly mastered the ability to shape and form the deepest rooted thoughts in the minds of the masses. In order to properly lay the foundation for this subject matter it is necessary to take a brief historical glimpse into the nature of its origin (from the so-called "modern viewpoint"). Malcolm X stressed the significance of "checking history" to find the answers to some of the most perplexing enigmas which tend to affect our present reality. In this regard the notion of "remote mind control" did not just materialize out of thin air no more so than anything else within this present sphere of activity. On that note we shall proceed to commence our chronological probe, or as Malcolm described it, "the checking of history," into the nature and development of subliminal stimuli.

It appears that sometime during the chronological year of 1956 a neo-sorcerer operating under the influence of Pavlovian and Skinnerian thought devised a crafty methodology designed to manipulate the unconscious behavior patterns of people by means of planting subliminal suggestions directly into their unconscious minds past their conscious guard. He was an American Market Researcher named Jim Vicary. It may be further enlightening to keep in mind that during this period television was a novelty, the full manipulative effects of which had not yet been explored. In any event Mr. Vicary's story appears to begin when he arranged with a motion picture theater owner to conduct an experiment on the viewing audience without their awareness of it. Mr. Vicary installed a special projector of his own in the theater in addition to the projector showing the featured film while the main film was in progress. Vicary then used his special projector to flash split second messages onto the screen showing the main film. These flashes of message consisted of phrases like "eat ice cream," "eat popcorn," "drink coke," et cetera, and were flashed onto the screen either too quickly or of such weak intensity as not to be perceived by the conscious mind of the viewing audience. Even when individuals were forewarned that such subliminal messages were about to appear they still could not be detected by the conscious mind. One paper, The London Sunday Times reported the result of this experiment as:

“a clear and otherwise unaccountable boost in ice-cream sales.’ The report continued; “sub-threshold effects, both in vision and sound, have been known for years to experimental psychologist.” The article further speculated that; “...political indoctrination might be possible without the subject being conscious of any influences being brought to bear on him,”⁶⁰

⁶⁰ THE HIDDEN PERSUADERS, Vance Packard, (Pocket Books, 1 West 39th Street, New York, N.Y. 10018, 1957) Pg. 35 (Packard, 1957)

This experiment was conducted over 58 years ago. Today Mr. Vicary's projector technique of flashing messages onto a screen is antique as a model T automobile in contrast with the current advanced extensions of Vicary's discovery:

“In 1957, an affable young American market researcher by the name of Jim Vicary set off a controversy which exploded across the country, confettied State legislatures with a barrage of new bills, and came knocking loudly at the State's fine oaken doors. The controversy concerned 'subliminal stimuli', the means by which a person's mind can be entered and seeded with suggestions without his knowing about it. In 1957, James Vicary demonstrated the tachistoscope ...The tachistoscope, essentially, is a simple film projector with a high speed shutter capable of flashing messages 1/3000 of a second long, at 5-second interval. One hears about it from time to time in relation to a six-week experiment conducted in a movie theater where , on alternate nights , the words ‘Drink Coca-Cola!..’ or, ‘Hungry’? Eat Popcorn!’ were flashed tachistoscopically - without the audience's knowledge - over the regularly scheduled features. A 60% increase in the sale of popcorn was reported for that month and a half; while Coca-Cola sales climbed about 20%. Quite a little conversation piece.”

Following Vicary's discovery advertising agencies immediately began to modify their sales pitch methods on an overall scale, switching to an array of disingenuous tactics designed to subliminally persuade their customers to purchase their product. Eventually, the British Institute of Practitioners In Advertisement published a booklet in 1958 entitled "Subliminal Communication" and imposed a ban on the use of this method by any of the Advertising Agencies in Britain, stating:

“The free choice of the public to accept or reject is an integral part of all forms of professionally accepted advertising and does not appear to be available to the recipients of subliminal communication.”⁶¹

⁶¹ TECHNIQUES OF PERSUASION, J.A.C. Brown, (Penguin Books, Inc.) Pg. 184.

