

THE SEGNOGRAM



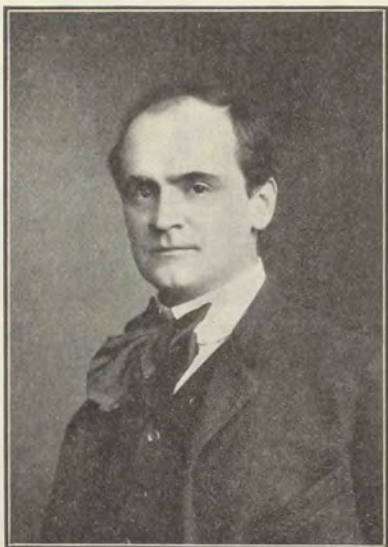
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THE NEW BOOK

By

William Walker Atkinson

JUST OUT

"Diffused throughout the universe there exists a Great Principle, imponderable and invisible—Dynamic and Intelligent—independent of Matter, and yet acting upon Matter—not Blind Force, but the Cause of Force. This Power is under the control of Man, if he understands its workings. I have called it "Dynamic Thought," or "Vibrant Energy."

—WILLIAM WALKER ATKINSON.

DYNAMIC THOUGHT

OR

THE LAW OF VIBRANT ENERGY

A Plain, Strong, Fascinating Book on the Dynamic Influence, Power and Force of "Mind" and its Dominant Place in Nature, as Proven by the Latest Discoveries of Modern Science. : : : :

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THE SEGNOGRAM PUBLISHING COMPANY

LOS ANGELES, CALIFORNIA

THE SEGNOCGRAM

Volume VI.

April, 1906

Number 1

A Little Secret

By William Walker Atkinson.

Here is a little Secret for you.

Here is a method of always "keeping sweet" and pleasant—calm and well-poised.

It is a simple thing—so simple that many of you will pass it by—but it is effective in spite of its simplicity—possibly because of its simplicity.

It is just this—"SPEAK LOW!"

If you speak low, and never let your voice rise above a certain key, you will find it impossible to lose your temper, or to fly into a rage. The two are incompatible. If you assert your Will over your voice, the rest will take care of itself. Speak Low, and leave the rest to Nature.

And, more than this, by Speaking Low you prevent the other fellow from raising his voice—or, if he raises it, he will gradually lower it again, providing you keep yours even and kind. It takes two loud voices to make a quarrel—and one of them, at least, is subject to your Will. Take care of your own, and the other one will follow suit.

It is a hard thing to control one's temper, or ones "feelings" by the Will—I know this because I have tried it on myself. But it is a much easier task to control the voice by the Will—I know this too, in the same way. And the funny thing is that while you are controlling the voice, you are controlling the temper, or "feelings" behind it. Queer, but true!

I have given you a Secret Key here, that will unlock all sorts of mental rooms for you. Now, get to work and use it.

She Waits for You

SPECIAL ARTICLE



Across the Border

By A. VICTOR SEGNO

"Dear Professor Segno:—Last week I lost my wife, the dearest treasure I had on earth. We were as happy as angels but now it is all over. You ask me to prepare myself for success but at this time it seems as though success were not for me. O! My dear friend, can you send me a few words of comfort that will be an inspiration to me?"

The above is a part of a letter I received from one of our family of SEGNOGRAM readers. It is an appeal for strength and sympathy from the heart of one who has lost the greatest gift God has ever given to man—a true, noble, loving wife, with whom he dwelt in peace and happiness. Dear readers you too have, no doubt, lost a near or dear friend by that change called death, and can appreciate the feelings of our brother in this his hour of sorrow, and will unite with me in extending sympathy and encouragement.

Courage brother! you have not lost your wife, she has only crossed the border, where you and I and all others will go when our mission on this earth has been fulfilled.

There is no such thing as death; what we call death is but a change of form. Those we speak of as dead still live but in another stage of development. On this material globe all things are constantly changing, nothing retains a permanent form, yet nothing is destroyed or lost. Our bodies grow like a flower, bloom, produce seed and then dissolve into other forms. We know that material is immortal; then who can doubt that life is immortal?

That we are here in the body indicates that in the Divine plan of World building we are necessary—we have a work to perform. Therefore we must not shirk our duty simply because we have met sorrow, no more than we should give up our life work because we meet an obstacle. Obstacles overcome, develop character; sorrows overcome, develop nobility and divinity.

Supposing every person lost courage and gave up in despair because someone near or dear to him passed out of the physical to a higher expression of life, what would become of the great scheme of civilization, pro-

gress and evolution? No one is immune from this change called death. It comes into every family at some one time and one of these days when our work is completed it will come to you and me. Because we know that it will come eventually, is no excuse for our deserting our duty now. Does the ant stop its work of home building or the bee stop gathering honey, because a brother, sister, wife or husband has passed away? Then why should we who are supposed to be gifted with a higher intelligence show less consideration for the laws of the universe?

When the time arrives for us to pass over the borderland into the great beyond where we shall see and know and unite again with our dear ones, do we want to go to them with the sign of failure stamped upon our characters? Would we want them to know that we had neglected our duty? No indeed. We will want to have a clear, clean conscience and know that we have merited their respect.

Our brother asks for a word of inspiration. In giving it here I sincerely hope that it will become an inspiration to every reader who has lost a loved one.

Dear brother, just beyond the borderland lives one who was and still is as dear to you as life itself. She has gone but a little way in advance where she now lives, still loving and waiting for you to complete your work, that she may be the first to welcome you.

If she were with you now, what would you not do to win her smile, to gain her approval? I know that you would make every effort in your power. Then do as much for her now. Keep her dear face before you as an ideal. It will have an ennobling influence. Then work for her approval. Be a man true to yourself and to the duties that come to you so that when your mission here is completed you can go to her without fear or regret, knowing that you have done to the best of your ability your work in the grand scheme of the Universe. Then you will receive the smiles and expressions of appreciation from her who is so dear to you. That will be your Heaven.

HOW YOU CAN ENHANCE YOUR REAL ESTATE VALUES BY MENTALISM

By H. M. WALKER

In this study of mentalism we are led into various depths of thought—practical and impractical—and the wise man is he who can discern between them. When a man delves so deeply that he gets into an atmosphere too heavy for him, and he all but suffocates while he sleeps—lost in dreamland—he is in danger. One of two things must happen if he is to grow—he must either get to work, or be roused into play. If not, he is liable to lose his reason. To see things that are beyond our accomplishment, and to fritter away valuable time in an unsystematic effort to attain them, is not showing good judgment. We have known persons of the kindest, most lovable disposition, and with some ability, waste their whole lives in trying to bring about the most impractical things. A tenth part of the effort expended in other directions, and with a good seasoning of business reason, would have accomplished a hundred fold more.

These thoughts are offered in introducing the subject of this article, to put the reader on guard, so that he will not run away with any mythical idea of how to accomplish some fine thing. The fine things to be accomplished are few—very few—and we ought to be glad that it is so. The *real* things are the essential; the *fine* things the non-essential—the world can get along very well without them.

A great deal of mystery has woven itself about this word *mentalism*. It means different things to different minds. To many people it conveys an idea of hypnotic influence. Nothing is more absurd. Mentalism means mastery of the mind over the body, not the mastery of mind over mind. Let us suppose that I am a master of mentalism. I see in the man beside me a brother—in flesh, in feeling, in passion. His mind is working at random; the expression of his eye; his every action gives evidence of it. Having mastered my own physical being I know what amount of mental concentration will be required to master his physical being. He will not exert himself to accomplish this concentration and, therefore, I see a chance and do so myself. The result is that I can so influence that brother for good that he will do of his own free will the very thing I most wish him to.

All this may seem to be foreign to the subject of how the value of real estate may be enhanced by the proper mental attitude, but it is direct to the point. The proper under-

standing of the operation of the law of mentalism is essential before we can hope to show how real estate values are to be affected by it. And just here you will pardon a personal reference which is given to illustrate the point I wish to make.

Some years ago a woman came into the house of a friend of mine, just a homely cabin on the shore of the placid Slocan Lake, away up there in Canada amid the most majestic mountain peaks human eyes ever scanned,—and on visiting the home of another friend a few days later she said: "I do not know why it is, but there is something about Mr. Blank's cabin that impresses me with a feeling I cannot express. I seem to feel that everything I undertake or decide upon while there is going to be successful. He gives me a feeling of my own immense importance and I always feel that I am worth more when I meet him."

That was something like seven years ago. I did not know much about mentalism then—I do not know much about it now—but when I heard this it convinced me that there is an influence that we know not of going out from our lives each moment, and if we are able to concentrate our minds upon one good thing, that influence will so diffuse itself in the atmosphere surrounding us that others will be impressed by it. If our thoughts are thoughts that inspire ourselves to make life worth while, the influence we give to others is going to make them wish to make their lives worth while.

And now we are coming to the point of this article. *Real estate values may be increased by the proper mental attitude.* They not only may be—they are.

As we grow in the Spirit of Truth—we enlarge our mental vision. The spirit of selfishness is overcome and we no longer cling to life's non-essentials. We get beyond the baubles; the frills and tinsel of society have no attraction for us. We see beneath them, and if the thing they cover is not *worth while* we have no use for it.

Real estate values are dependent upon and directly related to man values. As we raise the standard of manhood we raise the standard of the community in which that manhood lives. Make a man of some moral worth and you make his home of like moral worth to the community. And a community of homes that are worth while will enhance the value of the real estate in the community and the district surrounding it.

Lift a man to a higher mental attitude and you raise his standard of everything that goes into his mouth and mind, upon his back, and on and into the place he calls home. He also will be more careful of that which comes from him. He will be modest in his adornment, whether of home or person; temperate in his habits, considerate in his words, and charitable in his acts.

And this modesty, temperance, consideration, and charity will combine to add luster to his name, character to his home and influence to the community at large. The value of one such man to a community is very great. Aside from his moral worth his presence has in it a monetary value—not to himself so much as to his neighbor. It increases the value of the real property about him, by giving to the community an atmosphere of refinement and stability. It tends also to lift others to a higher plane and encourages them to think well of themselves,—not with a self complacency that comes from ignorance, but in the spirit of a *master*—*I won't be defeated, I will climb up.*

Calmly and hopefully such a community rises to the topmost rung. Its standards are raised ever higher; it ever teems with life, and radiates a love that makes men masters instead of slaves.

