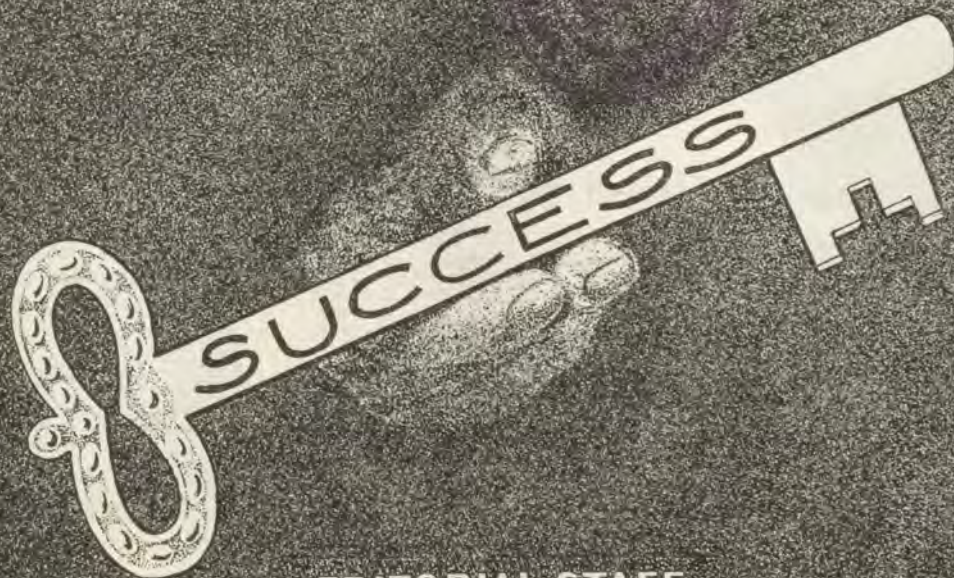


# THE SEGNOGRAM

A MAGAZINE OF MENTALISM



5 CENTS  
A COPY

EDITORIAL STAFF  
A VICTOR SEGNO  
WILLIAM WALKER ATKINSON  
H.M. WALKER

50 CENTS  
A YEAR

## The Best Magazine

SEGNOGRAM PUBLISHING COMPANY  
LOS ANGELES CAL.



MY PARTNER



MISS EXQUISITE



PROTECTOR



DOLLY DOLLARS



PRINCESS CHARMING



## Stylish and Popular

### TRY ONE OF THESE

**MY PARTNER**—Lends itself to many uses. Made of lawn, full front and back, long sleeves, trimmed with contrasting colors on collar, front and sleeves ..... **60c**

**MISS EXQUISITE**—Looks cool and feels comfortable. Made of white lawn, has belt, low cut collar fastening at neck. Trimmed with three rows of contrasting striping, it is an attractive sacque ..... **\$1.00**

**PROTECTOR**—A substantial working sacque made of durable dark calico, with round ruffled collar, long full sleeves, lap over cuffs to be buttoned, and ruffled at skirt. **75c**

**DOLLY DOLLARS**—A quick dressing overall, in white and figured lawns, empire blouse, three broad pleats on each front. Bishop sleeves with bands, low neck, closed with shield. Handsomely embroidered and wide ruffles around bottom of skirt. **\$4.00**

**MY BEAUTY**—A very attractive sacque. Shirred front and back, wide kimona sleeves becomingly draped. Made of figured crepe and trimmed with Persian ribbon. **\$1.50**

**PRINCESS CHARMING**—Captivating, fascinating, all silk figured Japanese kimona, with wide bell sleeves, shirred in front and back at shoulders to form yoke design. Trimmed with wide bands of contrasting silk. A gown to be proud of. .... **\$9.00**

**VANITY FAIR**—Very swell, in plain or printed lawn, six small tucks down front and back. The Bishop sleeves have large cuffs. there is a natty waist belt and wide front box pleat with hidden buttons, all of which are of differently printed attractive lawn. **\$1.50**

### ASK YOUR DEALER

If he cannot supply you, send us the price, and we will. Include 12c. to prepay delivery and we'll send a charming romance, *The Lawn Courtship*, if you write to-day.

**The Leicester and Continental Mills Co., Inc.**  
Largest Garment Makers in the World  
Dept. 137 GERMANTOWN, PA.



MY BEAUTY



VANITY FAIR

LIBRARY OF CONGRESS  
Two Copies Received  
ADG 27 1906  
Copyright Entry  
June 13, 1906  
CLASS B XXC. No.  
122,151  
COPY B.

# THE SEGNOCGRAM

Volume Six

JULY, 1906

Number Four

## Blessed Human Sunbeams

God bless the human sunbeams,  
The men both strong and true,  
Who daily sing or whistle  
At all they have to do.  
Their eyes are clear and merry,  
Their step is firm and light,  
Their laugh's a benediction,  
And life once more seems bright.

God bless the human sunbeams,  
The women who, though sad,  
Can still be self-forgetful  
And other hearts make glad.  
Their's is a blessed mission:  
Their smile can make night day,  
Their cheery words of comfort  
Soon drive all clouds away.

God bless the human sunbeams,  
The children fair and fond,  
Who come into our presence,  
Life's hardest lesson connd.  
Their prattle falls like music,  
Just as a tear drop starts,  
Their kisses and caresses  
Can ease poor burdened hearts.

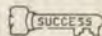


# SUCCESS THOUGHTS

SPECIAL ARTICLE by A. VICTOR SEGNO

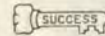


Are you a thinker? Do you give your brain the exercise necessary to keep it a healthy active servant? Are you aware that unless the brain has sufficient exercise it will rust, waste away and become useless just as your arm would if it was not used for a few months. The prizes in this world are won by the thinkers, the people who exercise their brains. To think of a few things constantly is not enough—the brain needs variety, originality and new ideas to exercise on. To be a thinker means to be original and originality means the habit of clear, concentrated thinking. Don't let your brain get into an inert half-asleep state; keep it active. Too many people have a tendency to get into a mental rut and keep plodding along in the same old track without exactly knowing why. Don't be a plodder, be original, be a thinker and a worker and do things a little better than they were ever done before if you would become a success. Machines are made to plod but brains were made to originate and create machines. Those who do not originate new ideas are nothing more than machines. Originality of thought is developed by mental association with original minds. Be wise, keep in harmony with other minds, attract ideas, develop brain power and win the prizes by thinking original thoughts and then acting upon them.



Have you decided just what you would consider to be success as applied to your life and your affairs? Almost every person has a different idea of what constitutes Success. Some consider that money and others that fame, is all they need to be a success. Let me ask you what value money or fame could have if you did not possess health, a happy home and the confidence and respect of your fellow men. Without health, life has no pleasures. Without the confidence of your fellow men, you are as

much isolated as though you were in prison. To walk and live among men who cannot trust us is a calamity which brands us a failure. Success depends largely upon Character, for a good character wins the respect of others. It places us in harmony with those who can and will assist us because they can trust us. To be able to look every man squarely in the eye and grasp his hand in friendship, means more of real success than a million dollars gained by force or cunning. To be a success you must be true to yourself and to others, you must be genuine.



How few of us realize the value of the present moment—our plans are mostly for some future time, while in truth the present is the only time we can call our own. Yesterday is gone, therefore we can get nothing from it; tomorrow is always more or less vague and uncertain, especially as to the opportunities it will hold for any one of us. The present—today—is the only time we are sure of. Now—this instant—is the time to act, to grasp opportunities, to carry out our plans, to do noble deeds, to accomplish, to SUCCEED.

Look at the lives of those who neglected to act when they should have done so. Are they not always telling of what "might have been" if they had done so and so? You can see where they made their mistakes but can you see where you are making your mistakes by letting days go by in which you have not done some good or added a new link in the chain of your success? Don't wait until tomorrow for tomorrow may be too late. The moment a thought or an idea comes to you, then is the time to act. To refuse or neglect to make use of these ideas is to throw away the assistance sent to you. Don't do that again. Act now. Make this the day.

I want to ask you to think and to concentrate your thoughts upon the thing you wish to accomplish, for your thoughts play a very important part in shaping your life for success. An idle brain picks up idle thoughts, therefore it is necessary that we keep our brains occupied with thoughts that will guide, instruct and direct our careers in the right direction. Every thought we entertain becomes a factor in creating the conditions of our present and future, because they direct us to do certain things and follow a certain course. To avoid thoughts that harm and to attract those that help us, we must keep our brains tuned in harmony with people who are striving to attain true success.

(SUCCESS)

Do you realize that back of every act lies the thought that directed the act; that all successful efforts are the result of entertaining successful thoughts and that those who fail, do so because they are in harmony with the wrong class of people and follow the wrong thoughts?

Nothing is more true than this fact, and no knowledge is more valuable to you than to know the difference between successful and unsuccessful thoughts.

(SUCCESS)

The world is made glad by sacrifice. There is no real giving but what is sacrificial, a kind of sacrament, a devotion, by the dedication unto another of what we prize and could turn to account for ourselves and fain would keep fondly but that still more we have a heart to give it. But

to give what, for ourselves, we need not and want not, is naught. "How can that leave a trace which has left no void?"—James Vila Blake.

(SUCCESS)

Men can be as original now as ever, if they had but the courage, even the insight. Heroic souls in former times had no more opportunities than we have; but they used them. There were daring deeds to be done then—are there none now? Wrongs to be redressed—are there none now?—Charles Kingsley.