Vicary continued to expand his *invasion of privacy research* in the field of subliminal motivation in the U.S. in numerous other tests which he conducted on an unsuspecting public. The following is a detailed account of one such test:

"One motivational analyst who became curious to know why there had been such a great rise of impulse buying at supermarkets was Jim Vicary. He suspected that some special psychology must be going on inside the women as they shopped in supermarkets. His suspicion was that perhaps they underwent such an increase in tension when confronted with so many possibilities that they were forced into making quick purchases. He set out to find out if this was true. The best way to find out what was going on inside the shopper was a galvanometer or lie detector. That obviously was impractical. The next best thing was to use a hidden motion picture camera and record the eye-blink rate of the women as they shopped. How fast a person blinks his eyes is a pretty good index of his state of inner tension. The average person, according to Mr. Vicary, normally blinks his eyes about thirty-two times a minute. If he is tense he blinks them more frequently, under extreme tension up to fifty or sixty times a minute. If he is notably relaxed, on the other hand, his eye-blink rate may drop to a subnormal twenty or less. Mr. Vicary set up his cameras and started following the ladies as they entered the store. The results were startling, even to him. Their eye-blink rate, instead of going up to indicate mounting tension, went down and down, to a very subnormal fourteen blinks a minute. The ladies fell into what Mr. Vicary calls a hypnoidal trance, a light kind of trance that, he explains, is the first stage of hypnosis. Mr. Vicary has decided that the main cause of the trance is that the supermarket is packed with products that in former years would have been items that only kings and queens could afford, and here in this fairyland they were available. Mr. Vicary theorizes: 'Just in this generation, anyone can be a king or queen and go through these stores where the products say 'buy me, buy me.' Interestingly many of these women were in such a trance that they passed by neighbors and old friends without noticing or greeting them. Some had a sort of glassy stare. They were so entranced as they wandered about the store plucking things off the shelves at random that they would bump into boxes without seeing them and did not notice the camera although in some cases their face would pass within a foot and a half of the spot where the hidden camera was clicking away. When the wives filled their carts (or satisfied themselves) and started towards the check-out counter their eye-blink rate would start rising up to a slightly subnormal twenty-five blinks per minute. Then, at the sound of the cash-register bell and the voice of the clerk asking for money, the eye-blink rate would race up past normal to a high abnormal of forty-five blinks per minute. In many cases it turned out that the women did not have enough money to pay for all of the nice things they had put into the cart..."⁶²

⁶² THE HIDDEN PERSUADERS, Vance Packard, (Pocket Books) Pgs. 91-92

Looking at some of today's more sophisticated examples of Vicary's experiments Time Magazine carried a story on "Secret Voices," messages that manipulate in the September 10, 1979 edition:

“A shopper in a department store picks up a scarf, glances furtively about, crumples it and shoves it into her pocket. Then comes second thoughts. She fishes out the scarf, smooths it again and returns it to the counter. Another victory for honesty? Not quite. Credit for the would-be shoplifter's change of heart really belongs to what the store managers call their 'little black box,' a kind of electronic conscience. Basically a sound mixer like those used by disco deejays, the box mingles bland music with subliminal anti-theft messages ('I am honest. I will not steal'). Repeated rapidly - 9,000 times an hour - and at very low volume, the words are barely audible to shoppers and employees. But they do register in some deep recess of the brain and apparently influence behavior.”

It would also be interesting to know how many of these stores program their "little black box" with messages like "spend all of your money here?" Indeed Vicary's research in motivational analysis paved the way for a succession of ensuing interest from a wide assortment of professional fields not only limited to advertising agencies:

“The use of mass psychoanalysis to guide campaigns of persuasion has become a basis of a multi-million dollar industry. Professional persuaders have seized it in their groping for more effective ways to sell their wares - whether products, ideas, attitudes, candidates, goals or states of mind.”⁶³

⁶³ THE HIDDEN PERSUADERS, Vance Packard (Pocket Books) Pg. 1

⁶⁴ HYPNOSIS FACT AND FICTION, F.L. Marcuse, (Penguin Books, Inc., 7110 Ambassador Road, Baltimore, Md. 21207, U.S.A., 1959 Pg. 62 (F.L.Marcuse, 1959)