To do things, not for show and in the spirit of vainglory, but to get them done, is the spirit that animates the men of such a community, and so thorough is their work, so substantial their home, so deep and abiding their faith in themselves and their fellows, that they inspire confidence, and confidence has a monetary value not equalled by anything else.

The proper mental attitude—the optimistic attitude—the attitude of *I can BE* this, and *I will DO* that,—the attitude of self-abasement to get the thing done—the *attitude of service*—that is what puts value into the man, and that is what puts value into a community.

Lack of confidence has ruined many a home. Lack of confidence has sent men of otherwise good parts to the suicide's grave. Lack of confidence has wrecked the lives of hundreds—aye thousands—of men who have had the ability to succeed but failed to hold themselves in the proper mental attitude.

And let us see; what is this proper mental attitude—this confidence. What is the mental attitude that will affect even the value of real estate? Here it is: It is the attitude of implicit faith in oneself, and the concentration of thought and action upon the good that is in others. Lose faith in your neighbor and he will lose faith in you. Be true to the

best in him and he will be true to the best in you. Hold in your mind the thought that your property is valuable, and encourage yourself and others to think only good of the grounds and the homes of your community, and it will surprise you to see how quickly everybody else falls into the same channel of thought. The value of your home will increase just in proportion to your faith in it, and the amount of earnestness you show in backing up that faith by substantial works.

There is also a dark side to this question of real estate values being affected by the mental attitude. Perhaps more can be proved by calling attention to it than to the light side.

Where is the person who has not seen the value of property depreciate because someone or something of obnoxious character has come into the neighborhood? The *real value* of the property was the same after as before the obnoxious person or thing came but it was not *considered so*, and the price dropped and continued to drop. Perhaps it was only one family, and the color of their skin was all that could be found against them; but, no matter; the mental attitude was changed and no power on earth could hold up property values while they remained.

Are mental-attitude values, then, fictitious? Yes; but no more fictitious than any other values. Demand creates the value. If there be no demand, there will be no value. And where the mental attitude of a community is of a depressing character, values will be depressed, because the demand will be doubtful.

Thought Waves.

Here's something from Prof. A. Victor Segno's book "The Law of Mentalism," that we should not forget.

"Few people fully realize the responsibility they assume when they think thoughts that are not beneficial to others. The person who is in possession of a strong Will Power, and also has a knowledge of the Law and Power of Mentalism, is under a great responsibility to his fellow men. Should he have incorrect ideas in regard to morals, his thoughts will corrupt the lives of thousands of the weaker willed people who are unfortunate enough to come in contact with his thought waves. Very few people think original thoughts; that is, thoughts that they draw from the Great Source of Intelligence. As a rule they make use of and think the thoughts received from the thought waves of others, and in this way simply assist some other person's thoughts to travel around the earth."

Secret of Longevity.

Some Remarkable Testimony from Octogenarians

The day is fast approaching—indeed, is already here,—when men and women of thought are casting aside every obstacle that custom has placed in the way of attaining perfect health and long life.

"This is a century of rapid progress and wonderful discoveries" says A. Victor Segno in his book on *How to live One Hundred Years*. "We can only dimly foresee the grand and glorious benefits to future generations that will result from our present efforts. The near future holds for you and for all more wonderful possibilities than you can now comprehend. The growing intelligence of man is removing the crudities of life, banishing sickness, poverty and misery, and, in their place, attracting health, wealth and happiness, thus making this earth a literal paradise."

The desire to live a long and useful life is not a new one, nor is the secret of how to live such a life new—if there be a secret, at all. In these days of rapid eating and strenuous living man is prone to ignore the things that tend to elevate the better part of his nature, and is given to satisfying appetites that are quite abnormal. So far has custom drawn him away from nature and hedged him about with passions that are essentially artificial, that he fails to distinguish what is natural and what unnatural. And as custom tends toward the abnormal, man prides himself on his unnatural attainments.

The nearer man holds to nature, the closer he adheres to his natural intuition, the longer he lives, and the more useful will be his life.

In this connection let us reproduce extracts from *The Christian Commonwealth*, of London, Eng., taken from its report of an Octogenarian Vegetarian meeting held in Memorial Hall, under the London Vegetarian Association, on October 13th last, at which no less than 1700 people assembled to see, hear and welcome the speakers. The writer says:

"As a non-vegetarian I am the more free to admit that the meeting was a highly convincing proof of the health and longevity possible to those who avoid the use of animal food. The speakers were as ready in debate and more clear in argument than most people several decades younger.

"Mr. Hanson, who is eighty-seven, has roamed over Asia, Africa, and America, as well as Europe. He broke his leg at seventy five, and the doctor shook his head; but Mr. Hanson felt he could dance a hornpipe. At eighty-four he broke two ribs, but they soon

healed. So with a smiling face he believes that serenity and endurance are the perquisites of the participants of a reformed diet.

"Mr. Samuel Saunders, who boasts ninety-one years, came to the front and gave many particulars of one of the busiest lives man has ever lived. I stayed at his house in Wiltshire, some years ago, and I know something of his success as a miller and fruit grower, while he has been foremost in all true philanthropy and progress. As a temperance reformer he was a worthy helpmate of his brother, the late Mr. W. Saunders, M. P., founder of the Central Press and Central News Agencies.

"The meeting was a lengthy one, and the reporters' seats were all vacant before the last speaker, Mr. Thomas Wyles, gave his experience, which was a grand testimony to the rejuvenating power of a non-flesh diet. Any listener, with eyes closed, would have judged that he was hearing a vigorous clear-headed man of about 40 years, while, with open eyes, he would have pronounced him to be perhaps sixty.

"Did the meeting exhaust the speakers? For two at least we can answer. Mr. Wallace was the same the next day as usual, while Professor Mayor, who slept beneath our roof, was up and dressed by half-past six the next morning, and out for a run round Russell Square before breakfast."

We will now quote from Dr. E. P. Miller, an advanced vegetarian, whose letter arrived too late for the meeting:—

"Your Octogenarian Vegetarian Convention will certainly be a novelty and productive of great good to coming generations. I shall look with interest for the reports of the meeting. I have one sister now 88, the oldest of ten children in my father's family; and another next younger, who is 86; and from appearances they may live yet to reach 90 or more years. Our mother lived to be 89; her oldest brother, 92; a sister, 91; another sister and brother to be 87, and the youngest sister 84. Her grandfather died at 97. Her own father passed away at 72 and her mother at 47.

"These relatives were all temperate in their habits, never used alcoholic stimulants of any kind, nor tobacco to any extent.

"The secret of longevity lies in the ability to live in obedience to the laws which govern man's body."

Never put off till tomorrow what you can do today.

HOW I "GOT A JOB."

By WILLIAM WALKER ATKINSON

A few months ago this magazine offered a prize to the person giving the best answer to the question: "If you wanted a job how would you proceed to get it?" The question was duly answered and the prize awarded. I felt like trying to answer it myself, but, of course, I was debarred from the contest, and, besides, I did not wish to try to "push in" when the contest was for "subscribers only." But now that the contest is over, and the prize awarded I am going to "let out" on the subject.

In the first place, as we all know, it is much easier to get a new job when you already have one, than it is to get it when you are actually out of a place. And the first plan is the best one to follow—don't wait until you are out of a job, but try to get the second one before you have actually lost the first one. Getting a job, in this way, is something like obtaining a promotion and is very different from the hunt after a job when you are out of work. The latter is like jumping from a dead standstill, while the former is like a jump from a running start. Big difference!

But, still, people get out of jobs, sometimes, through no fault of their own. At least so it seems. For myself, although in my younger days I had a somewhat extended experience in job getting, I must truthfully say that I never lost a job, unless through some deliberate action of my own. I never was "fired," although on several occasions I very foolishly left positions on my own account, through some whim or fancy, which seems ridiculous at my present age, although, to tell the truth, I feel that I have merely changed my "whims and fancies," and do just as foolish things, now-a-days. The trouble with me was that I got jobs too easily and did not appreciate them sufficiently, on that account. I did not know anything about the Law of Thought, in those days, but, somehow I must have stumbled on some of its principles, for looking back I can see that I used it very often in those early days.

I remember one day, many years ago, when I was a very young man. I had been in New York City for some time, having gone there feeling that it was a big place and one adapted to my requirements, leaving my "folks" in another city a couple of hundred miles away. I had moved around among several positions that had seemed desirable to me, and at last found a position with a

branch of a large concern. Prospects were good, and although my salary was quite small, I felt well satisfied, for the work was congenial. But one day the manager came down with a case of "grouch" arising no doubt from something that he had eaten the night before—Welsh-rarebit, probably. Everybody in the place "caught it." My turn came. The manager pitched into me for something for which I was absolutely blameless, and which I felt he must have known to be the fact. I told him that I was not at fault in the matter, but he informed me that he "knew better," and did not want to hear any more such "excuses." Well, I wasn't making any "excuses," and (being a somewhat impulsive and thoughtless youth) I told him so, politely but firmly. He then proceeded to make a human door-mat of me—and I wasn't going to be made a door mat of, and so I walked up to the cashier's desk, and asked that my account be made out, which was promptly done. The concern did not feel that it was suffering any particular loss from the resignation of an impulsive youngster no matter what might be the youngster's views of the matter. And so I left my job.

Now I trust that none of the young men reading this article will feel encouraged to act as I did. I tell them frankly, that my action was most ridiculous and absurd. I should have seen then, as I do now, that the manager was "out-of-sorts" that morning, and the best way would have been to have stated my side of the case, and let it go at that, and then to have laid low, until the storm blew over. The manager was all right, and meant well. I have met him a number of times since and know him as a well-meaning man. We laughed about the events of that morning over the dinner table—a number of years after. There are always two sides to a case, and if we will but think of the other fellow's side, we will be able to realize the common basis of truth at the center. That is the way I look at it now—but I didn't when a youth.

