

# He kicks their bad habits

Story: ALICE COLLINS  
Photos: DICK KELLEY

James Hoke has been into hypnosis for 10 years... so far into it that "it's what I do 16 to 18 hours a day," he admits.

Hoke, dressed casually and sitting in his plush office suite on the 11th floor of the Travelers Tower in Southfield, talked easily about his career as a hypnotist. Paintings and other works of art and thick carpets decorate the rooms.

A room behind the entrance is filled with large leather reclining chairs "that do all kinds of relaxing things." "I do one thing, hypnosis. I'm a specialist in that, and I'm the best there is," he claimed. "I have a great job. I get paid for doing what I want to do."

Hoke started working with hypnosis 10 years ago and is one of about 12 in the Detroit area who earn a living doing it.

"I make more money than people ordinarily make," he added, "although I starved for the first seven years."

"THERE ARE three reasons I got into this: To be independent, to make money so I could be free — freedom's a big deal to me, and to help people in a different way."

Hoke's business is Self-Psych, Inc. He does what he describes as clinical hypnotherapy — aiming to help clients reprogram their minds to make "positive life changes, to help people carve their own heads instead of sticking with the accidental ones they got stuck with."

Hoke specializes in weight control and smoking withdrawal clinics. He also treats nail biting, stuttering, overeating, forgetting, insomnia and impotence.

He teaches classes in speed hypnosis, "primarily to medical people who want to use it in treating their patients," Hoke said. Known for the speed at which he hypnotizes, Hoke claims "50 percent of the people in the world can be hypnotized in 10 seconds."

HE GETS medical referrals, which he calls "the psychiatric stuff."

"Doctors may send patients to me instead of prescribing the Valium trip. I get sleeping problems, phobias, stutterers."

"Even though I do it well, I don't really like to do the medical referrals, and I'm moving away from that," Hoke said. "What I really like best is helping people improve their self image."

"Would you believe I used to be fat?" he said. "I was fat and insecure and never had a date until I was a senior in high school."

"Then I decided it was stupid, I didn't want to be that way. And I changed."

"When people come to me for help, they usually know themselves what they should do to improve or change."

They just don't want to do it. I'm the coach who helps them do it."

HOKE is also a showman who goes on stage "admittedly to promote my business but also to educate people about hypnosis — to show them it's not some weird thing."

As the Bloomfield Hills resident did the last six years, he put on two or three shows daily during the Michigan State Fair, having volunteers regress to their childhood, dance to imaginary music, see with X-ray vision.

"I've played with ESP a little," he said, "but I do very little of it because I don't want to get branded as a weirdo." He also claimed he's also regressed people to a point where they talk as though they were in a former life.

Hoke said he enjoys doing the shows. "But I've been contacted by agents who want me to come to Las Vegas, and I turn them down. I don't want to be a clown."

But he does, he said, want to go national with his work, doing things like conducting clinics for corporations.

"I've been on radio and television locally, but I don't have the credentials yet to appear on national TV. I'm planning to write a book. Then I can go on, not just as a hypnotist, but as an author."

ON TOP OF the other things Hoke does, his corporation also sells vitamin packages and self-help tapes.

For \$15, according to a recent Self-Psych newsletter, "James Hoke will cut a 12-minute hypnosis cassette tape using your name and giving personal hypnotic suggestions for changing problem areas." (No medical problems are treated on tape.)

Hoke got into hypnosis via public relations and advertising. He grew up and went to high school in Waterford and got a bachelor's degree in English and philosophy from Adrian College.

"I was doing pr (public relations) for a hospital when I saw a demonstration of hypnosis. Those doing it weren't very good. I could do better, I decided."

"THERE'S NO such thing as a hypnotist's license in Michigan," he said.



Hoke works with many people during his State Fair appearances. He claims that 50 percent of the people in the world can be hypnotized in 10 seconds.

## BEL-AIRE LANES FALL LEAGUES

**MEN'S LEAGUES**  
Men's Trio Sun. 8:30 p.m.  
Bel-Aire Men's Tues. 9:30 p.m.  
Men's Jr. House Mon. 9:30 p.m.  
**MIXED LEAGUES**  
Sun. Alternates Sun. 8:30 p.m.  
**MEN'S NITE SHIFT TRIO LEAGUE**  
4 Games - 4 Lanes  
Sun. 8:30 p.m. Begins Oct. 7

**LADIES DAYTIME LEAGUES**  
FREE BABY SITTING  
Sated Bowlers Wed. 12:30 p.m.  
Morning Stars Tues. 9:30 p.m.  
Early Birds Wed. 9:30 a.m.  
**FAMILY LEAGUES**  
Family Foursome Sun. 10:30 a.m.  
(Any Combination)  
Father & Son Sun. 10:30 a.m.  
(Oldster and Young)

**STUDENT LEAGUES**  
Hi School Mix Thurs. 3:45 p.m.  
Majors & Juniors Sat. 9:30 a.m.  
Frogs & Peanuts Sat. 11:30 a.m.  
**24001 ORCHARD LAKE FARMINGTON 476-1550**

## 20% OFF VINYL SALE

ALL VINYL FLOORING YOUR CHOICE  
**LABOR 20% OFF**  
SALE NOW THRU 9-15-79  
32210 W. 8 MILE FARMINGTON 476-1144



# All the fish or chicken you can eat.



Come have dinner with us on Tuesday or Wednesday and we'll serve you a dinner that can stand up to the biggest appetite in your family. Because starting at 5 p.m., we'll be serving special all-you-can-eat chicken and fish dinners!