Television broadcast stations began to explore the possibility of employing announcers trained in hypnotism for a deeper impact upon the mind of the viewers. Other inquires immediately surfaced as to the feasibility of hypnotizing the viewing and listening audiences of television and radio, many of which produced some rather startling revelations:

"Hypnotism by television has been tried out on a closed circuit in the B.B.C. studios at Alexandra Palace with such success that it has been considered dangerous to try it over the air. The experiment was carried out on Wednesday by Mr. Peter Casson. Two tests were made. In the first about a dozen B.B.C staff volunteered to be hypnotized in the studio, and five of them went to sleep. But the most interesting part was that one person in a party watching a television screen in a darkened room across the corridor also fell under the hypnotic influences, although Mr. Casson was not then addressing the viewing audience. In the second test, Mr. Casson made a direct attempt to hypnotize six people watching the screen in a darkened room. Four of them went to sleep, and of these two needed waking up. Because of the success of this experiment and the consequent danger of hypnotizing viewers who might have no one at hand to wake them, it has now been decided that a hypnotic television broadcast would not be advisable.”⁶⁴

We must now consider the fact that this press statement of the British Broadcasting Company concerning the above experiment by Mr. Casson was issued over fifty years ago. Today more recent surveys taken by the B.B.C. indicate clearly that despite the earlier warnings advising against a "hypnotic television broadcast," it now appears to be applied on an international scope:

"The roughly two hundred hours average viewing endured monthly by some 50 million American families is permeated with strong subliminal stimuli which hypnotically program individuals for compulsive acts. Virtually no one is exempt, though some are more responsive to the stimuli than others."⁶⁵

⁶⁵ MEDIA SEXPLOITATION, Wilson B. Key, (Prentice-Hall, Inc., Englewood Cliffs, New Jersey, 1976) Pg. 208

⁶⁶ MEDIA SEXPLOITATION Wilson B. Key, (Prentice-Hall, Inc.) Pg. 208 (Key, Media Sexploitation, 1976)

Moreover, it is difficult to imagine that anyone can expose themselves to "roughly two hundred hours" of microwave radiation per month without eventually becoming addicted to the absorption of microwaves (in the same manner in which a drug addict becomes hooked on drugs). However, from this perspective not only is the victim being physiologically addicted by the microwave radiation, s/he is simultaneously subjected to subliminal programming. Consequently, the actual effects of the television upon its viewing audience may be more accurately defined in terms of psycho-physical seduction. The addictive potential of television is further reflected by another recent study of the B.B.C.:

"The British Broadcasting Corporation recently made a study of television viewers' ability to live without television for an entire year. One hundred and eighty-four families were paid roughly thirteen dollars weekly not to use their sets. This was a fairly good sum of money at the time in England - certainly a worthwhile bonus for any working class family...Families began dropping out of the study almost immediately. No one lasted beyond five months. The researchers unanimously agreed their volunteers had 'suffered withdrawal symptoms similar to those of drug addicts and alcoholics.' There was a total agreement among a professional panel selected to evaluate the study that in the future there would be 'increased dependence upon television among the general population, and that television minimized self-reliance, social contacts, and creative pursuits among its audiences'....The B.B.C. study was a replication of similar research performed a year earlier in Germany. In the German study the first volunteer dropped out after three weeks. Similarly, no one lasted beyond the fifth month ... We can now discuss the media dependence as a valid psychoneurotic syndrome, perhaps even a meaningful personality characteristic. Americans, not to mention other technologically advanced peoples, should no longer ignore and take for granted their media managed environment if they hope to survive as human beings."⁶⁶