(SUCCESS)

The best things are nearest—breath in your nostrils, light in your eyes, flowers at your feet, duties at your hand, the path of God just before you. Then do not grasp at the stars, but do life's plain, common work as it comes, certain that daily duties and daily bread are the sweetest things of life.—Impressions.

(SUCCESS)

When yesterday I asked you, love,  
One little word to say,  
Your brother interrupted us,  
So please say yes-ter-day.

(SUCCESS)

The fool thinks he has argued a case when he offers to bet—N. O. Picayune.

(SUCCESS)

There is no advertisement for a business house like having its men go around bragging because they are working for it.

## IT IS A DISGRACE

- To half-do things.
- Not to develop our possibilities.
- To be lazy, indolent, indifferent.
- To do poor, slipshod, botched work.
- To give a bad example to young people.
- To have crude, brutish, repulsive manners.
- To hide a talent because you have only one.
- To live a half life when a whole life is possible.
- Not to be scrupulously clean in person and surroundings.
- To acknowledge a fault and make no effort to overcome it.
- To be ungrateful to friends and to those who have helped us.
- To go through life a pigmy when nature intended you for a giant.
- To kick over the ladder upon which we have climbed to our position.
- To be grossly ignorant of the customs and usages of good society.
- To ignore the forces which are improving civilization in your own country.



- Not to be able to carry on intelligently conversation upon current topics.
- To shirk responsibility in politics, or to be indifferent to the public welfare.
- To know nothing of the things we see, handle, and enjoy every day of our lives.
- To be ignorant of the general history of the world and of the various countries.
- Not to know something of the greatest leaders, reformers, artists and musicians of the world.
- Not to have intelligent knowledge of the general affairs of the world and the inter-relations of nations.
- Not to know enough about the laws of health, about physiology and hygiene, to live healthfully and sanely.
- To vote blindly for party, right or wrong, instead of for principle, because you have been doing so for years.
- To be grossly ignorant in these days of free schools, cheap newspapers, periodicals and circulating libraries.
- To be so controlled by any appetite or passion that one's usefulness and standing in the community are impaired.



# GINGER!

*By William Walker Atkinson*



I recently heard a little story that meant much to me. It was about a boy hunting a position. He passed by a doorway by the side of which there were a number of signs denoting that several firms were doing business on the upper floors—a frequent occurrence in the wholesale district of any large city.

On one sign was attached a pasteboard bearing the words "Boy Wanted." The boy looked at the sign, and then taking it down he tucked it under his arm and mounted the stairs until he reached the offices of the firm who "Wanted a Boy." Entering the office and approaching the desk of the manager he said, "I saw your sign, and I have come for the job." "But, my boy," replied the manager, "why did you bring the sign up with you—why did you take it down from the door?" "Why," replied the boy with surprise, "I'm the boy. What's the use of keeping the sign up?"

The boy got the job.

And so long as that boy maintains his spirit of self-confidence he will be apt to "get things." Of course, some will consider this "brass" and "vulgar assurance," and some people would have been offended at the spirit displayed by the boy, but the people who count in this everyday world of business, push, and success-desire, would appreciate the spirit that animated the boy. For that spirit of Confidence is what men are looking for today, and which is such a scarce article on the street. The boy who has confidence in himself, has something more than "assurance" or "brass"—he has within him the spirit that wins out, and which impels men to strike out and be something more than mere machines. It is an indication of Initiative.

In looking around the world of men—in looking back over one's experience in that world—one is struck by the fact that there are very few men who have any perceptible amount of confidence—of "get-up-and-get" about them. The majority of them go about their daily avocations in a "come-day-go-day," spiritless, listless, sort of manner. Something like the old car horses that used to plod, plod, plod along the

street dragging after them the rickety old chariot. No spirit—no ambition—no energy—no life. Jog, jog, jog, that is how the majority of men go through the world. Get up in the morning—jog along through the day—get through it somehow—and then go to bed. No interest in life. No spirit of adventure. No Confidence. No Life. No "Ginger!"

"Ginger!" That's the word. No "Ginger" in them! That's what's the matter with these people. Haven't enough Ginger in 'em.

Look at the man or woman who is making a Success of life—and by this I mean anything that may be called Success, whether it be money-making, scientific research, art, music, philanthropy, philosophy, poetry, literature, keeping-house, rearing children, teaching, preaching, or what not—and when you examine that man or woman you will find he or she is manifesting Ginger.

Ginger means spice, activity, liveliness, energy, movement, stirring about, snap, hustle—anything in fact that denotes "something doing."

The first time I ever heard the word used in this sense was a number of years ago, when I met a man on the train, and entered into a train-conversation with him. He told me that was sort of general agent of a large concern that employed many agents all over the country, This man's special work was traveling about, and talking to these local agents, stirring them up and "putting Ginger into them," said the man. The term struck me as fine, right on the spot. He didn't have to explain to me what he meant by "ginger"—it explained itself.

I have used the term a number of times since, and I notice that others are using it. A well known superintendent of salesmen has issued a book called "Ginger Talks to Salesmen," and a magazine is running a series of articles on "Ginger Talks to Advertisers"—and we will readily understand just what these books are, from a glance at the title.

Did you ever stop to think of the suggestive quality of words. Some words

carry strong vibrations with them, and either serve to depress or stimulate. The word "Failure" has a dreadful sound—the word "Success" is very stimulating. The word "Life" is full of vitality. And the word "Ginger" is full of stinging, biting, spicy, stimulating suggestion—just as full of it as is the stuff itself.

Many people have found it of advantage to them to adopt certain "catch-words," "affirmations," or whatever we may call them, to serve as a peg to hang their thoughts on. And these words do more than that. They call into being mental images, or ideas, which if persisted in become what the occultists have called "thought-forms." Around these thought-forms grow Character. Around these thought-forms cluster embryo action. Thoughts take form in Action, you know, and "as a man thinketh so is he." These facts being remembered, we may readily see how important an aid to Right Action is Right Thinking, and how important to Right Thinking is a Central Thought Word.

And you fellows who have been doing the car-horse trot, had better take some good lively Thought Word into your mind, and let it grow, and send forth root, branch and flower and fruit. Take a little "Ginger" for your first thought-word. Plant a little Ginger seed in you, and then watch it grow.

Start in to-day, with your Ginger treatment, and keep on repeating the word "Ginger" until it is firmly impressed in your mind. Think over it—what it means—let its meaning sink deep, deep down into your subconscious mind, and it will begin to smart, and sting, and burn you there, until you will have to get to work and do something.

Taking a little "Ginger" in the mind, is like taking a dose of it in the stomach—in both cases there is apt to be "something doing." You cannot take Ginger in either way, and remain unconscious of its presence. It speaks for itself, and lets you know it is there.

Hold the thought of Ginger in your mind and you will begin to notice an increased activity and energy about you, and then you will see that you are manifesting more spice and snap. Whenever you feel yourself drifting back into the old car-horse mental attitude, just say "Ginger!" to yourself and then watch yourself jump. Before long your friends will begin to take notice, and will see that you are getting sort of "spry"—and then you will begin to manifest some of the Ginger in your work. You will take an interest in the work, and

new ideas will come to you, which you will turn to advantage.

Hold the thought of "Ginger" before you. Say it often to yourself, remembering what the word means. Say it to yourself at night, as a parting shot, and your subconscious mind will act upon it while you sleep. "Ginger" works while you sleep.

And then say it to yourself, vigorously, when you arise in the morning. "Ginger; ginger; ginger," will rout you out of bed Monday morning, and will scare away that blue Monday feeling. Ginger will make you whistle as you go to work, and you will begin to get fun out of lots of things that formerly were the greatest drudgery.

Look around you and see if it is not so. Look at the people who are doing things, and see whether every mother's son of them is not manifesting Ginger in their life.

Some are born with Ginger, and others acquire it, and others still are forced into it. Ginger does not mean acquiring a break-neck speed and rush over everything. Not at all. But it does mean that whatever you do do it with a snap, and spirit, and spice, and life. In other words it means "Be Alive." It means let the Life energy flow through you and manifest itself.

Now get some Ginger into you!

(SUCCESS) (SUCCESS) (SUCCESS) (SUCCESS) (SUCCESS)

**A BLUE MARK** here indicates that this is a sample copy, sent you at the request of a friend for the purpose of inducing you to become a subscriber. We trust that you will find the magazine sufficiently interesting. There is no other magazine just like THE SEGNOGRAM. It fills a distinct field, in that it presents each month bright, spicy, personal talks on the practical application of Mentalism: in the home, in the office, and the shop. Read the talks in this number, and you will want to see the next. The cost is only 50 cents a year, in the U. S., Canada and Mexico; 60 cents in Los Angeles; 75 cents in all foreign countries. Can you find another magazine that sells for so little and offers so much? Note the names of the writers in this number. Haven't they a message for you? Don't you feel that it would be good for you to keep in touch with them? Send your subscription today; why not NOW?

(SUCCESS) (SUCCESS) (SUCCESS) (SUCCESS) (SUCCESS)

# What Means This Knowing How?

By H. M. WALKER

WE have said that the crying need of the hour is "The Man Who Knows How." I do not know that this is all true. It seems to me only partly true. Perhaps we would better express it by saying, the crying need of the hour is the man who knows what means this knowing how. "It is a fine thing to have ability," says Hubbard, "but the ability to discover ability in others is the true test."