Well I was out of a job, and also out of money. I used to spend about all I made, in those days, and when I left that office I had very little in my pocket, and my board bill was coming due. I was too proud to write home for money, and I realized that at last I was "up against it in earnest." I had sought positions before but never from

a standing jump. That is the reason I have selected this particular job-hunting—it was the worst start I had experienced up to that time. According to the rules, I should have waited until the next morning, and then have written to all the people advertising in the "Help Wanted" columns of the daily papers. But I didn't feel like waiting. I felt like getting the thing under way right off.

So I dropped in to a few places of business, and asked for a job. But, this was an old story to them—they had dozens of applicants each day. No job for me. Times were dull, anyway. I soon got tired of this, and then I stopped "dropping in" on people, and instead I walked along slowly thinking the matter over. I now know that this was a good plan—I needed to formulate a plan. And it was a good plan to walk along slowly, instead of hunting up some place to "sit down"—some public library, or place of that kind, for, such places only invite a cessation of effort, and make dreamers out of men wanting work, instead of active seekers after jobs. A look at the seats in any public place will prove this to you.

As I walked along, I thought over the matter. I realized that I wanted work, and wanted it the worst way. I also felt that I was willing to give an honest day's work for an honest day's pay, and that I "had it in me" to prove of value to an employer. I realized that men who felt this way were scarce, because the majority of young men merely wanted to "draw a salary," and to do as little as they could in return. I managed to work myself up into a fine state of earnestness, and aroused what I now know to be a goodly store of Thought Energy. I felt that I could conquer the world, and I proceeded to do it. I knew of a man on Broadway who had the reputation of being a "terror" for young men hunting employment, and one of the last places that the latter would visit when out of work. But I felt that here indeed was my chance, and I marched to my fate. I had some little trouble in getting an audience with this man, for he was surrounded by a crowd of underlings who guarded him from the profane gaze of the public. But by insisting that my business was "personal and very important" I managed to get into his presence.

"Well," he snorted, "what is your business with me?" "I have come for a position," I replied. He glared at me. "Is that your personal and important business with me," he roared. "Yes sir," I replied, politely.

"Well, you certainly *have* a nerve," he said sharply. "It is necessary to have nerve to

succeed in business, in these days, sir," said I earnestly. That seemed to please him, although his stenographer looked a little frightened at my remark, and evidently expected to see me "fired." "Well, young man," quoth he, "there are about three hundred young men who have filed applications with me for a position—what chance do you think you have in that crowd." "The best chance in the world, sir," I replied, "for I have managed to gain your attention, and *they* haven't, evidently." He chuckled, grimly, at this, and asked me what made me think that I could get a job with him. I answered, frankly and honestly, that I knew that he was a strict man to work for, and that I knew that he was on the lookout for young men who really wanted to "work," and not merely draw salaries. I told him that I felt that I was that sort of young man, and if he would give me a chance I could prove it to him. I forgot all about the difficulties, and before long found myself expressing in earnest words, the thoughts that had come to me during the walk. I was manifesting Thought into Action, and my Thought went out to that man, and *he felt it*. I did not understand it then, but I do now. I was in earnest, and meant what I said, and he caught the vibrations. I bathed him in a wave of my earnest, heartfelt thought and desire to work honestly and he seemed to feel the thought. I told him that all I wanted was a chance to show what I could do. I remember, now, that I closed my earnest little speech, with the words "I do not care how much work I have to do, sir—*all I ask is a chance to work my way out—*give me the chance." And, the old gentleman, grinned at me and said, "Well, my boy, if you *do* want to work, I'll be blamed if you shan't get your fill of it here—I'll find out whether you mean it or are just bluffing, mighty quick." And he did.

I never worked so hard in my life—before or since. But I made up my mind that he could not scare me off. And I won the old gentleman's good will, which I held to the day of his death. I did not remain with him a very long time, for a way opened out for something much better, which I obtained partly by the aid of a good strong recommendation from him. There was nothing specially good in the position, and I only mention it to show you that an earnest desire and purpose will point out its own way of accomplishment, and will work its own results. I might have spoken my little piece to that man, without effect, if I had not acquired the proper Mental Attitude before I went to see him. I meant every word I said

to him, *and he knew it*. He felt what was behind my words.

In this hunting of jobs, the one thing to always bear in mind is to mean to do good work, and earn your salary, and then to get terribly in earnest about the matter. This earnestness will carry one to the mark. Not an earnestness that will melt away at the first refusal, but an earnestness that will carry one ahead in spite of refusals.

If a man wants a thing hard enough he will "move heaven and earth" to get it, and will find plenty of ways to accomplish his desire. It is a matter of wanting a thing enough.

If you young men would put half the earnestness, and energy, into obtaining a position that you do in chasing after some girl with whom you have fallen in love, you would accomplish much. You want the girl, and you go after her in earnest. You will do the same thing with the job, if you only want it that much. The strength of your desire manifests in the degree of earnestness that you throw into your pursuit.

Some of these days, I will tell you another story of "job hunting." I have a pretty good stock of them.

MENTAL SUNSHINE

By ELLEN R. C. WEBBER

I am not so lacking in sympathy, not so untutored in life's harder lessons, that I scoff at the existence of genuine trouble.

The lessons of life must be learned, and they are not all poetry, while the economy of nature, and the brotherhood of man, demand that each shall bear a share of sorrow.

Still, the fact remains, that the burden of trouble is the trouble we go forth in search of.

When did the great Teacher set for us the task of running to meet trouble, as though impatient for the coming of a welcome guest?

What shall it profit us—if we turn the back and shade the eyes from the joyous sunshine of today, in anxious and fretful peering towards tomorrow, lest shadow and trouble shall be there.

If it be there, we can not expel it, if it is not there, we have forfeited the present, and borrowed from the future trouble for today, and, too, we have wickedly turned aside from the gift of happiness which was given for today's enjoyment and strength.

While one is reaching out into the future, to meet or borrow a trouble, which otherwise, he may not be called upon to entertain, another is turning back to linger and mourn in the shadow of a trouble long passed.

Now reason tells you that that which is passed, you cannot recall. You will come nearer to undoing the past, by forgetting and letting others forget. If remembrance will aid you in avoiding a repetition of the trouble, remember to that extent, and no more.

Do not permit the shadows which have passed to dim the sunshine which is God's gift for today's joy.

If He has asked you to bear true sorrow, He has only given to you a share of those bitter lessons, which are to be learned by all his children in life's school; should you show rebellion by spurning his gifts of joy, by thrusting them into the shadow of grief?

To hug to your breast the troubles and losses and discouragements which have already blotted out days of sunshine, will not restore the lost brightness of your life; so where lies the wisdom of sacrificing the sunshine of today, to their unavailing memory.

The troubles which we are honestly asked to bear are not so crushing or so wearing as are the troubles to which we open our doors and reach forth over groping hands.

Bear courageously those troubles which are honestly yours; remembering that some urgent need in your own upbuilding necessitated the sending of a bitter lesson; when the lesson is learned, the trouble will be removed by the Great Teacher.

He also sends you happiness and joy, and he does not expect that you shall throw them away in gloomy contemplation of discipline past or to come.

While the world holds much of sorrow—it also holds much joy. "How I wish I could relieve the past," sighs one—"I did not know how happy I was!"

Live to the fullest, the present—the happy present—and strive to realize right now, "How happy you are."

THOUGHT WAVE PHOTOGRAPHY.

Slowly the truth is dawning. When the theory of thought transmission on etheric waves was first suggested it was received with doubt, and no little ridicule. The theory had not been accepted by science, therefore it could not be accepted by the common people, though demonstrations of the power may be seen on every hand by those who desire to see. Gradually, however, this doubt is passing away, and it would seem that the day is close at hand when the operation of thought waves will be acknowledged in every walk of life, and who will say but that in the present generation the faculty of concentration and thought transmission will have been developed to such a degree that it will be in common usage, much the same as wireless telegraphy.

A despatch from Pittsburg, Pa., says that "Dr. M. A. Veeder of Lyons, N. Y., who claims to have successfully photographed a thought wave, has been invited to demonstrate his discovery before the Academy of Science here. He will bring with him the committee of four who watched his wonderful psychic experiment. Among them is the Rev. W. N. Webbe of Lyons.

The committee and Dr. Veeder, standing around a table, placed the tips of their right hand fingers underneath a photographic plate prepared in the ordinary manner and in a plate holder. The fingers of the experimenter's left hand met on the top of the plate. The committee had agreed to fix their minds on a ball of surgeon's gauze thrown down on the floor. The position was held for a few seconds.

"When the plate was developed, although it had not been exposed during the experiment, there at the exact spot where the finger tips of the experimenters had centered, was an object clearly photographed, of the size, shape and general appearance of the ball of gauze."

A rush is good in its place, lad,
But not at the start, I say,
For life's a very long race, lad,
And never was won that way.
It's the stay that tells; the stay, boy,
And the heart that never says die;
A spurt may do, with the goal in view,
But steady's the word, say I.
Steady's the word that wins, lad.
Grit and sturdy grain;
It's sticking to it will carry you through it,—
Roll up your sleeves gain.

—Anonymous.

THE CALF PATH

Here is a little poem by Sam W. Foss, that Mr. Atkinson told us about last month:

One day through the primeval wood,
A calf walked home, as good calves should.
But made trail all bent askew,
A crooked trail, as all calves do.
Since then two hundred years have fled,
And, I infer, the calf is dead.
But still he left behind his trail,
And thereby hangs my mortal tale.
The trail was taken up next day
By a lone dog that passed that way.
And then a wise bell-wether sheep
Pursued the trail o'er vale and steep.
And drew the flock behind him too,
As good bell-wethers always do.
And from that day, o'er hill and glade,
Through those old woods a path was made.
And many men wound in and out,
And dodged and turned and bent about,
And uttered words of righteous wrath,
Because 'twas such a crooked path.
But still they followed—do not laugh—
The first migrations of that calf.
And through this winding woodway stalked
Because he wobbled when he walked.
This forest path became a lane,
That bent and turned and turned again.
This crooked lane became a road,
Where many a poor horse, with his load,
Toiled on beneath the burning sun,
And traveled some three miles in one.
And thus a century and a half
They trod the footsteps of that calf.
The years passed on in swift fleet,
The road became a village street,
And this, before the men were ware,
A city's crowded thoroughfare,
And soon the central street was this
Of a renowned metropolis.
And men two centuries and a half
Trod in the footsteps of that calf.
Each day a hundred thousand rout
Followed the zigzag calf about;
And o'er his crooked journey went
The traffic of a continent.
A hundred thousand men were led
By one calf near three centuries dead.
They followed still his crooked way,
And lost one hundred years a day;
For thus such reverence is lent
To well establish precedent.
A moral lesson this must teach,
Were I ordained and called to preach.
For men are prone to go it blind
Along the calf-paths of the mind,
And work away from sun to sun
And do what other men have done.
They follow in the beaten track,
And out and in, and forth and back
And still their devious course pursue,
To keep the path that others do,
But how the wise old wood-gods laugh,
Who saw that first primeval calf!
And many things this tale might teach—
But I am not ordained to preach.