French Fries and vegetable, roll and butter, plus all the golden brown fish or chicken you can eat. And we mean all you can eat.

So join us. Bring your whole family to a Friendly place for dinner this Tuesday or Wednesday! You're in for a nice surprise!

**\$349**  
Just

Plymouth 42370 Ann Arbor (corner of Lily)  
Farmington Township 24234 Orchard Lake Road (corner of Ten-Mile)

**Friendly FAMILY RESTAURANTS**  
Ask about our Friendly Senior Savers Program.

# 30% Off Sporty Fall Fashions

Put your budget on good footing with super savings on these selected footwear values.

**A. Ladies' NOW \$988**  
Reg. \$14"

**B. Ladies' NOW \$1388**  
Reg. \$19"

**C. Men's NOW \$1588**  
Reg. \$22"

**D. Boys' NOW \$888**  
Reg. \$12"

- Genuine suede trim this comfort level Coaster®. Padded collar and tongue. New two-tone bottom.
- Fall's fashion hit! Genuine leather Highlights® wooden clog with sexy kitten trim. Available in antique tan.
- This large leather Coaster® is brimming with comfort and good looks. Tricot lining, padded upper, cushioned arch, and padded collar stop a silver cloud bottom.
- This genuine suede Coaster® provides lots of durability and comfort for growing feet. Padded collar. New super flexible bottom. In warm tan.

Specials good through this weekend.

© 1979 Vantage Shoe Corporation

**Payless ShoeSource®**

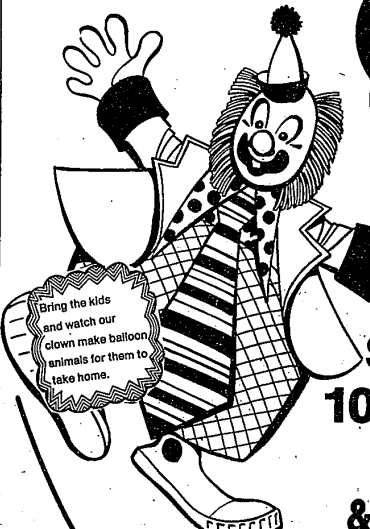
Good shoes don't have to be expensive.



**REDFORD**  
1. 2535 West Seven Mile Road (Across from 7 Grand Shopping Center)  
GRAND CITY  
2. 2801 Grand Road near Middlebelt  
DEARBORN HEIGHTS  
3. 2061 West 18th (Between 57th and Telegraph on Van)  
DETROIT  
4. 1725 West Seven Mile Road near 57th  
5. 1501 Plymouth Road near Greenfield  
LIVONIA PARK  
6. 1114 Oak Avenue & Cottage  
Open 10am - 9pm Monday - Friday, 9am - 7pm Saturday, 11am - 5pm Sunday.

**SOUTHGATE**  
7. 14750 East 4th & Eureka  
CLAWSON  
8. 520 East 14 Mile Road near Main Street  
FERVILE  
9. 1100 West Nine Mile Road & Pincrest  
WALTON  
10. 2550 Van Dyke (Between 8 and 9 Mile Roads)  
ST. CLAIR SHORES  
11. 13811 Harper Avenue near 10 Mile Rd.

# You're Invited

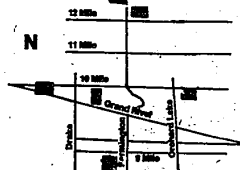


**Free Balloon Animals**  
For The Kids!

**Free \$5 Certificate**  
when you open a new savings account.

**Sat. Sept. 8**  
**10 a.m. - 2 p.m.**

**Twelve Mile & Farmington Rd. Branch Only**  
**MICHIGAN NATIONAL BANK**  
Farmington



Orchard Lake Road at 10 Mile  
Farmington Hills, MI 48024  
477-3330  
Nine Mile Road at Farmington  
Farmington Hills, MI 48018  
476-4332  
**NOW OPEN:**  
Ten Mile and Grand River  
Farmington Hills, MI 48018  
478-4009  
Your hometown bank —

Grand River Ave. at Oakla Road  
Farmington Hills, MI 48018  
478-7470  
**NOW OPEN:**  
Twelve Mile and Farmington Rds.  
Farmington Hills, MI 48018  
553-8860  
Members FDIC insured to \$40,000. Allied with Michigan National Corporation \$5 billion banking organization.