When we look back over the pages of history, and stop here and there adown the ages to study the lives of men who made history, whose accomplishments have meant so much to the world, we are struck with this one similarity in the lives of all of them—they have been men who lost themselves in their work. I use the word "lost" but do not mean it in the sense that anything is lost—gone forever. Nothing is ever lost. The whole great universe is one mighty machine of conscious and subconscious life and each individual has within him the making of a perfect sublife in the whirl of the great whole. And, so, when these men "lost" themselves in their work, they simply took upon themselves the mantle of a Greater than they, and, clothed in the insignificance of their own garb, they accomplished the work of Him the Greater—work they could not have done had they attempted to *make a name for themselves*, independent of their work.

No better illustration of this can be found

in history than in the life of Pericles. Pericles was one of the world's orators—is one of the world's orators—for Pericles speaks as loudly today as ever he did in his life. And Pericles lived when Athens was a babe—twenty-five centuries ago. Yet, my good man, the name of Pericles is as well-known to the popular mind today as that of Washington, Lincoln, Gladstone, Shakespeare, Burns, who lived but yesterday.

We know Pericles as the orator; but we know him as more. We know him as the maker of an age—the Age of Pericles.

He was a man who knew what it means to know how. He was an inspirer of men. He had not only the ability to do, himself, but, more than this, he was big enough, and had the ability to recognize ability in others. And with it all he was a practical man. He knew how to make use of the ability of others. "A man must do what he can and not what he would," he used to say.

Pericles was a great orator, a great musician, a philosopher, a politician and a financier. He was a deviser of ways to make people love each other, and infused others with his own animation. He set a whole city full of lazy people to

work. They built a temple grander in its simplicity than the world has ever seen. By his masterful eloquence not only of tongue, but of life, he built up within the Greeks a love for beauty and a desire to create that the world will never outgrow. It is said that six thousand of the citizens

## The MAN WHO ALWAYS TRIES

By ERNEST NEAL LYON

Whatever your ambition, lad,  
However high the prize,  
Its mastery may yet be had  
By him who always tries.

☞

Does Fortune—with a roseate view—  
Foretold fair enterprise?  
The dreamer's fancy may pursue—  
The plodder wins who tries.

☞

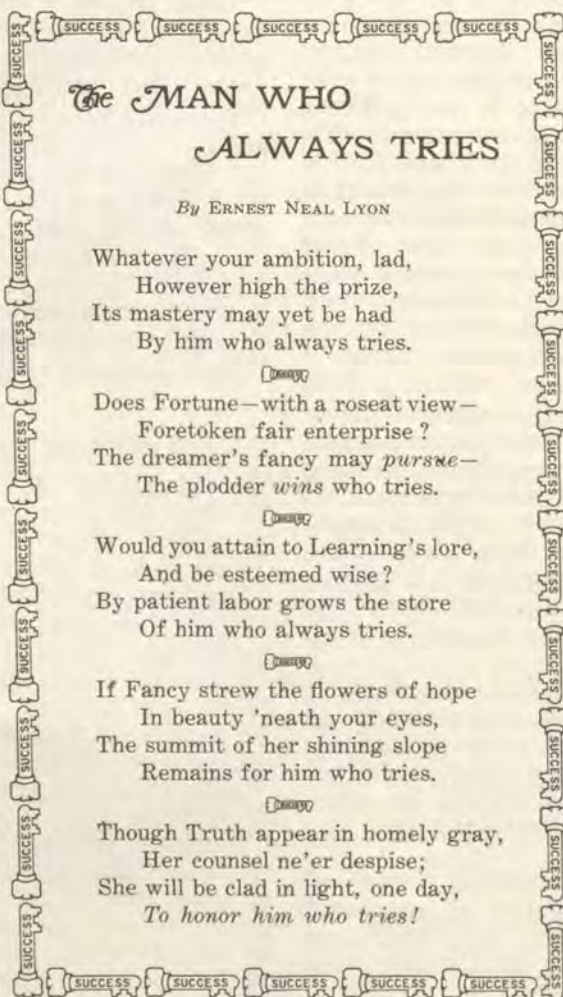
Would you attain to Learning's lore,  
And be esteemed wise?  
By patient labor grows the store  
Of him who always tries.

☞

If Fancy strew the flowers of hope  
In beauty 'neath your eyes,  
The summit of her shining slope  
Remains for him who tries.

☞

Though Truth appear in homely gray,  
Her counsel ne'er despise;  
She will be clad in light, one day,  
To honor him who tries!





of Athens were under daily pay as jurors, to be called upon if their services were needed, and most of the other male adults were soldiers. But these men were never idle. They were set to work by Pericles and his generals as masons, carpenters, braziers, goldsmiths, painters and sculptors. Thus talent was discovered where it was not supposed to be; like gold, genius is just where you find it. Music found expression; play-writers discovered actors; actors found an audience, and philosophy had a hearing. A theatre was built, carved almost out of solid stone, that seated ten thousand people. Physical culture developed the perfect body so that the Greek forms of that time are today the despair of the human race. For several years everybody worked, carrying stone, hewing, tugging, lifting, carving. Up the steep road that led to the Acropolis was a constant procession carrying materials. So infused was everybody and everything with the work that a story is told of a certain mule that had hauled a cart in the endless procession. This worthy worker "who was sustained by neither pride of ancestry nor hope of posterity," finally became galled and lame and was turned out to die. But the mule did not die—"nothing dies unless hope dies." That mule pushed his way back into the throng and up and down he went, filled and comforted with the thought that he was doing his work.

Thus the name and power of Pericles grew as he made himself useful. And, by the aid of those inspired mortals—just common like you and I—men who were content to do what they could and not wait to do what they would—by their aid, he created an age that has not been equaled.

Pericles knew "what means this knowing how." He did not look for more in men than was there, but he was able to appreciate the best in them—and not only the best in them, but the best in literature, music, sculpture, painting, architecture and life.

Let us, now, look away from the life of Pericles and his accomplishments, to that of today. "The world" we have said, "is scouring the walks of life for the man who knows how." Yes, but, "I am not the man who knows how," says one. Why not? What means this knowing how? Is it the building of an Athens? No, indeed. It is just "doing what you can, not what you would."

Only a few days ago the newspapers told of a young man of Connecticut—a farmer lad—who had discovered the lost art of

hardening copper. How the "discovery" was made can be inferred from the particulars given by the newspapers.

It was seven years ago that Mr. Morgan, who is only twenty-four years old, read in a patent attorney's pamphlet that "tempering copper was a lost art" and determined to learn the secret. His father is well-to-do, with about \$25,000 made in his grocery store. The son has had all the money he has needed for his experiments.

While the other young farmers of the vicinity have been whiling away their leisure hours at the postoffice and general country store, where young Morgan has been a clerk for his father, the youthful chemist has had a crucible as his companion in his workshop, surrounded by rods and bars of bright copper and a miscellaneous assortment of receptacles that contained mysterious ingredients of a gritty and saponaceous nature.

"Fred's a-tinkerin' and experimentin' with that old copper idee of his'n," remarked one of the farmer lads in Morgan's district recently, "but he's only a-wastin' of his time and money. Big men with bigger brains than his'n have failed time and ag'in to harden copper so as it could take the place of steel."

Believing that at last he had found the true secret of tempering the metal. Mr. Morgan visited Dr. E. Cornet of Uncasville, an authority on mineralogy, and took with him a chisel-shaped piece of copper that had been treated by his new process.

The metal had the natural color of pure copper, but when Dr. Cornet tested its cutting qualities he was surprised at the result. The chisel showed a remarkably hard temper and a block of wood, a section of stone and an iron plate from a stove all were chipped as easily as a well-sharpened tool would do the work.

After illustrating the rougher qualities of the copper chisel Mr. Morgan whetted the implement on a grindstone and, after bringing the tool down to a finer edge, demonstrated that wet paper could be sliced or hairs shaved with the copper tempered chisel as easily as one could cut with a steel blade.

Arrangements are under way to place the discovery on a commercial basis. Morgan's pet idea seems to have been to make copper razors, and after having succeeded in getting just the right temper for razors he communicated with a manufacturing concern and received word that no one wanted copper razors.

## The Mother of Mandy

By MRS. ELLEN R. C. WEBBER



DO any of you happen to know little Mandy Martin? No? Well, Mrs. Martin says that "though she loves the child dearly, she is without exception, the most aggravating, unreliable, useless child that ever tried the patience of a saint!"

She is truthful, loving, anxious to be of great use; and willing to do the greater share of her mother's work.

And right here lies the fault which is driving the saintly Mrs. Martin mad: Mandy is over zealous in good works.

"Here Mandy," says Mrs. Martin, "take this water up to the chickens, and that will help Mama."

And willing little Mandy speeds away.

Mrs. Martin hurries on with her work, and cons in her mind the little "impromptu speech" she is to make that afternoon at the "mother's meeting:" "True happiness comes to us women, in its first and purest sense—with motherhood. Our first and most precious duties, are those we owe to our little ones and home; the home where is instilled into their young and receptive minds—"

"Mama, come quick! I'm hung—I'm all hung dead!"

The shrieks which accompany this appeal and its horrifying bit of information, bring Mrs. Martin back to the world above which she was soaring, with a rudeness which numbs all tenderness and charity.

She flies into the yard to rescue Mandy, who is hanging, head down, from the peach tree.

Mandy is unhurt; but the beautiful peaches, so carefully watched and kept for the coming fair, were lying half ripe and bruised upon the ground.

"Mandy, what were you doing?"

And between the angry shakings which accompanied the query, Mandy sobs:

"I was helpin' Papa. He said he 'em all picked carefully 'fore they was too ripe, an' he didn't got much time!"

"But, Mandy, you know that was Papa's work. Your work was to water the chickens; did you give them water?"