—Sam W. Foss

Nothing is troublesome that we do willingly.
Never spend money before you have it.
We never repent of having eaten too little.

THOUGHT IN ACTION

By WILLIAM WALKER ATKINSON

It has been charged by those who take but a superficial view of the matter, that we Success-Thought people are too prone to indulge in "day-dreams," while "holding the Thought" of the things we desire, instead of putting thought into action. This criticism while largely a matter of misapprehension, nevertheless has a certain foundation of fact in the case of some of us. How often do we find our friends, and ourselves, perhaps, indulging in too much "holding the thought," and too little "hustling"—which latter means putting Thought into Action. This will not do—it is only half the Truth. Thought in Action is the real Success-Thought idea, and if we leave out the action, we rob the principle of one of its vital factors. Just as, if we leave out the factor of Thought, we also leave out a valuable part.

So you see that Success-Thought consists of both Thought and Action. "Thought in Action", gives one the best idea of it. We may think and think and think—but if we do not act upon the thoughts that come to us we have accomplished nothing. And yet, Action without thought is equally ineffectual. There is a combination of the two needed.

We all know that Thought has a mighty effect, not only in shaping our own work, but also in the direction of attracting and drawing to us, the things, people, and conditions best suited to the furtherance of our projects. We attract to ourselves the people and things in harmony with our prevailing mental attitude and desires. And, this being so, how can we expect to attract people and things likely to aid us, unless we think active, "working" thoughts? And, how can we send forth these thoughts, unless we, ourselves, are in the midst of action and work?

Thoughts and Mental States are contagious, and the atmosphere of Activity and Energy radiates from us to great distances, influencing others who have the same desires, often in a latent form. Our Action stimulates Action in them, and they finding a responsive vibration awakened within them are attracted to us. But, how can we expect to set up these vibrations in others, unless we have started them into Action in ourselves? Imagine an electric machine expecting to send out an electric current without itself being in motion generating such a current. And yet that is just what many of us have been expecting to do. We have thought that all that was nec-

essary for us to do, was to sit down and fold our hands, and do some tall "wishing" and "desiring." This is "New Thought" gone to seed, and will accomplish but little. The way to get Thought Force in motion, is to pitch in and "do something" in the way of active work along the lines of that which you wish to accomplish. This course will set up the mental vibrations that will extend in gradually widening circles, until their influence is felt at a distance. The mind in action is a mighty power, and soon establishes a field of influence that other people feel.

If you have ever been brought into contact with a "live" man or woman—one who is radiating strong, active thoughts—you will have noticed that undefinable mental atmosphere that surrounded such person, which was plainly perceptible to all with whom he or she came in contact. This was the radiation of Thought in Action. The person had started the vibrations into Action by starting in to work—not merely sitting down and "dreaming" of Success. The Thought-waves were given an activity and energy, by reason of the process of work during which they were evolved, and this activity and energy manifested results in all directions. The person made himself a Centre of Activity, and Influence, and the persons and things within his field of force gravitated in his direction.

The philosopher has said that "All things come to him that waits," but a still truer saying is that All Things come to him who Thinks and Hustles.

Now, don't run away and say that I am simply preaching the old doctrine of "Be Good, and Work Hard and all things shall come to you." You know better than that, for you have seen lots of very good people—people who worked very hard—and the "gooder" they were, and the harder they worked, the poorer they seemed to get. Is that not so? Well, I am not preaching this old doctrine of Work, Work, Work by the sweat of your brow. I am preaching the new doctrine Working with Thought—and Thinking with Work. Unless you mix Brains with your work, you are a mere machine, and will be treated like a machine—and when you are through, you will be tossed into the scrap-pile, and discarded. But if you will combine Thought and Work, you will see a different state of affairs.

I can imagine nothing more horrible than

for one to be compelled to labor, day in and day out, in a mechanical way—without the Joy of Work—without the reward that comes from Work with Thought. I would rather be dead, than live such a life. And there is no occasion for any one living such a life. Even the humblest toil may be rendered easier by adding Thought to it. A man may dig a ditch much better by Thinking about his work, and trying to do it the best he can—by adding some interest to it.

And, I can imagine nothing more inane and uninteresting, than the mere "mooning" or dreaming of Success, that some people imagine is "holding the thought." This plan, instead of developing Thought, Power and Energy, renders the mental muscles flabby and incapable of doing good work. Of course, the best workers—the men and women who do things—spend quite a bit of their time in "figuring out things," and apparently waste much time in "dreaming out" their plans in advance. But, this dreaming and mental planning in advance is merely the drawing up of the plans for future work. It is like the architect planning his house, or the General planning his campaign. Both are vitally necessary for Success. But suppose the work never goes further than the planning, or the campaign further than the paper-plans—What do you suppose will be the result? Nothing, that's all! And so it is with all of us. We must use our Thinkers well, and often, in order to get the best results—but we have got to get behind the work and push it along, else we will "get left."

The world has plenty of mere dreamers who cannot manifest their Thought into Action. And it has still more people that are always manifesting in Action the Thoughts of other people, and who do not know how to think on their own account—mere human machines, they are. But the world is mightily short of men and women who can both Think and Act—who can manifest Thought in Action. These are the people for whom the world's prizes are waiting. These are the people who need never be "out of a job," for there are more waiting jobs than there are suitable applicants.

Are you one of the Action without Thought people—or are you one of the Thought without Action kind? In either case, why don't you stir yourself, and cultivate the missing factor of the principle of Success—Thought and reach out for some of those persimmons that are awaiting the coming of the fellow with the pole of Action, propelled with the Thought behind it. That is the pole that brings down the Persimmons!

With the Bark On

By HANK REKLAW

When one thinks his life is not worth living he is probably right.

Vice and folly are the children of soft heads more than of hard hearts.

Courtesy is contagious—but the quarantine is not enforced against it.

Eating cucumbers, we are told, will take away freckles—on the cucumbers.

Every man confers some favor on the world, the lazy man the most when he dies.

We must have our dislikes as well as our likes, but in the name of heaven let us keep them to ourselves.

Better anchor to your wife's apron strings than warm a seat in the hot air department of a public house.

Never measure a man's brain by the size of his hat. Rugged health is not found in the abnormal growth under the vest.

Freedom is man's right, not his privilege; but freedom does not give to any man the right to inflict upon another pain or injury.

It isn't so strange that a rooster should cackle when the hen lays an egg. When a man's wife does anything that he thinks is pretty fine have you never noticed how he goes about and tells everyone he meets how "We" did it?

Give me a man with an aim

Whatever that aim may be;

Whether it's wealth, or whether it's fame,

It matters not to me.

Let him walk in the path of right,

And keep his aim in sight,

And work and pray in faith alway,

And his eye on the glittering height.

—Anonymous.

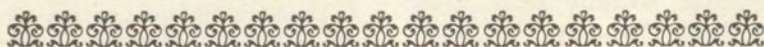
You can get to any station that is on life's schedule seen,

If there's fire beneath the boiler of ambition's strong machine,

And you'll reach a place called Flushtown at a rate of speed that's grand,

If for all the slippery places you've a good supply of Sand.

—Richmond (Ind.) Register.



...Menu

Prepared Especially for Easter Day by Mrs. A. Victor Segno.

Cream of Salsify Soup

Ripe Olives

Wafers

Bass Omelet

Potato Nests

Raspberry Punch

Cheesed Eggs

Asparagus on Toast

Whole Wheat Bread

Cream Potatoes

Apple Salad

Snow Eggs with Whipped Cream

Pineapple Crescents



To Prepare Our Easter Menu

Every reader of THE SEGNOGRAM desiring to make use of our Easter Menu, prepared especially for the day by Mrs. A. Victor Segno, and printed on the opposite page, will be interested in learning how to prepare the dishes. We give Mrs. Segno's recipes below:

Cream of Salsify Soup—Cut the salsify in small pieces; cook until very soft. Be careful to let it boil down so that there is not very much water left, and do not drain the water off. Press through a colander; add one and one half pints of milk to a cup of mashed salsify. Blend one teaspoonful of flour with a teaspoonful of butter and add, then heat; bring it to the boiling point but do not boil. Season to taste.

Bass Omelet—Soak three tablespoonfuls of fine cracker crumbs in $1\frac{1}{2}$ cups of milk for a few minutes. Beat the whites of four eggs very light. Add the milk and cracker crumbs and a little salt. Cook until a delicate brown.

Potato Nests—Select round medium-sized potatoes, after removing the peelings, continue to peel, thus forming a long curling strip of the potato which can easily be formed into the shape of a nest. Keep the nests in cold water to avoid turning dark until ready to use, then wipe dry, using care not to break them and drop in hot olive oil, fry a delicate brown. These may be prepared the day before.

The small hearts of the potatoes which would be left should be kept in cold water and when ready to use, boil them in salted water and drop in a very thin cream dressing then sprinkle with chopped parsley and place in the nests when ready to serve. Use two or three in each nest.

Raspberry Punch—Add to a quart of water, the juice of three lemons, and two oranges to one glass of raspberry jelly. Let it stand in an earthen dish for half an hour, then add some tiny bits of pineapple and bring to a boil. When ready to serve, place two or three cherries in each glass. Serve very cold.