Surely in today's technologically sophisticated environment the system has skillfully developed the art of illusion making into a precision science. Illusions, of course, are the resulting product of delusion and are caused by an act of deception or being intellectually misled. One suffering this condition has been fooled by a misleading image presented to the mind's eye. There is an infinite variation of illusions suffered throughout the course of a day of such subtle nature they are never detected. An illusion, in the case of sensory perception, is a subjective perversion of the objective content of reality or actual sense data. In the case of memory it is a subjective falsification by addition, omission or subtraction in the recall of past experiences. A clear example of an optical illusion may be observed in a common sensory deception experienced while sitting aboard a train parked in the station next to another train. One may receive every perceptive sensation of moving when the other train begins to move until the caboose of the other train has passed by the window to terminate the illusion of motion. Such experiences fall in the category of common sensory deceptions which are short-lived and the individual usually becomes aware that his/her sensory perceptions were fooled the moment the caboose of the other train passes by the window. These types of experiences tend to fool the conscious level of sensory perception. Therefore, it should not be difficult to digest the fact that if such illusions can occur by haphazard chance they can, by today 's sophisticated technology, be prescribed to occur on precision purpose --- and without affording the victim an opportunity to observe the caboose passing by the window to terminate the illusion.

A closer examination of subliminal stimuli further reveals that its influence upon the mind expands over a wide spectrum of diversified behavior reactions. Professor, Key further pointed out that:

"The significance of subliminal stimuli in human behavior has been exhaustively tested in eight different experimental contexts. Subliminals have been demonstrated to affect dreams, memory, adaptation levels, conscious perception, verbal behavior, emotional responses, drive related behavior, and perceptive thresholds."

It is now beyond the bounds of reasonability for one not to seriously consider the astounding impact which these mass projections of subliminal stimuli is inflicting upon the mind of the general public. Nearly every magazine, newspaper, billboard advertisement, television and radio programs, motion picture, et cetera is chock full of subliminal embeds; which may simply be described as hidden and/or camouflaged stimuli cleverly concealed somewhere in the picture, label or exterior design and is usually capable of triggering off stereotyped impulses and reactions in the recipients stimulating pre-conditioned desire, glandular function, mental image, et cetera or to plant some form of post hypnotic suggestion in the mind.

By logical extension of reasoning it is only consistent with common sense to conclude that anything possessing such tremendous power to control the thought and behavior of people has long since occupied a specific governmental file under the category of scientific mind control. Unquestionably the government has consistently manifested keen interest into the nature of this subject matter, and with far deeper ulterior motives than peddling commercial products to the public. A recent editorial on "Human Experimentation, Psychiatry, And the Press" dealt with some of the areas in which Vicary's thought and discoveries have since been channeled. The following excerpt from the aforementioned editorial depicts a more sinister personality of the subject matter:

"Now that the CIA has been forced to disclose to Congress and the press its files on its extensive mind control experiments, public attention has again been focused on the CIA's unethical and corrupt conduct. It has been revealed that the CIA channeled monies, either directly or through phony 'front' organizations, to psychiatrist at universities and hospitals across the U.S. and Canada. The doctors used these funds for experiments involving, among other things, the drugging of unsuspecting mental patients, hospital staff, and prisoners with LSD, Thorazine, and other mind altering drugs; attempts to develop a 'brainwashing' drug; and the use of brainwashing techniques on mental patients ...In most cases, the CIA did not itself develop and design the behavior control experiments it authorized. Rather, it made funds available to psychiatrist to expand and continue the 'research' on mental patients and prisoners that they themselves had initiated. The CIA hasn't disputed the fact that it was interested in such 'research' for its application to espionage tactics. It has not, like the psychiatric profession, claimed to have perpetrated such programs for the good ' of its victims in the name of 'treatment.'"⁶⁷

⁶⁷ THE MADNESS NETWORK NEWS, Volume 4: Number 5, Winter 1978 San Francisco Bay Area (Network, 1978)

Other observations in the field of scientific mind control have uncovered experimental practices which shock the consciousness. For instance, the 1974 Spring Quarterly BALSA Report disclosed a report on the subject of Behavior Modification and Mind Control revealing an investigation of psycho-surgery and human experimentation:

"A leading lobotomist, Jose Delgado, has proposed a multi-billion dollar federally funded program, modeled after the Apollo Program, to experiment and research in the field of psycho-surgery. Lobotomies are performed not only by surgery, but also by implanting radioactive radium seeds in the brain, or by attaching electrodes to the brain. With electrodes, a lobotomist can destroy brain cells gradually, while he tests the intellectual and emotional reactions of his conscious patient. With electrodes, psychosurgeons can stimulate areas of the brain in order to cause pleasure, pain or certain reflex actions by the patient. Delgado has devised a computerized method of mind control...The subject is implanted with a permanent set of electrodes, which are connected with a computer

programed with the desired behavioral patterns devised by the psychosurgeon so different brain cells would be stimulated by electricity to elicit the proper sensations and behavior...Proposals that parolees have an electronic devise implanted on their body for life , allowing their every movement to be chartered by a computer, have gained wide approval in legal, correctional and psychiatric circles. The next 'logical' step would be Delgado's plan for remote mind control'...with prisoners as guinea pigs, the government will be free to devise mind control techniques for all Americans, as it is presently attempting to do."⁶⁸

⁶⁸ BEHAVIOR MODIFICATION: EXPERIMENT IN MIND CONTROL, 1974 Spring Quarterly Balsa Reports. (Association, 1974)

We currently exist in an era in the proliferation of history where the system has shifted its grip upon the masses from the body to the mind. This, of course, is not to suggest that former methods of brutality have outlived its usefulness. Surely the most flagrant incident of domestic extermination witnessed in recent U.S. history was manifested in the Philadelphia Bombing of the MOVE organization (when the system's agents dropped an incendiary bomb murdering eleven men, women and children of the back-to-nature group on the basis of an alleged eviction notice, a non-criminal simple civil property dispute. A landlord-tenant issue which cost 11 lives and the eviction of an entire neighborhood; 62 residential homes were also burned to the ground. It appears without the slightest question that the mind and gullibility of the masses have been thoroughly exploited at this stage in so-called "civilization." The question which surfaces at this point is why are the masses passively submitting to being manipulated into the position of disinterested by-standers and functional retards? Where is their traditional revolutionary spirit whenever they became the victims of such profound oppression and involuntary servitude?

Perhaps a post hypnotic suggestion is lurking beneath the shadow of their thoughts strategically planted for the purpose of causing such intolerable atrocities to surface on the conscious level of thought as just another episode of a CIS program. How else could people have been so cleverly trained not to retaliate against such disregard for their "fellow citizens?" A closer examination might disclose the power of suggestion is responsible for systematically deteriorating the common sense of the masses. Indeed, the power of suggestion that: "YOU CAN'T BEAT THE SYSTEM!" has been thoroughly branded and reinforced in the deepest recesses of the people's subliminal thoughts. It is further pointed out that suggestion is, in fact, a far more persuasive stimulus in most instances than the use of overt physical force (even if one does not fully agree with the suggestion). As Dr. J.A.C. Brown illustrated:

"The importance of suggestibility in altering attitudes has already been mentioned and clearly suggestion is one of the main weapons of the propagandist or commercial advertiser. The extreme form of this process is hypnotism, where the individual carries out the suggestions made by the hypnotist; but in many circumstances of normal life we almost automatically carry out actions suggested by others, by what is, in effect, a conditioned response to a stimulus such as a word or tone of voice."⁶⁹

⁶⁹ TECHNIQUES OF PERSUASION, J.A.C. Brown, (Penguin Books) Pg.75

Through the use of the suggestion process the masses appear to have been systematically persuaded to obediently comply with the ends of technology to their own detriment. Apparently, the suggestion process is also the principle stimulus responsible for molding their personalities into that of functional retards. More than sixty years ago Friedrich G. Juenger realized the inherent dangers of technical progress eventually manipulating the masses of people into the position of "human robots" when he observed:

"This concept of functionalism leads to a violation, the utter ruthlessness of which few people have yet fully grasped. It is one of the coldest discoveries of rational thinking that guides technical progress and that attempts to make all concepts of knowledge subservient to technology. All functionalisms are instrumentalism, thinking in terms of tools applied to man. For functional thinking means nothing else than subjecting the individual man to a system of functions. Such thinking is perfectly adapted to technical progress; it is even identical with it. For, as technology drives towards the organization of the masses and mechanization of work, as it aims at complete automation, it is moving along the same road as functional thinking, which pursues the same goal. The more perfect the technical organization, the more it has become a mere sequence of functions. And the closer the mechanization of work approaches automation, the clearer becomes the role of functionalism - for what else is automation than a machine functioning by itself? In the end, then, this thinking leads to the human robot, the functionary without a will of his own."⁷⁰

⁷⁰ THE FAILURE OF TECHNOLOGY, Friedrich Georg Juenger, (Henry Regnery Company, Chicago, Ill., 1949) Pgs. 83-84 (Juenger, 1949)

Seventy-two years following which Juenger made the foregoing observations technology has since undergone astounding automated innovations. Surely the power of technology has magnified at least fifty-four percent since then. Particularly considering the fact that during the period in which he made those observations going to the moon was still a Captain, Midnight fantasy, and Jim Vicary had yet to revolutionize the concept of subliminal communication. In fact the advancements made by technology since that era have come about so suddenly it almost seems as though one instant we

were existing in a natural, unpolluted environment and the next moment we were abruptly surrounded by complex neo-cities, skyscrapers, super-highways, neon lights, jet planes, rockets, and choking on toxic exhaust fumes et cetera, and nearly every family is provided with a neo-crystal ball in which to observe their world through the eyes of technology, the television. But what psychological impact has all of this neo-technology had upon the mentality of the masses of people? Perhaps it is exactly the same as that observed by Vicary during his experiment on the supermarket shoppers. According to Vicary the primary factor responsible for the ladies falling into a "hypnoidal trance" was the fascination and novelty of the neo-setting itself, the "fairyland" as Vicary described it. Today the entire neo-environment might be considered as a kind of "fairyland " and by the same comparison people may have become dazzled senseless by sheer fascination with the environment, while simultaneously suffering a conflicting mounting tension, anxiety and frustration caused by the frenzied pace of automation and their inability to adapt their sensory perceptions swift enough to accord with the constantly changing environmental uncertainties. Consequently, the humans in this era, like the ladies in Vicary's supermarket experiment, are under a constant "hypnoidal trance" conditioned by the idealized imagery projected from the media managed environment. The vast majority of humans were mentally conditioned from childhood to believe in fairytales, folklore, and fables handed down from generation to generation by the various cultures of the world. In 1964 Marshall McLuhan said:

"In a culture like ours, long accustomed to splitting and dividing all things as a means of control, it is sometimes a bit of a shock to be reminded that, in operational and practical fact, the medium is the message..."⁷¹

⁷¹ UNDERSTANDING MEDIA, (The Extensions Of Man), Marshall McLuhan, (A Mentor Book, New American Library, 1301 Avenue of the Americas, New York, N.Y. 10019, 1960 Pg. 23 (McLuhan, 1960)

⁷² THE HIDDEN PERSUADERS, Vance Packard, (Pocket Books) Pgs. 1-2

Over the last sixty-three years or so there has also been a tremendous migration of psychiatrist and psychologist as well as public relation experts into various branches of advertising, large corporations and big businesses. In 1957 Vance Packard noticed this shift in professional interest and direction and wrote about his investigations:

"Meanwhile, many of the nation's leading public-relations experts have been indoctrinating themselves in the lore of psychiatry and the social sciences in order to increase their skill at

'engineering' our consent to their propositions. Fund raisers are turning to the 'depth approach' to wring more money from us. A considerable and growing number of our industrial concerns (including some of the largest) are seeking to sift and mold the behavior of their personnel - particularly their own executives - by using psychiatric and psychological technique so Finally, this depth approach is showing up nationally in the professional politicians intensive use of symbol manipulation and reiteration on the voter, who more and more is treated like Pavlov's conditioned dog."⁷²

Mr. Packard further observed that these "depth probers," "symbol manipulators," and "motivational analyst," as they were termed, might not have been as innocent as they may have appeared in their relatively new field and he further pointed out that they were:

"...pooling their talents, and with millions of dollars at their disposal, make a fascinating and at times disturbing team. Results of their maneuvers indicate that they are still quite a way from being infallible. But startling beginnings are being made...These depth manipulators are, in their operations beneath the surface of American life, starting to acquire a power of persuasion that is becoming a matter of justifiable public scrutiny and concern."