"I forgot!"

"Yes, you forgot, and you've spoiled the

peaches—Papa's pride. Oh, Mandy, you bad, bad girl!"

The next day, Mandy is going to be a model girl.

Mama gave her a pan, saying: "Now, Mandy, go and pick up a nice panfull of chips, so that Mama can make a quick, hot fire tonight, to bake biscuit for tea.

This is "Hospital Day" and Mrs. Martin must prepare to rush home work, when she returns from visiting the sick.

But Mandy thinks: "Poor Mama wants a hot fire; and little chips aint half so nice as big wood." So she takes the axe and tries to chop a little as she has seen Daddy do. Result—a cut foot, a frightened girlie and a very much annoyed Mama.

"Oh, Mandy!" she exclaims. "Why are you never willing to do the work I ask you to do? Why will you strive to do the work of others, while neglecting the little things that would be such a help if you could only be depended upon to do them?"

But Mandy "didn't know."

But we know that, after all—Mandy is only the daughter of her mother; and I wonder if the Heavenly Father is not sorely tried over the misdirected zeal of many of his daughters—Mrs. Martin amongst the number.

How many nights has Mr. Martin come home from work to a fireless home, to find his children in the street playing—and the baby in the care of a neighbor, till Mrs. Martin shall return from a temperance meeting, or a mother's reunion, from visiting the sick in the hospitals, or reading the bible to those in prison.

Patiently he cooks his own meals and gathers his children home. Mrs. Martin thinks that John is only doing his duty.

Prayer meeting night, the children are left in bed and Mrs. Martin goes to do her duty in "praising God"—while abusing poor John for neglecting his soul's salvation by remaining at home.

Sunday is a lonely day for John. He "keeps the baby" while Mrs. Martin goes to morning service, teaches sabbath school class and comes home "all tired out," at two o'clock in the afternoon.

She is horrified when she hears the first oaths from little Johnny's lips—learned through his enforced play hours on the street. And when she learns that he "swipes" little articles from the exposed goods before stores and shops, she is astonished that he, the son of a mother so earnestly engaged in God's work, could fall so low. And when, one evening, she comes home to find that John has followed her

example and sent the children to the neighbors while he has gone down town to find a little companionship—she cries in bitter rage and grief over his degenerate ways.

But she fails to hear her Father's grieved voice whispering: "Oh, Mother of Mandy, why are you never willing to do the work I have given you to do; that you must turn aside to do the work of others, while here at home are the souls for your saving, and the hearts for your leading to home and Me!"

(SUCCESS)

### The Mind's Balance Wheel

A watchmaker said that a gentleman gave him an exquisite watch to regulate. It was as perfect a piece of work as was ever made. The watchmaker took it apart and put it together again twenty times, and could not find any defect, yet the watch did not keep good time. At length

it struck him that the balance wheel might have been near a magnet, and he applied a needle to it; he found his suspicions true, for there was all the mischief. The steel works in the other parts of the watch were in perpetual friction, yet with a new wheel the watch kept perfect time. If the soundest mind be magnetized by vicious associations, it must act irregularly.

(SUCCESS)

A long pedigree will not protect a dog from the small boy with a tin can.

A wife's yearning capacity is usually far in excess of her husband's earning capacity.

Did you ever notice that the man who whines and the man who wins are not the same?

What a pity that the truth is the most disagreeable thing one can say about some people.—Chicago News.

## A Mysterious Microbe



**D**AT lazy germ is prowlin' 'roun,'  
I meets him everywhere;  
He's baskin' in de sunshine  
When de day is bright an' fair;  
He's swimmin' in de rain drop  
When de sky is overcast,  
An' dar ain' no use o' runnin'  
'Cause he travels mighty fas'.

**H**E gets into my feet. Dat's why  
I's walkin' sort o' slow;  
He makes my han's too weak to hold  
De handle of a hoe;  
But he goes clean out o' business  
An' he loses his control  
When my fingers staht a-reachin'  
Foh to grab a fishin' pole,

**I** USED to be discouraged  
'Bout de way dat I was took;  
I'se mighty glad dem white folks  
Foun' dat critter in a book;  
When I doesn't feel like workin'  
Nor like movin' roun' too quick  
I knows dat germ done got me  
An' it ain' no use to kick.

[ WASHINGTON  
STAR





## Helpful Home Hints

**Rancid Butter**—Butter that has become somewhat rancid may be scalded in water, then chilled, and it will be good for many purposes. If this treatment is insufficient, the fat may be heated with charcoal.

**Spilt Fat**—Many times when one is using fat near the stove, some may get on the floor. If cold water is poured on it as soon as it falls, it will harden and can then be taken up with a knife.

**Ironing Board**—Next time the ironing board needs recovering, try leaving twelve or eighteen inches of the big end bare. On this tack loosely the cleaning cloth; six inches or so square is enough, leaving space enough for stand, wax, paper, etc. You will be surprised to find how much longer the sheet keeps fresh and clean.

**Top-heavy Lamps**—I was bothered by the top-heaviness of a lamp whose base was hollow. So I stuffed part of the base with cotton and then filled it with plaster of paris.

**Baby Ribbon**—When the ribbons used for running lingerie, etc., become soiled, wind them, a number at once, on a small piece of smooth board. Lift the board up and down in warm soapy water until the ribbons seem clean and leave on the board until dry. This method is also equally good for fine laces or veils.

**Covering Jelly**—A new method is to cover the top of the jelly, when perfectly cold, with pulverized sugar, one-half inch or more deep. Over this goes the paper cover, pasted on with the white of an egg, thus excluding all air and dust.

**Charcoal Biscuits**—Sufferers from indigestion can make their own charcoal biscuits at home. Mix together seven ounces of well-dried flour, one ounce of best willow charcoal, one ounce of sugar, and one egg, into a dry paste, using a little milk if necessary. Roll out thin, cut into rounds and bake in a slow oven until very crisp and dry.

**Testing Milk**—To test whether milk has been watered, take a well-polished knitting needle, dip it into a deep vessel of milk and withdraw it immediately. If the milk is unwatered some of the fluid will adhere to the needle, but if it has been watered the needle will come out quite free from the milky fluid.

**Frying Potatoes**—If raw potatoes are cut about a quarter of an inch and slantingwise, then soaked in ice water for an hour, they will be much more puffy and light.

**Lemon Juice**—To keep lemon juice ready for use, squeeze out the juice in the usual manner, strain free from pulp and pits, add white powdered sugar in the proportion of one pound to a pint of juice, stir it until the sugar is quite dissolved; then put it away in a very small bottle. Put a teaspoonful of olive oil in the top and cork it tightly. When wanted for use take up the oil with a bit of cotton wool. To use for lemonade add one large tablespoonful to a gill of water.

**Burnt Milk**—The next time you burn any milk take the pan off the fire and stand it at once in a basin of cold water. Put a pinch of salt in the pan, give the milk a stir and you will find that the burnt taste has almost, if not entirely, disappeared.

**Figs**—Figs that have become rather dry may be freshened by putting on a plate and keeping in a steamer until moist and plump.

**Men Who Never Won and Never Will**

—[ R. D. ROBINSON ]—

|  |  |  |
|--|--|--|
| <p>The hind-sighted man—<br/>Never sees opportunity until it is passed.</p> <p style="text-align: center;">□◆◆◆□</p> | <p>The "only" honest man—<br/>Must have the control. No one else honest enough.</p> <p style="text-align: center;">□◆◆◆□</p> | <p>The suspicious man—<br/>Always afraid somebody will rob him.</p> <p style="text-align: center;">□◆◆◆□</p> |
| <p>The back-boneless man—<br/>Always has to ask somebody's advice.</p>   | <p>The Spendthrift—<br/>Never has anything to invest.</p>  | <p>The conceited Man—<br/>Knows where all the best things are without being told.</p>                        |

HEALTH  
CULTURE

MENUS

BY  
Mrs. A. V. Segno

FIRST MEAL

Muskmelon  
Hominy Grits with Raisins and Cream Graham Gems  
Honey Milk

SECOND MEAL

Sliced Tomatoes with French Dressing  
Chopped Eggs in Lettuce Cups  
Walnut Sandwiches Ripe Olives Buttermilk

FIRST MEAL

Watermelon  
French Cereal Baked Eggs  
Berries

SECOND MEAL

Stuffed Cucumbers Spanish Omelet  
Green Corn Orange and Blackberry Salad  
Fruit Wafers Grape Juice

TO PREPARE

Hominy Grits with Raisins and Cream—Cook the Grits in the usual manner and when about half done, add a generous amount of seeded raisins.

Walnut Sandwiches—Spread thin slices of bread rather generously with butter, then place a layer of ground walnut meats and another layer of bread and so on until you have placed together six slices of bread with the walnut meats between them, cut through as you would a layer cake. Serve on water cress.

Chopped Eggs in Lettuce Cups—Cut cold hard boiled eggs into dice, season with salt and a dash of cayenne pepper and squeeze a little lemon juice on them. Have ready very crisp lettuce leaves already masked in French dressing, form the leaves into cups and place the diced eggs in them.

French Cereal—Cook any fine wheat cereal in the regular way; pour into dish sufficiently large that it will be only about an inch through; when thoroughly cold, cut into long strips and then cut again, thus forming inch squares; cook quickly in hot olive oil to a delicate brown; sprinkle with salt; serve hot.

Baked Eggs—Butter a shallow pudding dish and add a cup of rich milk; drop into this, six eggs, bake about ten minutes or until the eggs are the desired consistency.