Cheesed Eggs—Place the yolks of a dozen eggs in boiling water and poach for 15 minutes. Have ready three tablespoonfuls of grated cheese, two tablespoonfuls of finely chopped parsley, some cracker crumbs rolled medium fine, and the whites of two eggs beaten just a little. Remove the eggs from the water and add the cheese and parsley, blend them thoroughly together, while the eggs are very hot, season with a little salt and cayenne pepper, mold in the form of eggs and roll in the whites of the eggs, then in the cracker crumbs, and cook a delicate brown in olive oil. Garnish the dish with small sprays of parsley or lettuce leaves.

A small sauce pan is the most convenient utensil to use for cooking food in olive oil or any fat, as depth, but not very much surface space is required.

Asparagus on Toast—Heat the asparagus thoroughly in its own liquor. Have ready some very thin slices of whole wheat bread toasted, butter the toast, and place the asparagus on it with four tablespoonfuls of hot cream and a little butter. At this time of the year many will have to rely upon the canned asparagus, which is very nice.

Apple Salad—Peel juicy tart apples and cut in two, removing the cores, leaving the apples intact. Have ready a couple of spoonful of olive oil and a

tablespoonful of lemon juice whipped together. Slice the apples into this preparation to avoid their turning dark. Then pile the rings lightly on lettuce leaves and serve with mayonnaise dressing.

Snow Eggs—Make a pint and a little over of gelatine in the regular way, and when cool and before it begins to harden add the whites of four eggs, which have been beaten to a stiff froth, and three tablespoonfuls of pulverized sugar. While soft, fill the egg shells, which should be prepared in the following manner:—With a large pin make a hole in the small end of each egg, then remove sufficient shell from the other end of the egg to leave the open place about an inch across, let the whites run out in one dish and the yolks in another. When filling the eggs shake them slightly so that there will be no danger of airholes, and the mixture should be put into the eggs while quite soft, then set away to harden. This dish should be prepared the day before. Keep the shells upright; after filling they may be set in a dish of bran or anything that will hold them in an upright position while hardening. When ready to serve, break the shells away in small pieces, and the eggs will come out in perfect condition. If one wishes, a little coloring may be added to the gelatine and make the eggs a delicate pink, which contrasts very prettily with the mound of whipped cream in the center of the dish as per illustration.

One dozen of eggs is sufficient for all of the dishes referred to in this menu, and should serve four people.

Pineapple Crescents—Use canned pineapple. Cut the slices in two crossways; make a thick syrup of the juice by adding a little sugar and boiling. Dip each piece of pineapple into the syrup and lay between thin slices of sponge cake of the same shape as the pineapple.

OUR MUTUAL SUCCESS CLUB.

That every reader of this magazine may join this Club and none be denied the privilege, every financial barrier has been removed and the work is wholly co-operative.

No money will be needed to pay membership fees or dues, for there will be no assessments or charges of any kind. To secure a year's membership in this club it is only necessary that you be or become a subscriber to THE SEGNOGRAM and that you send us three new subscribers to this magazine at the time you apply for membership in the Club. By doing this you help yourself as well as us by making three more people eligible for membership. If you are so situated that you find it impossible to secure three subscribers in your neighborhood, you may pay for three subscriptions to be given to friends residing elsewhere, or to some charitable organization.

Mental and Physical Culture



A System of Training the Little Ones.

By AUMOND C. DAVID

Exercise No. 13. The bar being lifted in this exercise weighs five pounds. This she is given, having thumbs over bar, palms upward, directly in front of the chest. She is to hand it up as high as reach extends to you; then to the ground and up again twice, the first time bending the knees in stooping to pick it up, the second time with knees straight. She may also lower the bar to chest in order to rest the upper arm muscles. For variety she can take hold, with palms down, and with this grip be lifted to bed or from bed to floor, thus bringing into play exercise No. 3.



EXERCISE 13

Exercise No. 14. Being lifted by instep and hands above the bed, she is taught to hold thus four counts; then to let go the toes and drop as slowly as possible to position of hanging with head downward. This done twice is sufficient. For variety let insteps go one count and the feet drop as a final, holding hands.

Exercise No. 15. While lying upon bed place child's left foot in teacher's right palm, with child's right foot up against upper arm near the shoulder. Steady with left hand to position shown, using doll's exercise like this to attract her attention. She is then told to rise from the limp hanging position first taken to that of extending firm balance as shown, thus bringing into play the entire set of muscles on either side of her anatomy,



EXERCISE 14

which are seldom used in other exercises so forcibly. This also strengthens the lung power as it gives more strength to the diaphragm and lower rib muscles, which, of course, are used in normal breathing almost exclusively. For variety change arm and feet position.



EXERCISE 15

TO THOSE WHO WOULD KNOW

A Brief Study on the Golden State.

By H. M. WALKER

Get down your geography and turn to the map of the United States. Trace an outline sketch of the map of California. Now place the outline map over the states on the Atlantic seaboard. It covers up the states of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, Maryland, New Jersey, Pennsylvania, and most of the Virginias.

The aggregate population of these states is about 25,000,000, while that of California is two millions.

Try another comparison: Draw a square showing 155,980 square miles. That is California. Now draw another showing 50,680 square miles. That is England. Draw another showing 29,785 square miles. That is Scotland. Draw another showing 32,583 square miles. That is Ireland. Draw another showing 15,975 square miles. That is Switzerland. Draw another containing 12,648 square miles. That is Netherlands. Draw another showing 11,373 square miles. That is Belgium. Now place these squares inside the big square of California, and you will still have room left to tuck Wales away in the corner. The population of these countries of Europe is placed at 57,000,000, while that of California is two millions.

These figures will give some idea of the immense size of the state, and its great possibilities in growth. They do not, however, convey any information as to the possibilities for work and business in California.

It is the purpose of this article to tell just what a man may expect on coming to California to find employment or looking for a business opening. Many questions are asked us from all parts of America and Europe about the conditions prevailing here. We would not attempt to answer all, but will speak in general terms.

It is said by the railroad companies' agents that more than 100,000 strangers have come to California in the past month. We do not know what per centage of these are men and women of the working class. But we do know that many thousands come to California each year looking for what they cannot find, and are disappointed. Just as they would be disappointed were they ushered into paradise without knowing how to wing and sing.

California offers the very best opportunities to men and women of the right type, and

whatever disappointments there may arise, are more often the result of a wrong viewpoint than the outcome of prevailing conditions.

Conditions in California are the best. They demand that a man shall work intelligently and live economically. Soft jobs are not on tap. Competition is keen—keen as it is in New York. The best a man has in him is not too good to be shown in California. It is not *expected* of him—it is *demand*ed. If he fails, he alone is to blame; and yet no one blames him for it.

Ability counts here. If a man has a trade to fall back upon, California offers him splendid opportunities; if he has talent and knows how to apply it, California wants him; if he has health and strength, and a desire to work he will not have to go far to find employment. But the *average* office man or bookkeeper is at a disadvantage. He may look a long while for a job, and when he finds it, the pay will be small. Many thousands of young men and young women come here from the East to find a more congenial climate. Having no trade they are forced to take what they can get. They go into offices and stores, with the result that there is much overcrowding.

On the other hand the highest wages going are paid to all craftsmen, and the first-class workman is always in demand.

In the matter of business openings, like conditions prevail. The man who can tell a bargain when he sees it and has quick action back of patience, can find splendid opportunities in California to invest his money and get good returns. But to succeed he must be wide awake to every innovation and well-posted on the details of his business.

In no city in America will competition be found keener than in Los Angeles. The man must have the application of a genius if he would press to the fore in any of the mercantile lines. He must be quick to see and must have the faculty to make lightning decisions.

And what is true of Los Angeles in this respect is true of all progressive cities in California.

No man should come here to find "easy" money unless he is in a position to invest in land, build a hotel, or can buy or build a street-car line. Everybody wouldn't tell you this, but it is true.

What we have said of the size of California

is all true. It speaks volumes for what the future of the state will be. But we would not have a reader get the impression that California offers something for nothing. She does not. Opportunities are many; possibilities are great; drawbacks are few; but, listen: to take advantage of them one must come prepared to do and dare.

"What about Los Angeles? Is it all that is claimed for it? What are its possibilities? How will it compare with other cities of America in point of progress, style, permanence, culture and wealth?"

These are questions that are being asked in hundreds of letters received by THE SEGNOGRAM each month. To answer them and the hundreds of other questions they would lead to, would require more space than is contained within the covers of THE SEGNOGRAM. And then, too, perhaps we are just a bit prejudiced, or may not have as clear a perspective as one coming from another city. Perhaps we do not appreciate just what Los Angeles is growing into. One does not have to be knocked down to be impressed with the fact that there is *growth* here. The very air is pregnant with the spirit. It is in everything. We can see this, of course, but to be able to see does not mean that we fully realize the magnitude and moment of the city's growth.

Read these figures:

Conservative estimates of total assessed valuation on Los Angeles real and personal property for the fiscal year 1906-7 made by City Assessor Evan Lewis, after six months of personal investigation.....	\$188,500,000
Assessed valuation, 1905-6.....	156,662,111

Gain in one year.....	31,837,889
Assessed valuation, 1900-1.....	65,599,920
Gain in six years.....	122,901,080

Assessments are made on a basis of 50 per cent of the actual valuations.

As another has said: "It frequently happens that one fails to comprehend the size of an object because of too close proximity to it. It needs perspective to bring out the proportions. Likewise familiarity with conditions are sometimes fatal to a thorough comprehension of their possibilities."

Strangers coming to Los Angeles sometimes discover opportunities which have not been suggested to the older residents of the city. Several outside business men have remarked, in the past, that Los Angeles did not realize the magnitude of their advantages nor the

future in store for the city. W. P. Whitsett, recently from Chicago, is one of the newcomers who sees a brilliant future for Los Angeles and who is surprised that local capitalists are not more enthusiastic than they are over the situation.

Mr. Whitsett is a tourist. He bought a return ticket in Chicago which brought him to this city by way of Mexico City, where he will pass several weeks.

"I have been here three weeks," said Mr. Whitsett to a Los Angeles Evening News reporter, "and I have invested about \$70,000 in Los Angeles realty already. I have a return ticket to Chicago, but I do not know that I shall use it. I expect to remain here during the winter, and it is possible that I shall locate here permanently."

