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NEWS RELEASE



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MYSTERIOUS NOVAK AT USD SPORTS CENTER

NOVEMBER 15 AND 16

FOR IMMEDIATE RELEASE

San Diego, California

John M. Novak, billed as the Mysterious Novak, will have a two night stand at the University of San Diego Sports Center November 15 and 16. The performances start at 8:00 p.m. Admission is \$2.00 for adults and \$1.00 for students with I.D. cards.

Novak has gained world renown as a hypnotist, magician and escape artist. Through his program he endeavors to give his audience new insights into positive, productive mind control. Working with volunteers from the audience, Novak guarantees a beneficial and rewarding experience without fear of embarrassment. Over a period of 30 years he has taught the art of hypnosis to physicians, psychiatrists and law enforcement agencies. He is particularly concerned with drug and alcohol abuse and the use of hypnosis as a preventative.

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10/16/74

Xerox + attr. by with photo

JOHN M. NOVAK

"WHAT YOU DO IS YOUR BUSINESS; WHAT YOU THINK IS MY BUSINESS."

This is a statement from John M. Novak, advocate of the provocative theory that the brain is a human computer. He believes that man's brain can be programmed to do many things which seem impossible, and that correct programming of the computer can bring each man to total awareness of himself and his world.

Mr. Novak is currently appearing in colleges and universities throughout the United States in order to give students new insights into positive, productive mind control.

Through his unique formula, he shows them how to program their computers to work for better grades and study habits and how to cope with school-related problems. As a direct result students acquire more self-confidence, a quest for knowledge, and often new desires and interests. Each student is shown how he ultimately can use this formula for expanding his mind to achieve total awareness. Mr. Novak can also answer many student questions pertaining to drug and alcohol abuse, and he can give students a greater understanding of parapsychology and related fields.

Mr. Novak does not work solely on theory however. His techniques are systematically proven beyond a doubt on stage. He is able to hold audience attention throughout the performance with the use of hypnotism and humor. Any person who wishes may volunteer to participate in the program, without fear of embarrassment or degradation. All participants are guaranteed a beneficial and rewarding experience that they will never forget.

Mr. Novak is one of the few hypnotists in the country who is a leading authority on the scientific use of hypnosis. He has taught hundreds of physicians, psychiatrists, and psychologists his techniques which he developed over a period of thirty years, techniques which are being widely used today. He also works with law enforcement agencies using hypnosis to help solve crimes and apprehend criminals.

His credentials consist of letters of recommendation and endorsements from doctors, senators, congressmen, deans of colleges, the Surgeon-General, and high-ranking military officials, who verify the validity and impact of his demonstrations.

He lectures on psychology in many colleges and helps to promote hypnosis as a science. He accomplishes this by avoiding flashing lights, weird sounds and music, or anything else that might shed mystery on this science. He also proves that everyone is a hypnotist in his own right.

In addition to helping students accomplish self-actualization and to helping further hypnosis as a science, Mr. Novak is also interested in aiding colleges with fund-raising projects which will finance his program and which will realize a profit for the college activity fund. He will assist fund-raising efforts with promotional and publicity stunts.

When not lecturing, Mr. Novak, billed as "The Mysterious Novak" has toured military installations, civic organizations and college circuits for the past thirty years. He has appeared on most media and has starred with many headliners in show business.

In this age of search for self, John Novak's theory of the human computer has satisfied thousands of people who have sought answers to problems.

To see him is to believe him when he says,

"WHAT YOU DO IS YOUR BUSINESS; WHAT YOU THINK IS MY BUSINESS."