Stuffed Cucumbers—Peel cucumbers and cut them in two lengthwise; cut out the centers, remove the larger seeds from the pulp and add very

finely chopped green peppers and solid pieces of tomato, mix together and squeeze a few drops of lemon juice and a little olive oil over them; return to the cucumber cases and serve on lettuce leaves with a small amount of mayonnaise dressing.

Spanish Omelet—Chop together, one medium sized tomato and a small red pepper, and a very small onion. Put two tablespoonfuls of olive oil in the omelet pan and add the above, stirring constantly until a very light brown. Beat the whites and the yolks of four eggs separately and add 1-2 cup of milk, in which has been soaking a tablespoonful of fine cracker crumbs. Have the omelet pan hot and the mixture of tomato, onion and pepper spread uniformly over the pan, then add the omelet mixture and cook slowly until done.

Orange and Blackberry Salad—Cut an orange into small dice; do not sugar; sugar the desired amount of blackberries and add the diced orange to them and serve immediately with French dressing.

Tempting Fruit Desserts

By Mrs. Frederick Payne

Grape Surprise—One pint of grape juice, one ounce of gelatine, one cup of sugar, one lemon, Malaga grapes, one-half cup of powdered sugar. Grate the rind of lemon and mix it with powdered sugar. Dissolve sugar and gelatine in the grape juice, adding the juice of the lemon. Set to harden. Remove skins and seeds from enough Malaga grapes to fill a cup. When the jelly begins to thicken, stir in the grapes and pour into a mold. Serve with cream and the prepared sugar.

Apple Custard—Stew six large apples, after peeling them. Add to them the juice and grated peel of a large lemon and six tablespoonfuls of sugar. When this apple sauce is cold, add to it four eggs, four tablespoonfuls of sugar and a pint of milk. Pour the custard into a dozen small cups; set them in a pan containing enough cold water to reach half way up the sides of the cups, and bake in a moderate oven until firm.

Baked Peaches, Creole Style—Select large Crawford peaches, remove the skins and cut in halves, taking out the pits. Arrange the fruit in its original shape, in individual cocotte dishes, filling the cavity from which the stone was taken with a paste composed of powdered sugar, ground cinnamon and fresh butter. Bake in a moderate oven until the fruit is tender, basting frequently with a thick lemon syrup, flavored with grated nutmeg; five minutes before they are cooked ornament with a meringue in any fanciful design and brown slightly. Serve either hot or cold with graham bread sandwiches.

## Helpful Home Hints

**Rancid Butter**—Butter that has become somewhat rancid may be scalded in water, then chilled, and it will be good for many purposes. If this treatment is insufficient, the fat may be heated with charcoal.

**Spilt Fat**—Many times when one is using fat near the stove, some may get on the floor. If cold water is poured on it as soon as it falls, it will harden and can then be taken up with a knife.

**Ironing Board**—Next time the ironing board needs recovering, try leaving twelve or eighteen inches of the big end bare. On this tack loosely the cleaning cloth; six inches or so square is enough, leaving space enough for stand, wax, paper, etc. You will be surprised to find how much longer the sheet keeps fresh and clean.

**Top-heavy Lamps**—I was bothered by the top-heaviness of a lamp whose base was hollow. So I stuffed part of the base with cotton and then filled it with plaster of paris.

**Baby Ribbon**—When the ribbons used for running lingerie, etc., become soiled, wind them, a number at once, on a small piece of smooth board. Lift the board up and down in warm soapy water until the ribbons seem clean and leave on the board until dry. This method is also equally good for fine laces or veils.

**Covering Jelly**—A new method is to cover the top of the jelly, when perfectly cold, with pulverized sugar, one-half inch or more deep. Over this goes the paper cover, pasted on with the white of an egg, thus excluding all air and dust.

**Charcoal Biscuits**—Sufferers from indigestion can make their own charcoal biscuits at home. Mix together seven ounces of well-dried flour, one ounce of best willow charcoal, one ounce of sugar, and one egg, into a dry paste, using a little milk if necessary. Roll out thin, cut into rounds and bake in a slow oven until very crisp and dry.

**Testing Milk**—To test whether milk has been watered, take a well-polished knitting needle, dip it into a deep vessel of milk and withdraw it immediately. If the milk is unwatered some of the fluid will adhere to the needle, but if it has been watered the needle will come out quite free from the milky fluid.

**Frying Potatoes**—If raw potatoes are cut about a quarter of an inch and slantingwise, then soaked in ice water for an hour, they will be much more puffy and light.

**Lemon Juice**—To keep lemon juice ready for use, squeeze out the juice in the usual manner, strain free from pulp and pits, add white powdered sugar in the proportion of one pound to a pint of juice, stir it until the sugar is quite dissolved; then put it away in a very small bottle. Put a teaspoonful of olive oil in the top and cork it tightly. When wanted for use take up the oil with a bit of cotton wool. To use for lemonade add one large tablespoonful to a gill of water.

**Burnt Milk**—The next time you burn any milk take the pan off the fire and stand it at once in a basin of cold water. Put a pinch of salt in the pan, give the milk a stir and you will find that the burnt taste has almost, if not entirely, disappeared.

**Figs**—Figs that have become rather dry may be freshened by putting on a plate and keeping in a steamer until moist and plump.

## Men Who Never Won and Never Will

—[ R. D. ROBINSON ]—

The hind-sighted man—  
Never sees opportunity until  
it is passed.

The back-boneless man—  
Always has to ask somebody's  
advice.

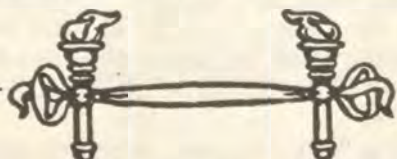
The "only" honest man—  
Must have the control. No  
one else honest enough.

The Spendthrift—  
Never has anything to  
invest.

The suspicious man—  
Always afraid somebody will  
rob him.

The conceited Man—  
Knows where all the best  
things are without being told.

## Book Reviews



“AS A MAN THINKETH,” by James Allen, is a beautiful little volume, originally issued in England, and now reprinted in an attractive form in this country. Its purpose is to teach men and women that they are that which they have thought themselves into being—that by virtue of the thoughts which they choose and encourage they are makers of themselves. The author is a well known English writer upon the lines of thought-power, and the little book in question is one of his best works. It is neatly printed and bound, and makes an attractive little book for the pocket. 62 pages, and bound in three styles, at following prices: Ooze Calf, 60 cents; Cloth, 35 cents; Paper, 15 cents. Published by The Science Press, The Republic Bldg., Chicago.

“FOODS THAT ARE DRUGGED,” by Dr. Leon Elbert Landone, is a timely book upon the subject indicated by its title and is well worth reading. Its motto is “Let us be just in our demands upon the manufacturers; let us be sane in the requests we make of our representatives in state and national legislation; but let us demand the truth as to what we ourselves eat, and as to what food we furnish those who are dear to us.” The first part of the book is devoted to a description of the different foods that are commonly or frequently adulterated. Then comes a description of the various chemicals used as adulterants. The last part of the book contains a liberal quotation from that much discussed book “The Jungle,” which is enough to drive a man into a strict vegetarian diet, in spite of his fondness for the flesh pots and corpse-foods. The author concludes by an appeal to the citizen to act according to his duty. Neatly printed and bound in paper cover. Price 50 cents. Published by L. E. Landone, 806 Fine Arts Bldg., Chicago.

“THE PHILOSOPHY OF FASTING, a Message for Sufferers and Sinners,” by Edward Earl Purinton, is the latest book written by this well known

writer upon Food, Fasting and “Philosophy.” It is characteristic of him. It is interesting—it is forceful—it is radical. And Purinton is all of these things himself, and the book is a bit of his soul. Some will like this book very much—others will not like it at all—it is all a matter of view-point and mental attitude. This book is not “milk for babes,” nor is there any flavor of the pink-tea about it. Purinton says some strong things—and he says some startling things—and he says some shocking things (to those who can be shocked). The reviewer of the book enjoyed it very much—but he knows some friends who do not like it at all—so you see, as he says, it is all a matter of point of view and mental attitude. But you will not fall asleep over the book at any rate. It is needless to say that the Philosophy of Fasting is sandwiched in between all sorts of Purinton’s own special brand of Philosophy regarding various things in heaven and earth, and several things in other regions. The best way to know about this book is to buy it. 125 pages, cloth bound. Price \$1.00. Published by Benedict Lust, 124 E. 59th St., New York City, N. Y.

“FUTURE LIFE, in the Light of Ancient Wisdom and Modern Science,” by Louis Elbe, is the authorized translation of the famous book which has been creating so much stir in scientific and religious circles throughout France. The author claims that his book presents for the first time a complete presentation of all the authentic evidence hitherto available only in the most scattered and inaccessible forms. He gives us a plain statement of the discoveries, theories, and ideas of the greatest investigators, together with his own views on the subject, together with comments, and a mass of authentic information regarding the beliefs of the primitive races. The book is divided into two parts, the first part being devoted to the ideas of Survival as considered by the primitive races, and the second part to deductions drawn from the fundamental sciences. The work is an important one, and doubtless meet with the same success in this country, as in France. 382 pages, bound in cloth. Price \$1.20. Published by A. C. McClurg & Co., Chicago, Ill.