"I have unlimited faith in the future of this city. I know of no city in the United States that has so promising an outlook. The great field of commercial development with foreign countries is in the Orient. New York has not the opportunities that Los Angeles now has in this respect. The trade which comes to the Atlantic coast has about reached its climax. The countries of Europe are old and developed. The trade of the Orient is all to be developed. It must come this way, and there is no limit to the things in store for the city from this point alone."

"I have bought a large tract between here and the beach. The city is bound to develop in that direction. I find the lots at the very door of the city are selling here for less money than similar lots in the suburbs of towns of 5,000 or 10,000 inhabitants in the East."

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ONE SECRET OF YOUTH.

Here is what Henry E. Dixey, the actor, who is now forty-five, has to say about several matters of interest to SEGNOGRAM readers, in the following interview published in the *Chicago Inter-ocean*. Mr. Dixey says:—

"As long as men admire beautiful women—and they will as long as there are beautiful women in the world—it is scarcely the proper thing for men to consider beautifying a trivial and frivolous occupation. I'm for beautifying seven days in the week. The woman with hair like whisks of straw, with a muddy skirt hem, an unhealthy complexion and general air of personal neglect can never be attractive to herself. There's a great deal in being attractive to oneself, and finding in oneself good company. I'm a strong believer in the sentiments of Emerson, who said: 'It is easy in the world to live after the world's opinion; it is easy in solitude to live after your own. But the great man is he who in the midst of the crowd keeps with perfect sweetness the independence of solitude.' I can't imagine that the sweetness of solitude is particularly delicious to those mortals who haven't the energy, the desire or the time to keep themselves young of heart, clean of clothing and as good to the eye as it is possible to be.

"Don't worry, is one of the secrets of keeping young. Minding your own business is another secret. Keeping well and strong, bathing constantly and eating with a ray or two of wisdom are still more secrets.

"Be cheerful and happy, though you die from the effort. As the slangy, bad little boy said, 'The worst is yet to come.' No matter how bad things may look, there is always some redeeming feature of the situation if you will only stop worrying long enough to look around and find it. There is always some reason to laugh, if you possess the temperament to hunt the smile. In this way you easily obliterate all the other phases of the unpleasantness from your mind. I have preserved the same appearance for twenty years because I haven't been ashamed to laugh often and long. I have laughed unrestrainedly and at my troubles as well as my joys.

"Exercise and hygienic diets are all right in their way. They keep the body healthy. But the foundation of youth and happiness is found in one's mentality, in the ability to throw off one's cares, and to face the world with a smiling countenance. Whoever saw a man who is always laughing who ever got wrinkles or gray hair or stopped shoulders? He has a keen appetite, he loves the open

air, and this very ability to laugh makes him appreciative of everything in life and nature and the whole universe.

"Whoever saw the man who could refrain from worrying who was not successful in whatever business deals he undertook? Good nature is as valuable as a bank account. It sweeps everything before it. It forestalls arguments, it creates success, it saves troubles of every description. As for keeping one young, it is the one great beauty doctor."

Employment of the Mind.

A great poet has said: "My mind to me a kingdom is," and what a grand realm that kingdom may become if we set out to conquer certain rich provinces of knowledge and make them tributary to it. The added provinces will convert the kingdom into an empire, and the royal mind will rule it with more than a kingly prerogative.

Beside these victories of the mind, with their lasting benefits to the individual and the race, how meager and transitory seem the military conquests of petty states. The creations of Homer's mind have illuminated the ages, while his contemporary chieftains and rulers are forgotten. Copernicus corrected false conceptions of the solar system and established an impregnable theory; what name among all the monarchs and generals of his century shines with equal splendor.

Though our bodies are confined like prisoners to a narrow patch of earth, and are dowered with but a few fleeting years, yet if we rightly employ the divine faculty implanted within us, if we interrogate nature in her varied manifestations, if we appropriate, through books, the garnered wisdom of the ages, we may commune with the greatest thinkers of all time, we may probe into the most sacred secrets of the past and the present, and spreading the wings of our imagination, we may even defy time and space, and become denizens of the star filled universe.—L. A. Times.

ELLA WHEELER WILCOX



Contributes a beautiful new poem to each number of *The Nautilus*.

FLORENCE MORSE KINGSLEY

Is also a regular writer for *The Nautilus*, which is a bright, monthly magazine of Self-Help and Good Cheer. Four Months for Only 10c if you send now. Address the editor, ELIZABETH TOWNE, Dept. 77, Holyoke, Mass.

GRAPHOLOGY



By Mrs. Franklin Hall
Special Article

This department in THE SEGNOGRAM has been of great assistance to many of our readers. Graphology has long been recognized as a science, and Mrs. Franklin Hall's readings are phenomenally accurate. The special articles that she writes for THE SEGNOGRAM contain very much that will benefit every reader, and to her advice many of THE SEGNOGRAM family owe much of their success. To give more space to other articles we have discontinued publishing the readings made for our subscribers, and instead are sending them direct by mail. How to obtain a reading will be learned from the two short paragraphs at the end of the following special article.

"YOUTH AND OLD AGE WALKED HAND IN HAND."

In the general acceptance of this phrase, we mean that the child walks "hand in hand" with the patriarch, but there are times when it can be truthfully applied in another way, as we see exemplified in the writing below.

There are certain people with whom the spirit of youth "walks hand in hand," beyond the century mark; for old age does not necessarily imply decay of either mind or body.

Humanity is very much like a forest, where the tiny sprout unfolds into the sapling and then into the full grown tree. Through some unseen force the sapling may become knotted, bent and dwarfed until it is nothing but an

different temperament from me, that you require different food, different exercise, different recreation, and so when we have learned what is good for each different temperament, what is most conducive to its mental and physical health and prolongation of life, then we can give to each the formula to follow to attain the best results.

The remarkable writer of this letter who is 108 years young has undoubtedly solved this problem to his own satisfaction, for he has practiced what he preached, even through that preaching might not be the exact guide for everyone. (In making this statement, in all justice to the talented young author of 108, I must say I have never read his book; therefore have no right to comment.)

*Your Favor in hand
in which you ask for price of my
book Secret of Long Life.
I will send you one for fifty cents*

unsightly grotesque form of wood, or it may become the full and perfect tree, and some disease sap its strength, some insect fasten upon it and eat its life out until it decays and dies returning again to the dust from which it sprang. Or it may be of such splendid fibre that despite the lashing storms and bitter cold it rears itself aloft and stands in perfectness through centuries of time.

There is no real reason why man should not exist through centuries and keep all his faculties, all his symmetry of form, for it is simply a matter of proper food, exercise, and condition of mind. How many men and women of mature years, no matter how intelligent, how scientific, that really know the science of life, how to live and grow ever more beautiful, more magnetic, more intellectual, more powerful. There are plenty of theorists, plenty of faddists, but I refer entirely to those people, the very, very few, who know what is best for their individual needs.

You must bear in mind, that you have a

Then comes the question, do we wish to pass the century mark? A question that can be answered only by conditions. If we can do this and remain like this man, clear-headed, physically perfect perhaps, or as near so as possible, with means to be independent and not a burden upon others, then it would be worth while to live, to learn, and to watch and aid the progress of the world.

Another question; if we all possessed this wonderful youth beyond the century mark, would there be any need of increasing the birth-rate or fighting against race suicide, for if people all lived to such a remarkable age would not the world become too filled with humanity?

I am asking these questions because they are puzzling and limitless, and it might be worth while for some of the SEGNOGRAM readers to enlighten us upon this subject.

Let us study the writing of this man and see what has enabled him to thus retain strength of mind and body. In the first

place he has the ascendant writing that indicates great hopefulness and ambition, this alone would enable him to overcome many difficulties for it would not permit him to sit down and worry over what could not be helped but instead he would take some other road to reach the desired goal. He is logical and reasons well for the letters in the words are all closely connected. He has a remarkable memory, for the "i's" are all closely dotted. He loves the beautiful, for there are many artistic curves and hence he would live close to nature for there are no accentuated egotistic curls in the writing.

He has enough humor in the upturned finals to see the pleasant things and that aids digestion. He is thrifty for the letters are a little compressed and the finals are not long, so that he would not live extravagantly. There is none of the sensual shown, therefore his passions have always been under good control and hence have not undermined his strength. He has not large imagination, although not devoid of it entirely, so that he would be moderate, or temperate in all things. While he has not as persistent a will as some, his ambition and analytical mind accentuates this quality. He is gentle and sympathetic, for the writing slopes some but not sufficiently so to lead him into folly. He has keen penetration denoted by the sharp pointed letters and should be well developed above the eyes. He has sufficient self-confidence to make him progressive and assertive. Combine all of these characteristics and you have the wonderful secret of his long life, good intellect, conserving his strength, hopefulness, economy, temperance in living, cheerfulness, simplicity.

May the good man live yet another century and the spirit of youth still "walk hand in hand," with him, is my sincere wish.

How to Get a Character Reading

Any subscriber to this magazine who sends us three new yearly subscribers will be given a Character Reading from his or her handwriting.

How to Send

When sending the three new subscribers, also send twenty-five words of your natural writing on a separate piece of paper, and sign it. The first orders will receive the first readings. Send early and avoid the rush. Address, THE SEGNOGRAM PUBLISHING Co., Dept. G, Los Angeles, Cal.

A Cincinnati woman who is noted for her amiability says she acquired the habit of cheerfulness by saying the following to herself every time she felt inclined to worry:

"The cow's in the hammock,
The cat's in the lake,
The children are in the garbage can,
What difference does it make?"—*The Pnews*.

"MUTUAL HELP" ADS.

Advertisements under this head will be published at the rate of 2 cents a word. No "Ad" taken for less than 25 cents.

If you have anything to sell; if you want a position; if you want help; if you want to change your business, or desire to get a business partner; if you want to invest in a business or in property—whatever you want, here is your chance to advertise the fact and have your wants filled.

Count the number of words in your advertisement and send two cents for each word.

Ads of patent medicines containing injurious decoctions and investment schemes will be barred admission.

Address: THE SEGNOGRAM PUBLISHING Co., Los Angeles, California.

"Occultism of the Occident" vs. the "Orient."—If you would know, "Knock, and it shall be opened unto you." Address Esoteric, P. O. Box 1007, Los Angeles.