These observations were made more than a half a century ago. Therefore, one has only to reflect upon the giant strides made by the space researchers (who, during that period were also in their infant stages of development). As a matter-of-fact, during that era going to the moon was still considered little more than a fantasy limited to Captain, Midnight by the average layman. Twelve years later, however, Neil Armstrong (the first man to walk on the moon) made his historical "one small step for man, one giant leap for mankind." It would hardly be consistent with the pattern of technical advancement if the "depth probers" had not made similar strides in their field of scientific inquiry. The question which materializes is exactly how technically advanced has the "depth probers" science of "subliminal seduction" become in this era?

There can be no dispute that the concept of functionalism (as pointed out by Juenger) is the all-pervading principle which governs technical progress and which strives to make all concepts of knowledge subservient to technology. Juenger theorized that:

"As technology progresses, the relation between science and technology undergoes a change. Science becomes the servant of technology. It is a symptom of this shift of power that the scientist becomes increasingly an employee in the institutes and laboratories of industry, where his knowledge is exploited for technical uses. The disciplines of science become auxiliary disciplines of technology, and they fare better the more willingly they submit to this role, 'Pure science' declines because the

important thing is no longer an understanding of the laws of nature, but, first of all, the application, the uses, the exploitation of those laws. Discovery and invention are today the handmaids of this exploitation. Therefore, if today inventors are called upon and exhorted to give new proofs of their genius, to forge ahead, to deliver more quickly, the purpose is to increase the pillage of the earth through a rationalization of the methods of plunder (THE FAILURE OF TECHNOLOGY, Friedrich G. Juenger, and Pg.91)

Quite consistent with Juenger's theory that discovery and invention are the handmaids of technology, and science has become its servant, coupled with the fact technology drives towards the organization of the masses and mechanization of work, the technical advancements made in the field of "motivational analysis" or "subliminal seduction" might accurately be viewed as the principle "auxiliary discipline" of technology in this age to accomplish that purpose. And perhaps the most effective technological invention ever devised to effectuate that purpose is the television. As a direct result of the widespread psychological stimuli projected by the television people have been transformed into bionic robots conditioned to unconsciously program themselves by synchronizing their thoughts to accord with the suggestions of the media.

Further speculation might find technology applying a more sinister personality to television such as converting it into a two-way transmitter-receiver, that is, each time the set is turned on the viewer simultaneously becomes the viewed. From this point of view one might easily become suspicious of the closing statement of most TV stations at the conclusion of their "broadcast" day: "WE NOW CONCLUDE ANOTHER DAY OF PROGRAMING ..." (almost as if it is a purposeful attempt to use reverse psychology on the mind of the viewers, that is, by actually telling them what is being done to them while ambiguously causing it to appear they are referring to extraneous television programs). Furthermore, if we take a closer look at the definition of the word "broadcast" it is readily apparent that the word "broad" simply implies a widespread area and the word "cast" means merely to throw out. Together the words "broad" and "cast" means to throw out over a widespread area. We must also consider that the word "cast" is quite often referred to in connection with throwing out a line with a lure on the end (as in fishing) --- and is otherwise inextricably associated with *SPELLS!* This brings us to the conclusion that subliminal motivation is a deliberate, systematic effort to replace freewill with subliminal impulse, and further amounts to a blatant violation of the Thirteenth Amendment to the United States Constitution which states: "Neither nether slavery nor involuntary servitude shall exist within the United States or any place subject to their jurisdiction..."

“There is nothing more deceptive than an obvious fact.”
— Arthur Conan Doyle

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