“THE DOOMED CITY,” by Frank Thompson Seabright, is a thrilling history of San Francisco’s destruction, with illustrations from original photographs. The writer is firm in his belief that a grander and greater future awaits



San Francisco, and he has endeavored to avoid exaggeration and misstatements. The book is neatly gotten up, and contains a number of interesting illustrations. 186 pages, bound in cloth, 50 cents; paper binding, 25 cents. Published by Laird & Lee, Chicago.



"GLIMPSES OF THE SAN FRANCISCO DISASTER," is a companion book to the one last mentioned. It contains 116 interesting views. Cloth bound, price 75 cts. Published by Laird & Lee, Chicago.



## THE CHEST ITS ACTION, ITS MUSCLES

*How to develop them and how to use them in chest expansion and deep breathing*

Fully explained in my 32 page book. All exercises described in detail and with full page half-tone illustrations enabling men, women and children to follow them with ease in their own room without the use of apparatus

### LEARN TO BREATHE PROPERLY

I claim that two-thirds of the people of the Globe do not know how to breathe. Improper breathing is responsible for one-half of the present day sickness. Proper breathing will keep you healthy, develop your chest and broaden your shoulders

*This valuable book sent to any address for 10c. This offer holds good till Sep. 15, as the book has always sold for 25c. Send a dime today to*

PROF. ANTHONY BARKER

School of Physical Culture 1164D Broadway, New York City

## SECRETS OF VIBRATION



will be found explained in the great series of Articles on the LAW OF THE RHYTHMIC BREATH, which are now being published in THE NAUTILUS. VIBRATION is the basic law of the universe. These articles tell you HOW to USE it for self-development, the cure of disease, etc. They also give valuable occult breathing exercises.

ELLA WHEELER WILCOX, FLORENCE MORSE, KINGSLEY and PROF. EDGAR L. LARKIN are regular contributors to the NAUTILUS. The magazine contains a "Department of Success," "New Thought in the Kitchen (Vegetarian Cookery) Department," etc., a handsome, bright New Thought Magazine. SEND ONLY TEN CENTS NOW and you get THE NAUTILUS FOUR MONTHS FOR TEN CENTS. FIFTY CENTS for a YEAR and two back numbers thrown in. Address the Editor:

ELIZABETH TOWNE, Dept. 77,  
HOLYOKE, MASS.

## Drugless Healing

### By Psychic Methods



We Cure People suffering from all kinds of diseases, and correct bad habits in young and old, by Therapeutic Suggestion alone and without medicines; and when they cannot come, we reach and cure them at their homes in any part of the world, all by purely Psychic Methods—Mental Telepathy. No matter what your ailment, how serious your case, or what you may have done before, Treatment by Therapeutic Suggestion is different from all others, and it may be a certain cure for you, for our methods frequently succeed after all others have failed. Booklets fully explaining Therapeutic Suggestion and the Psychic Methods we employ, Sent free to everybody! All afflicted people should read these Booklets. Send for them now. You will enjoy reading them.

Address GEO. C. PITZER, M. D.,  
1045 S. Union Ave. LOS ANGELES, CAL.



But thousands make more than \$5,000 a year in the REAL ESTATE BUSINESS

One of our Chicago graduates made \$2,000 last November. Another in North Dakota made over \$8,000 the first year after taking our course. Hundreds of others are successful and we would be pleased to send you their names. This proves you can make money in the REAL ESTATE BUSINESS

We want to teach you by mail the best Business on earth (REAL ESTATE GENERAL BROKERAGE AND INSURANCE) and help you to make a fortune

By our system you can make money in a few weeks without interfering with your other business

All graduates appointed special representatives of leading real estate companies. We furnish them lists of readily salable properties, co-operate with them, and assist them to a quick success

The largest fortunes were made in Real Estate. There is no better opening today for ambitious men without capital than the Real Estate Business

The opportunities in this business constantly increase as proven by a glance at the newspapers and magazines. Every business man engaged in or expecting to engage in the Real Estate Business should take this course of instruction. It will be of great assistance to persons in all lines of business especially those dealing or investing in Real Estate

Our FREE BOOK will tell you how you can make a success in this wonderful business. A postal card will bring it.

THE CROSS CO.

355 Tacoma Bldg. Chicago, Ill.

## LEARN TELEGRAPHY BOOKKEEPING OR SHORTHAND

**Taught By Mail, At Your Own Home**

Anyone can learn it easily in a few weeks. We are unable to supply the demand for telegraph operators, bookkeepers and stenographers. No charge for tuition until position is secured. Write today for particulars of the course desired.

**MICHIGAN BUSINESS INSTITUTE,**  
518 Institute Bldg. Kalamazoo, Mich.

## YOUR CHARACTER

and personality will be read from your handwriting upon receipt of 25 cents and specimen.

No Other Fees will be Solicited

**LOUISE RICE, 11 W. 21st St., New York**

**"MODERN DAYS DEMAND IMPROVED PERSONAL APPEARANCE"**

**... We Correct ...**

OUTSTANDING EARS  
ILL SHAPENED LIPS  
BLOATED BULGING EYES  
RECEDING OR WEAK CHIN  
HANGING CHEEKS OR CHOPS  
EXAGGERATED EXPRESSION LINES  
EXCESSIVE LAUGHING LINES  
DROOPING MOUTH CORNERS  
BULKY OR DOUBLE CHIN  
FALLEN OR OVERHANGING BROWS  
HUMPED, HOOKED, CROOKED,  
PROLONGATED, SHREW-NOSF,  
BALL-END, PUG, FLAT, BIG  
TURNED-UP OR DISH NOSE,  
CROSS-EYES, HAIR LIP

Check off what you wish to learn about

**ALL IMPERFECT FEAT-  
TURES CORRECTED**

Call or write for interesting book  
on this much abused art.  
It will be sent free



W. AGUSTUS PRATT, M. D., B. S.

Pre-eminent Plasto-Cosmetic  
Operator Inventor of the marvel-  
ous "Immediate Process" Ex-  
clusive Face and Feature Special-  
ist. Founder of the World's  
Famous Dr. Pratt Institutes

**... We Remove ...**

WRINKLES, HOLLWS  
FLABBINESS, LINES  
FROWNS, FURROWS  
HOLLOW CHEEKS  
SUNKEN EYE CIRCLES  
PUFFY EYE LIDS  
"CROWSFEET"  
POCKPITTINGS  
BIRTHMARKS  
BAGGY CHIN  
FLABBY NECK  
SCARS, RED NOSE  
SUPERFLOUS HAIR  
VEINS, MOLES, PIMPLES  
SCALP DIFFICULTIES

Advice and information free

**ALL FACIAL BLEMISHES  
REMOVED WITHOUT IN-  
CONVENIENCE OR TRACE**

Don't go through life with a  
facial imperfection

NEW YORK--1122 Broadway

CHICAGO--214 State Street

PITTSBURG---432 Wood Street

**What the Mark Means**

If this paragraph is marked with a blue pencil it indicates that your subscription has expired. We assure you that it is not our desire to discontinue sending THE SEGNOGRAM to you, but should we fail to hear from you before the next number is out, we shall have to drop your name from our list. Do you want us to do this? We do not think you do. The new SEGNOGRAM is better than the old. Do you not think so? But it is not yet what we intend to make it. You will not drop out now, will you? Now, when we are just getting into position to give you our best. Of course not. Keep in line. Let us know you appreciate our efforts by mailing your renewal. Remember, the subscription price is still 50 cents a year to any address in the United States, Canada or Mexico; 60 cents in Los Angeles; 75 cents foreign. But, say, friends, wouldn't you like to take advantage of our 3-year offer? If in the U. S., send us \$1.00, and get the magazine for three years; if in Los Angeles, send \$1.30; if in a foreign country, \$1.75. Send your renewal today. Don't delay.

A Re-Order from Mexico.—The manager of the Pono Remedy Co., writes us: "We have doubled the size of our jars of skin and scalp food, but keep the price at the old figure. We had a re-order the other day from Mexico for two jars. I think that speaks well for our preparation.

Delighted With It.—"Dynamic Thought" is a most wonderful book. I am delighted to have the privilege of reading it.—Mrs. B. K. Wetherill, Colo.

**MRS. WINSLOW'S  
SOOTHING SYRUP**

has been used by Millions of Mothers for their children while Teething for over Fifty Years. It soothes the child, softens the gums, allays all pain, cures wind colic, and is the best remedy for diarrhoea.  
**TWENTY-FIVE CENTS A BOTTLE.**



**FALLING HAIR  
AND  
BALDNESS ABSOLUTELY  
CURED**

There is but one way to tell the reason of baldness and falling hair, and that is by a microscopic examination of the hair itself. The particular disease with which your scalp is afflicted must be known before it can be intelligently treated. The use of dandruff cures and hair tonics, without knowing the specific cause of your disease, is like taking medicine without knowing what you are trying to cure. Send a few fallen hairs from your combings, to Prof. J. H. Austin, the celebrated Bacteriologist, who will send you absolutely free a diagnosis of your case, a booklet on care of the hair and scalp, and a sample box of the remedy which he will prepare specially for you. Enclose 2c postage and write to-day.

**PROF. J. H. AUSTIN, MeVicker's Bldg., Chicago, Ill.**



**THIS BOOK IS FREE**

Do you like good things to eat? Would you be healthy and strong and happy? Would you become acquainted with a new food—one that is delicious, appetizing, healthful.

LYVOLA Ripe Olives are the ripe fruit from the sunkissed olive trees of California. They are not the green olive that you have eaten. They are the fully matured fruit with all the oil cells fully developed and preserved intact. When you eat LYVOLAS you get health-giving olive oil without the olive oil taste.