A Widower, aged fifty, strictly temperate and affectionate. Has small capital; capable of managing most any kind of business, wishes to marry a lady of means: must be kind and affectionate. Address WIDOWER, care of SEGNOGRAM.

WANTED.—To correspond with a lady not over 28. I am of a cheerful disposition, a lover of home. I have a good business and want a companion able to help me improve it and make a home happy. R. B. CORRON, East Fairfield, Vt.

Widower with income wishes to meet wealthy woman 30 to 45 to assist in building home and beautifying Redwood and Fir grove near San Francisco and electric road. Oranges, olives, fruits and flowers always. Matrimony. Bank and Clergy reference given and required. Address "Homing," SEGNOGRAM office, Los Angeles, Cal.

WANTED.—Jolly, pleasing, lovable, of good appearance, Christian lady of means, matrimonial inclined, economical housekeeper, under 35 years of age, who will help me in my furniture repairing and upholstering business. Richards, 14 Ogden Pl., Chicago, Ill.

FOR SALE.—Five volumes of Frank Leslie's Illustrated Weekly, commencing in 1861, continuing till the close of the war with the South. Address Mrs. Isherwood, Daytona, Fla.

Correspondents wanted for mutual improvement. Address E. L. Smith, San Bruno, Cal.

FOR SALE.—(or semi-tropical exchange) Farm of 86½ acres, rich rolling land; 70 in cultivation, balance in woodland and pasture; well fenced; 2 acres orchard with berries, shrubbery and evergreen shade. House and out buildings; barn with basement for stock. All within 1 mile of church, school and store. Write for any further particulars, to GEORGE H. MUNRO, R. D., Desoto, Wisconsin.

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and members of the Success Club living in Europe
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THE SEGNOGRAM

1701-1719 Kane St. Los Angeles, Cal.

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EDITORIAL STAFF

A. VICTOR SEGNO

WILLIAM WALKER ATKINSON

H. M. WALKER

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SUBSCRIPTION

United States, Canada and Mexico.....50 cents a year
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TO ADVERTISERS

No medical, investment or objectionable advertising will be accepted or printed in this magazine at any price. Advertising rates, sent on application.

CHANGE OF ADDRESS

Notice of change of address should be sent to us at once as the postal rules forbid the forwarding of magazines without the payment of additional postage.

YOUR SUBSCRIPTION EXPIRES



When this circle is marked with a blue cross it signifies that your subscription has expired and that you should renew it at once.

If you receive a copy of this magazine and are not already a subscriber it is an invitation to subscribe. Accept the invitation.

NOTE: We cannot supply back numbers. All subscriptions received before the 15th of the month will begin with the issue of that month. All received after the 15th will commence with issue of the following month.

Shop Talk ; What is Doing at the Segnogram Home

We wonder how many of our lady readers are going to take advantage of our offer of an "Out-of-Sight Stock Fastener" as a premium for two new subscribers to THE SEGNOGRAM?

We would like to give away at least 5000 of these excellent Stock Fasteners. Not only for the reason that it would mean an addition of 10,000 names to our subscription list, but more especially for the satisfaction we would feel in knowing the comfort they would be to that number of our readers. We do not know of a contrivance that promises to be of such service to woman while the Stock Collar is in flower. It seems to be the exact thing needed. If you have not seen one in use, you will confer a favor on yourself and your friends by inducing them to give you their subscriptions so that you may get a Fastener.

We can't wear the Fasteners ourselves. They were purchased for you, and we want you

to wear them. Now, ladies, don't procrastinate. If you do, somebody else will wear the Out-of-Sights, and you will wonder why their neck-wear looks so stylish, while yours is caught with pins and is always coming undone and divorcing itself from the neck-band and leaving an untidy stretch of uncovered neck to view where it should not appear. You understand: it doesn't look well. With the Out-of-Sight, you wouldn't have any trouble at all, and your neckgear would always set "just so."

You will find full particulars of how to secure one of these "Out-of-Sights" on page 28. Look it up.

* * *

Purchasers of lots in the Segno tract of land in Los Angeles will be interested in knowing that one of the street car lines was, during the past month, extended to within one block of the property, and preparations are underway for grading the streets, putting in curbing, etc. The value of the lots has advanced one-half, and when the improvements now projected are completed the value will double.

* * *

Have you sent an order for William Walker Atkinson's new book "Dynamic Thought?" It is his best work and a book that is sure to create a sensation in Advance Success-Thought circles. The price is one dollar.

* * *

A book that is full of interest to every reader of THE SEGNOGRAM will soon be published by The Segnogram Publishing Company. "Heart Throbs" is its title, and it is a book that will appeal to every Success-Thought reader, telling as it does, in that quaint way so characteristic of the writings of H. M. Walker, how to employ the mind on the things of every day in order to put into life more of that seasoning and initiative which brings success to the worker. The writer advances no new theories, but puts such a strikingly original phase on many an old one that it appears new, and makes us wonder why we did not see it in that light before. Those little things of every day which lie so near to the heart of us all that we too often forget them, are talked about in Mr. Walker's own style, and the mighty importance of the unimportant things is brought out in a way to make us think. And it does not stop there. There is action in every page of the book, and with it all that practicality which carries conviction to the very heart of the reader. Open the book where you will and you will find something to inspire you in his *do* and *dar* philosophy.

It has no dry spots—nothing dead—nothing dying. It breathes the breath of life into you, because it is so humanly human, and so simply practical. It is life—all life—from cover to cover.

The price of the book will be \$1.00. Orders are being taken for it now. Your Success library is not complete without it. It gives you ideas that might be worth a fortune to you about health, happiness and the secret power to win the hearts of men.

* * *

Are you going to have one of the three-in-one volumes of THE SEGNOGRAM which is to be published soon, giving the contents of the issues of the magazine of Volumes one, two and three? Would be pleased to receive your order. The cost will be \$1.50. The book will be bound in hard cloth covers, and will be the size of the present page of THE SEGNOGRAM.

* * *

Another book that you should have is Mrs. A. Victor Segno's Book of Menus, which we hope to publish in the near future. It is believed that it will be the choicest reference book for the kitchen and dining room that is extant, and should be in every home. One hundred menus are given, with full particulars of how to prepare two meals a day for 50 days. These meals are prepared on distinctly dietic lines, the dishes being appetizing, wholesome and easy to prepare. Mrs. Segno's object in writing this book is to place in convenient form into the hands of health-culturists, information that should contribute very much to their home comforts and their health and beauty of face and limb and body.

All who have read in THE SEGNOGRAM, Mrs. Segno's Menus, are well acquainted with the character of her work and the nature of the dishes prepared by her. The artistic shapes and colors and luscious combinations of the dishes which she tells how to prepare whet the appetite to the keenest edge. The book will be printed on Antique paper, with flexible Denim covers, and will contain 110 pages. It will sell at 50 cents. Thus you will secure, if you buy the book, 100 menus for 100 meals, with full directions how to prepare the dishes, and much other general information relating to the proper combinations to observe in eating to bring about

certain physical conditions. Every home into which THE SEGNOGRAM enters should have one of these Menu Books. For half a cent it tells how to prepare a whole meal.

* * *

On April 15th the shares of stock in The Segno Publishing Company will advance to \$10 per share—par value. After that date no share will be sold for less. When the stock was first offered to our readers the price was \$7.50 per share. On February 15th it was advanced to \$8.50 per share.

Subscribers who came in when the price was low made \$2.50 on each share purchased. Those who take advantage of the present rate of \$8.50 will make \$1.50 on each share purchased.

The first dividend of the Company will be declared January 1st, 1907. Are you going to be in on it? We do not want to inconvenience you, but you know the proverbial time and tide which do not wait.

* * *

One of the features of THE SEGNOGRAM that is sure to attract and hold the interest of every reader, and build up within the boys and girls a feeling of fellowship with the birds and animals and insects, and at the same time give much valuable information in Nature History, will be that soon to be established by H. M. Walker, to be known as: "Our Brothers—the Birds and Animals and Creeping Things." Mr. Walker has had articles for this department in preparation for some months, and enters into the work with that earnestness characteristic of all men in love with their work.

As a prelude to this department we will have for the May number of THE SEGNOGRAM an article by Mr. Walker showing the work that is being carried on in Los Angeles by Mrs. E. M. Deardorff, under the organized head of "The Young Defenders League." It is a particularly noble work that Mrs. Deardorff is doing, and we are pleased to have the privilege of telling of the work. Watch for it. At the Fiesta to be held in Los Angeles in May, Mrs. Deardorff is hoping to have 5000 boys in a line of march, all wearing the badge she has provided, and with a band of their own members at the head.

* * *

We have struck a new key note in our articles in this issue of THE SEGNOGRAM. How do you like it?

Would you like to own a fine Orange Ranch in California—one that would make you a permanent income of from \$2,500 to \$3,500 a year on an investment of \$13,500? If so, write to A. Victor Segno, Los Angeles, Cal., for further information.

MAKE YOURSELF KNOWN.

By H. M. Walker.

It is hard to be misunderstood. It pains one's heart. It makes life sordid and cruel. Yes, it is hard to be misunderstood.

But, listen: there isn't any good reason why we should be misunderstood. I very often have thought there was. I have known people even to accept the martyrdom of being misunderstood with a certain amount of pleasure—pleased with themselves that they hold the distinction of being not understood.

But I have learned a better way. It is this: never to allow yourself to be misunderstood. Make yourself known. To know all is to forgive all. And to be known by all is to be forgiven by all. It is not to the credit of any man to allow others to misunderstand him. It is just as easy to be understood as it is to be misunderstood. And there is a very great deal more light in being understood than in being misunderstood.

It has been said that no man ever has risen to greatness who has not passed through the dark period of doubt and misunderstanding, and no doubt this is true. But the man who is misunderstood is not as lovable as the one who makes himself understood, and the more lovable a man the greater he is.

Make Yourself Known! If you feel that others have misinterpreted your words and intentions; if your real meaning has not been grasped by the mind of the one by your side; endeavor to make it clearer; live more frankly and free. Let your life have no hidden meaning. Be open. The man who is not a criminal nor a coward need have no life secrets. He can take the world into his confidence and know that as he makes clear his life work, he will be understood. Let his life work be for the good of humanity and every assistance will come to him, freely and without asking.