LYVOLAS are new. You have never eaten them. They are not like the ripe olives heretofore placed on the market. They are delightfully delicious and they will make your table the talk of your community. They are cheaper than green olives, totally different and infinitely better. Their beautiful port-wine purple color makes them an attractive dish; their rich nutty flavor pleases the most jaded palate and their nutritive properties make them an absolutely perfect health food.

Write for our free booklet and let us tell you all about them. It is beautifully illustrated and printed in colors. Write at once if you want the book. Our supply of LYVOLAS from this year's crop is necessarily limited and we shall send out only a limited number of these books. Address

LYVOLA OLIVE COMPANY

Dept. 1 K. Rochester, N. Y.

**WOULD YOU BECOME?  
A MAN OF MARK**



Would you possess the capacity that directs affairs? Would you develop the power that dominates men, the force that controls their minds? In all walks of life these faculties measure the difference between success and failure. They are to be traced to one mental characteristic—**Personal Magnetism.**

It is this well-nigh indefinable something that makes a man irresistible; that enables him to compass all difficulties; to surmount all obstacles. It is this mental energy that causes him to surpass his fellow-men in the pursuit of fame, fortune, happiness. With the consciousness of the power of Personal Magnetism attained, comes ability to make friends; inspire confidence; win affections. You can embrace opportunities, gain social position, achieve business success. You can become a great power for good in the community in which you live.

**"THE WONDERS OF PERSONAL MAGNETISM AND HYPNOTISM"** is the title of a scientific treatise which tells you precisely how to acquire this marvelous influence. It is a comprehensive work by the eminent authority, Dr. X. La Motte Sage, A.M., Ph.D., LL.D., graphically written, profusely illustrated, admirably executed. It reveals wonderful secrets and contains startling surprises. It is free to you for the asking. This offer is absolutely genuine and without conditions. Send your name and address and receive the book by return mail without expenditure. It has brought success to thousands who have sent us such testimonials as these:

REV. J. C. QUINN, D.D., Ph.D., Pittsfield, Ills., says:  
"Your treatise is a revelation. It is far in advance of anything of the kind that I have ever seen."

Mrs. R. C. YOUNG, No. 312 Indiana St., Lawrence, Kan., writes: "Your instructions are worth more than all the previous reading of my life. The book is simply grand."

Write at once to

**NEW YORK INSTITUTE OF SCIENCE,**

Dept. 1 K

**ROCHESTER, N. Y.**

A NEW DISCOVERY! A POSTAL CARD WILL BRING YOU INFORMATION

*If you desire to sing, get something to sing with. Do you find difficulty in producing perfect purity and sweetness of tone?*



Remember that the THOUGHT tone is the real tone—the other it but the reproduction. The recognition of the vibration that SINGS, together with HOW to make it sing, absolutely compels the development of every particle of vocal structure. My scientific and original system of VOICE PLACING has produced a revelation in the Tone World. Let me send you my book, VOICE PLACING Price \$1.00 and a prospectus of my

**CARL YOUNG**

Tenor, Conductor and Voice Specialist

63 F Auditorium Bldg.

CHICAGO, ILL.

CORRESPONDENCE COURSE IN  
**VOICE PLACING, OR  
THE SCIENCE OF TONE**

## Looking Backward

LET go the past. Let go. Every hour that is spent in looking backward so as to grieve over mistakes is just four hours lost from the forward movement of progress and attainment. Why?

1st. Because the time of the hour is taken up from the forward movement.

2nd. Looking backward attracts us backward in equal ratio, at least; sometimes greater.

3rd. As we have taken the hour from the forward movement, and been attracted backward at least another hour, we must have another two hours for advancing to the point we could have gained had we not looked backward to grieve over what is done and forever irretrievable as a past event.

Never give direct thought to mistakes (so called) already. That's done. You can't change it, and you don't want to fossilize on it.

Put your attention closely and directly on the mistakes that lie ahead. There may be more mistakes in front of you than behind you. There certainly are if you make the one grand mistake of spending time in direct grieving over those you have made.

The mariner who steers his vessel among the shoals may often look obliquely sidewise but never backward with more than a hurried glance, and then with the feeling that it is time borrowed from the forward looking and done merely for the purpose of verifying his conjectures as to the correctness of the course he is taking.

To him the past mistakes will come through his subconscious memory. He may have seen a small ripple or irregular action of the water, but taking it as merely a drift or swelling eddy, struck his vessel on a sunken point of rock and received what we frequently term "a hard jolt," but with no serious damage—still, enough to teach him the danger. When he again meets anything similar to that his "instinct" will cause him to steer clear of it; but if he meets it while looking backward and lamenting over the other, how can his "instinct" (subconscious memory) ever get in its fine work. Never mind the "hard jolts" of the past; look out for the jolts in front so you may avoid them, or make them "jolt easy."

We can never make the future brighter by dwelling in the darkness of the past. Observe, also that we incline to face the

way we look, and in too much looking backward there is danger of facing backward—which means progressing backward, *i. e.* forward by backward movement, or vice versa.

When memory of a mistake will force itself to the surface we can use our will to drown feelings of regret by reasoning somewhat in this wise: "Well, it appears to me now that was a mistake; but who knows that I might not have made a greater mistake by some other course? As a 'means to an end' I may find in the long run it was not a mistake after all. Anyhow, if it really was a mistake, it is done, and I am still alive, and it is for me to look ahead for signs of the same or similar mistakes and 'steer clear.'"

This constitutes experience.

How did man ever learn anything? Simply by making mistakes and correcting them, thus getting "wisdom by experience." Man lends his experience to others coming over the same road, but lacking the same experience, and we thus "get knowledge from each other." A daring spirit with an investigating turn of mind, will experiment a little and get "both knowledge and wisdom by experimentation."

And right here is where our individual experiences collectively united, with a spirit of tolerance and charity, becomes such a strong factor for mutual and individual benefit.

Imagine a multitude climbing the slope of a mountain, each connected to the others by a few feet of rope—the entire multitude thus inter-connected. The movements of one individual will directly and indirectly affect all the others, and the individual will be affected by the movements of the others. If one stops climbing to look backward he checks the advance of the one in front of him, and ceases to assist the one behind him, while giving the suggestion of looking backward to all. Now, these ropes interlacing the multitude are a material illustration of the threads (flexible and elastic, it may be, but inseparable) of our subconscious mentality, and the law of its interaction is made very evident. It is easy to figure results of the movements individually or collectively, in part or as a whole.

If past errors were of such a nature as to directly affect the lives of others, there is all the more reason for us to "let go," for in directing our conscious thoughts backward we, through the subconscious mentality, attract the thoughts of those others backward to the same events. It is a fact that when others are affected in any degree

by our acts, there exists between us in the subconscious realm a mental chain, or magnetic thread, which cannot be severed, and always when we look backward with grief and regrets and give way to depressing, despairing thoughts, this magnetic thread connecting those others with us will cause their thoughts to revert to the same and affect them likewise.

Nor does it stop here: By the law of associations of ideas, there may have been mistakes made by those others having sufficient similarity to awaken memory of them, and we thus cause them to dig up and brood over past errors which otherwise might have lain forgotten. And still further: To their past still others may be connected. And so on, in a continuously out-reaching circle, until the whole of humanity may be in some degree influenced by our looking-backward-ness.

It is also true that the whole earth may thus be influenced in a reverse manner if we resolutely look forward.

Drop the past.

There is nothing to regret. I tell you truly that, were the choice given me to live this life again, and my present knowledge to begin with, I would make no changes excepting in some details which reflected my unhappiness into the lives of others. It is a chapter in the book of my existence necessary to me, and instead of regretting I should rejoice that, so far, it is over with and I am that much richer in the knowledge gained by experience. It is my capital, to work with, and the choice lies with me as to whether I shall use it to retard the progress of others and myself by constantly looking backward and dwelling in the shadows of the past, with despairing thoughts for companions, or conform to The Will of the Absolute by entertaining only hopeful and optimistic thoughts which will keep us looking forward.

Hope, you know, always deals in futures. We never see the "Star of Hope" when looking backward.

Let the past go.

To Success Club: Let us not forget our old time Harmony Key—"I will not grieve over past mistakes but use them as lessons for future guidance."

To Everybody: "Eyes Front."

Are you smiling?

Good! "You will be what you will be."



The more I ponder on this world and its gear, the more I am assured that to be good is all; the rest avails not.—Omar Khayyam.

**Learn to Earn** Through my personally conducted course on Water-color Painting, embracing Drawing, Sketching, Illustrating, Poster Work, Portrait Painting, Color Blending and many other things. The work is Easily Learned Through Correspondence, and in a short time you can be Earning Money for yourselves. The price is within the reach of all. Don't let this opportunity slip from you but write at once for information, with self-addressed stamped envelope, to MRS. J. C. COLTON, Box 111, Pittsburg, Kansas.

**MY BOOK FREE**

**"How to Remember"**  
Sent Free to Readers of this Publication.




**Stop Forgetting**

**THE KEY TO SUCCESS**

You can stop forgetting by a little practice and a few simple rules. You can study my course anywhere, any time, in spare moments. You are no greater intellectually than your memory. Simple, inexpensive. Increases business capacity, social standing by giving an alert, ready memory for names, faces, business details, study. Develops will, concentration, conversation, public speaking, writing, etc. Write today for free copy of my interesting booklet, "How to Remember." Address DICKSON SCHOOL OF MEMORY, 981 Kimball Hall, Chicago.