A hidden life is a useless one. Like everything else, when the thing is not in evidence, its existence is forgotten. The world uses that which it needs and can get hold of at a moment's notice. It must know where to find a man. It pays, therefore, to make one's self known. No misunderstanding should be allowed.

A word of explanation at the right time—*NOW*—when the act is committed—when the word is spoken—may save many hours of heart-ache and perhaps the life of the home or the business you are engaged in. Who knows?

Make yourself known.

Take things always by their smooth handle.

DOES YOUR HEAD ITCH?

Does your hair fall out? Is your hair turning gray prematurely? Have you dandruff? If so, don't ignore these conditions; they are indications of germ skin disease.

Dandruff is a Germ Disease

So are scaly head, tetter, scabbies, barber's itch,—in fact, nearly all eruptions of scalp and face are caused by germs or microbes. There is just one way to get rid of a germ disease. You may comb, and brush, and rub, and wash and perhaps relieve the symptoms—but the disease is there just the same and ready to break out again. You must first

Destroy the Germs

and then nourish the scalp—and these things we guarantee that you can do by using our

California Scalp Food

This Food is a powerful antiseptic, non-poisonous, mild and an absolutely non-irritating compound—hence a wonderful healer. It is death to disease germs but life to the scalp, as it feeds the impoverished tissues and hair bulbs, increases the blood circulation, livens the pores and makes the skin soft and pliable. It is pleasant to use and easy to apply.

We manufacture California Scalp Food, and take pleasure in continuing to supply it to *Segnogram* readers on our usual liberal terms as follows:

Send us one dollar for a full sized jar of California Scalp Food, which we will mail you prepaid by return post. We guarantee our California Scalp Food; use it faithfully for thirty days and if it does not give entire satisfaction, we will cheerfully return to you the one dollar you have paid us. That's a fair offer, isn't it? Send today.

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Minnie Bel 2.17 1/2
Linda Bel 2.18 1/2

And others in 2.30 list.

Send For Circular, Fees, Etc.

W. N. BURGESS, PROPRIETOR
EAST LYNNE FARM, Flemington, N. J.

WE EAT TO LIVE

Foods vary widely in nutritive value; not merely in the percentage of nutritive elements which they contain, but also in the nutritive values which are available for the nourishment of the system.

The actual nutritive value of food is the *net* worth of that food in replacing broken-down tissue and supplying the necessary heat and force calories.

To illustrate: Here is a huge plant; its main purpose is to furnish motive power for a traction system; every ounce of steam used to pump the water for the boiler, or haul the coal from the bunkers, or pump the oil or in any of the other interior economics of the plant decreases the horse-power-output.

So in the human body; when we eat food that calls on the full processes of digestion, taxes every organ to eliminate the poisons and effete matter which were taken into the system with the food, and clogs the entire intestinal tract with a great mass of matter, we are wasting on *this* work the energies that should be made use of to build up body and mind.

We speak of our over-worked liver, or our over-taxed kidneys, and we mean that these great glands have been imposed on by being forced to handle great quantities of stuff that is little more than sewage—devitalized food which should never have entered the system, for it contains the minimum of nutritive value while imposing the maximim of labor.

Under such imposition how can these and the other glands of the body do their work in building a beautiful temple for a sane mind?

So, quite aside from the nutritive elements which are disclosed by an analysis of given foods, we must consider what proportion of these values will be expended in converting the food into blood. And only thus can we arrive at the actual nutritive value of any given food.

The conclusion therefore is that the highest nutritive value is found in the foods which are rich in nutritive elements, free from poisonous matter and containing but little effete matter. If their physical character renders them easily assimilated their nutritive value is still further enhanced.

Now, there is a form of food that conforms so closely to these specifications that we may justly consider it the highest in nutritive value of all the food used by man.

I mean pure olive oil.

Every tiniest particle of it is *food*, no waste matter; no 90% of water, as in vegetables; no 30% to 60% of water, as in eggs or meat; no vast bulk of indigestible matter that must be excreted—nothing but food.

Again, pure olive oil is the purest food known; no contamination from soil or water, as in vegetables; no uric acid or lingering diseases, as in meat; no ptomaines.

Again, pure olive oil is so easily digested that it may be "eaten" through the skin. The cutaneous capillaries absorb it eagerly and carry it into the circulation, where it is manifested in a short time in the increased number of hemoglobins of the blood, resisting the process of cell destruction and building new tissue.

Quite contrary to the common idea, the value of olive oil is not in its heat-producing qualities; it is primarily a blood maker and tissue builder and is specially called for in every form of malnutrition or mal-assimilation. Aside from its food value it has a decidedly beneficial action upon the entire intestinal tract.

The main reason for the superiority of olive oil over all other forms of food is its ready digestibility. It being assimilated in a few minutes while meat, vegetables, cereals, etc., require from three to five hours. Olive oil thus enables a man to economize fully 90 per cent of the time and energy expended in the digestion of ordinary food, setting it free to be used in his daily vocation, and in the case of invalids and people of enfeebled vitality, adding it to the reserve force of the system. For those who use much mental energy, it is the ideal food.

All that I have written applies only to an absolutely pure olive oil and is not true of adulterated olive oil containing cotton seed or any similar substitute.

You are assured of getting absolutely pure olive oil when you eat the Ripe Olive just as it comes from the laboratory of nature. You should know more about this valuable food which played such an important part in the history and public life of the Greeks—the race that attained the highest physical development.

If you will send your name and address to The Manager, Dept. 1. G., The Lyvola Olive Co., Rochester, N. Y. he will send you some interesting literature about Lyvola Ripe Olives, and Lyvola Olive Oil.

ANOTHER \$5 PRIZE WON.

Of the many good answers to Question No. 3: "As an Employer, what would you look for in a person applying for a position?" that of W. S. Evans, of Orrville, Ohio, was awarded the prize of \$5 by the judges in our Contest Department.

Following is the answer made by Mr. Evans. It covers the essential points in a clear, concise manner:

"A person who desires employment for a legitimate purpose, and for our mutual benefit. Willing to start in any capacity, and demonstrate by earnest application to whatever duty assigned, a determination to meet every reasonable requirement, and prove by the excellence of his labor that he deserves approbation and a gradual promotion to higher and better responsibilities. Who cherishes a higher ambition than merely putting in time and drawing his salary, and cheerfully renders the best service of which he is capable. Thorough and painstaking in all his work, indicating a belief that true merit is the surest and shortest road to preferment and permanent success. Who applies himself as assiduously in my absence as when under supervision, giving attention to every detail voluntarily. Absolute abstinence from indulgence in intoxicants, profanity, and all forms of gambling. Moral in habits, cleanly in speech, and considerate of others' rights and feelings. Accommodating and pleasant in demeanor at all times. I would treat him in every respect as becoming a man, and would demand reciprocation. While I would accord him the right of a reasonable difference of opinion, I would never tolerate a chronic kicker or growler."

EUREKALINE

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Keeps FALSE TEETH from SLIPPING and DROPPING in the mouth. DISINFECTS and keeps the mouth clean, thereby improving the general health. Put up in two sizes, \$1.50 and \$2 containing three times the amount of \$1.00. Postage prepaid. Sample free. Free from poisons.

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Ella Wheeler Wilcox says there was a man who conceived the idea that he could insure perpetual life on earth and in his earthly body by always remaining clothed and never removing even his hat. He died a few weeks ago at middle life. To keep the body from the touch of the elements is as unnatural as to protect vegetation from sun and air and expect it to thrive. Of two extremes the man who wore no clothing would approach nearer the ideal of health and vigor. But in our climate and age a medium course is wiser. No more erroneous idea ever gained credence than the prevailing one that wetting the feet is disastrous to health. More people have impaired their health by smothering their feet in airtight leather than by wetting them in thin shoes.

Nature placed more pores on the bottom of the human foot than on any other portion of the body. Through contact with earth, air and rain and snow these pores were intended to convey electricity to the body, and through perspiration the body was to discharge impurities.

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Overshoes; rubbers and thick leather, like flannel underwear, are helping to support doctors and druggists.

No one should sit in wet shoes or hose. But it is an excellent thing to wet the feet every day by contact with moist nature. If you are caught out in the rain with thin shoes do not distress yourself with fear of a cold. Believe you have received a benefit—and go home and give your feet an alcohol bath.

Begin on a warm summer morning and introduce the bottom of your feet to sweet Mother Earth for a few moments. In the winter take snow from your window sill and give the starved soles of your feet a snow bath. They will glow with gratitude all day.

You are sorry for the poor little city children who have never seen the country. Well, be sorry for your poor, choked and prisoned feet, unacquainted with Mother Earth!

Should you receive a thorough wetting some day and go home soaked to the skin, do not imagine you have paved the way to consumption. The microbes of pneumonia and consumption were not created until after the invention of the umbrella and overshoe.

There is no bath which can so invigorate the body as the falling rain, charged with nature's electric current. But wet garments should not remain on the body. If you have

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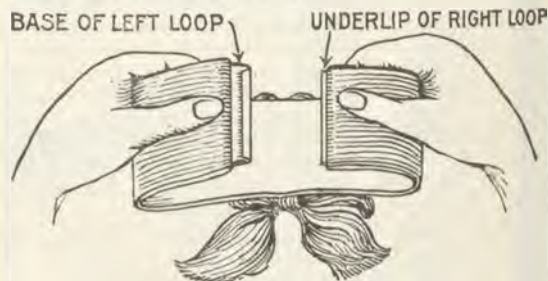
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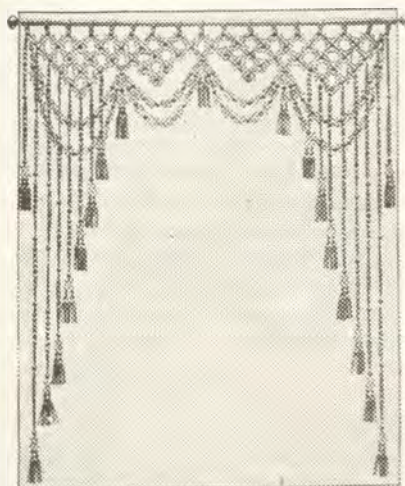
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