**Cure Yourself at Home**



The A T C assists nature to remove the cause painlessly, rapidly and permanently, without loss of time. Sent sealed with letter for \$2.00. Treatise on the cause, effect and cure of Varicocele and its sequenes in plain sealed envelope with testimonial proof, free of charge.

**Mark M. Kerr, M. D.**  
Station K 748, Cincinnati, Ohio

**Will make a First Class BOOK-KEEPER**



of you in six weeks for \$3 or RETURN MONEY, distance and experience immaterial. I find POSITIONS, too, everywhere. FREE; 8420 testimonials! Placed pupil February 16, at \$100 weekly; perhaps can place YOU, too! Save this and write

**J. H. GOODWIN, Expert Accountant**  
Room 447, 1215 Broadway, New York

**A Silent Thought Success Circle**

To all who will send a self-addressed, and stamped envelope will send absolutely free, two weeks treatment, to show my virtue, and what I can do for you. We also send free our mechanical device, that will draw away the blues, cure poverty, diseases and bad habits, develop all your mental and spiritual powers. Simplifies concentration and develops will power.

Address, IDA WELSH, S. Bellville, Illinois.

**Folding Bath Tub**



Weights only 18 lbs.  
Requires LITTLE WATER

Is Strong, Durable and Costs Little. Write for Special Offer

**AGENTS WANTED**  
**A. S. IRWIN, 103 Chambers Street, NEW YORK**

**One Case Free** I will heal ONE CASE in each neighborhood, no matter what the disease or how serious, free of charge. A healed case is my best advertisement. Address, with stamped envelope, Editor "OCCULT TRUTH SEEKER," Dept. W, Lawrence, Kansas.

## With the Bark On

By HANK REKLAW

We cannot always choose our surroundings that they be congenial, but we can lend a hand towards making them bearable—and grow.

Every man and woman has to be alone with himself or herself a good deal, therefore we cannot afford to lose our self-respect.

If you have learned to rely upon yourself for support and happiness you are relying upon a pretty good fellow.

It is a waste of time to sit upon the stool of Possibility with Certainty just around the corner.

Center your affections. Success never came to an individual whose love was scattered.

The smaller the brain, the greater its capacity to practice deception.

A crank is an individual who has been, or is, dishonest with himself, and has allowed the belief to grow upon him that everybody else is as much out of harmony with Nature as he is.

It is not a difficult matter to be a cipher. There is no honor in it, no wisdom, and surely no pride.

Discipline is more commendable than indulgence. The man or woman who will not discipline himself or herself must fail.

If you have failed in an undertaking don't get sour about it. No failure is as important as the possible success that awaits you.

## The Hall Correspondence Institute

342 Manhattan Avenue, New York City

**GRAPHOLOGY.** Learn to read the character of your friends and business associates from their handwriting. In business it will save you as it has others, thousands of dollars.

**PHYSIOGNOMY.** By the study of this science the faces of all whom you meet become as an open book, telling the story of their lives.

**MAGNETIC SCIENCE.** How to gain the wonderful power of fascination that leads to happiness and wealth. Health of body and mind is the real "Fountain of Youth," the golden mine of fortune.

We will send you a complete course of instruction in either of the above courses, each course consisting of twelve lessons, for \$10 in advance.

### Test Readings of Character

Test readings from the handwriting, ten cents and stamped self-addressed envelope. (No stamps accepted). Longer readings 25 cents, 50 cents, \$1.00 and \$2.00.

Make all money and express orders payable to

**MRS. FRANKLIN HALL, Pres.**

## Agents' Water Motor \$2 Sample



Agents can make \$50 weekly selling the Little Giant Faucet Water Motor. Outfit retails for \$4. Liberal discounts to the trade. Attaches to any faucet. Used for polishing silverware, sharpening knives, grinding axe, cleaning metal, buffing, etc.

Free power for sewing machine, lathe, dynamo, etc. Easy seller. Profits over 100 per cent. Own a business of your own. Send \$2 for agents' sample and confidential terms. Experience unnecessary. Outfit consists of motor with scientific water buckets, emery wheel, polishing wheel, pulley wheel, 3-blade cooling fan, belting and washers. Send \$2 for sample outfit today and begin work. Include 25 cents extra and we will deliver the motor outfit, all carriage charges prepaid, to any part of the world.

Write or call for booklet and full information.

**N. Y. Hydraulic Motor Co.**

Dept. L, 52 John St.

New York

## Lucky Days

What are you going to do today?

Some new undertaking on foot?

Going to travel? Or ask a favor in love or business

Then consult DR. DEROLL'S famous list of "LUCKY DAYS" in the "Astrology Department" of my New Thought Magazine, AMERICAN NEW LIFE, and see what HE says about TODAY—just for fun, you know. If you don't take AMERICAN NEW LIFE, send TWO CENTS and I'll forward you the handsome June number, containing the "LUCKY DAYS" for three months. It also contains an article about ELIZABETH TOWNE, "HEALING CIRCLE DEPARTMENT," SPECIAL BOOK OFFERS, etc., besides lots of other good New Thought stuff. 20 pages, covers in colored silk. SEND TWO CENTS NOW. TEN CENTS FOR ONE YEAR. Address

WILLIAM E. TOWNE, DEPT 7  
HOLYOKE, MASS.

## Superfluous Hair Destroyed Forever

FREE TO ANY LADY



If you are afflicted with a humiliating, disfiguring growth of hair, or any other blemish on face, neck, arms or hands, write me at once and I will tell you how to DESTROY IT FOREVER FREE. Many claim to REMOVE hair (temporarily). I enable you to absolutely kill it forever at home, privately, painlessly, without the slightest risk of bad effects, and at the same time to secure a perfect complexion and be Beautiful. Don't experiment with dangerous apparatus, liquids, powders, etc. My method endorsed by scientists and doctors, and is guaranteed by me. (\$100,000 assets

back of my guarantee.) Write to-day and be glad forever. Remember this offer is free. Simply write me. D. J. MAHLER, 187a Mahler Park, E. Providence, R. I.

# DO YOU WISH TO BE ADMIRER?



Do you wish promotion or position?  
Do you wish to win affection and love?  
Do you wish for social advancement?  
Do you wish to succeed in life?



THE FACE IS MY SPECIALTY

OF COURSE YOU DO! Everyone wishes for one or all of these things. So do you!

Yet you find yourself losing ground, not able to succeed in any walk in life?

Is it your face or features that cause your failure? Many a man of brilliant mind fails in what he undertakes because his face is grotesque or repulsive.

Is there anything about your face that places you at a disadvantage?

Have you Pimples, Superfluous Hair, Wrinkles, Lines of Age, Illness or Habit, or an Unhealthy, Sallow Complexion? Is your nose too large, turned up, humped, flat, dish or pug? Are your ears outstanding or your cheeks hollow or sunken? Are your eyelids baggy, puffy or wrinkled? Have you an unfortunate Birthmark or scar or are you pitted from smallpox? Whatever it is, it can be helped—let me tell you how. Send for valuable booklet, "THE FACE AND SCALP."

DR. H. J. SAUNDERS

"Originator of "Reconstructive Method"

148 State Street, 4th. Floor, Chicago

NAME .....

ADDRESS .....

## "Mutual Help Ads"

ARE YOU UNLUCKY?—Try a Japanese Concentrating Crystal. Price of medium size \$2.00. Money refunded if not satisfactory.—ELEANOR DIXON, Purchasing Agent. Box 642, New York City.

LIFE SCIENCE.—If interested in New Thought, this is just what you should read. Send for catalogue. Free. Box 116, J. E. McDONNELL, Luden, Iowa Co., Wis.

LADIES AND GENTS—hand-painted collars and ties made to order (floral designs).—Price \$1.25 to \$2.50 and upward. FLORAL ARTIST, 217 S. Front Street, Wilmington, N. C., U. S. A.

WANTED.—Lady agents to sell Balm of Fig remedies. Remedies first-class. Ladies. Address, MRS. DR. E. F. JEFFERY, ALTON, N. H.

WITH MY METHOD—you can cure yourself of pimples and blackheads to stay cured. A home treatment that you know just what you are using and do not have to depend on the word of the manufacturers. Send stamped and addressed envelope for particulars. MRS. MARY CONNETT, Box 216, Seward, Seward Co., Neb.

ONE HUNDRED ACRES—of valley and hill land about 1 1/2 miles from the town of Lafayette and 15 miles from Oakland and 3 from R. R. Station; about 25 acres valley, the rest is hilly; 20 acres to hay; some of it can be plowed; No. 1 pasture, 12 acres of full bearing fruit; one-half to Bartlett pears. Received diploma and medal at World's Fair, St. Louis. Also small fruit; good house of 7 rooms; another of three rooms; large barn, cow-shed and large tool and wagon shed; poultry yard, water piped in house, hot and cold water and bath room; living stream, large amount of growing timber; is beautifully located and a paying home; 3 horses, 5 cows, plows, harrows, cultivators, harness, farm wagon, buggy, spring wagon, new mowing machine, rake, bull-rake, etc. Price \$8,500.—FRED G. EASTON, Lafayette, Cal.

## A \$20 Watch for \$5.45

These figures tell exactly what we are doing—selling a \$20.00 watch for \$5.45. We don't claim that this is a \$40.00 watch or a \$50.00 watch, but it is a \$20.00 watch. A leading watch manufacturer being hard pressed for ready cash, recently sold us 100,000 watches actually built to retail at \$20.00. There is no doubt that we could wholesale them to dealers for \$12.00 or \$13.00, but this would involve a great amount of labor, time and expense. In the end our profit would be little more than it is at selling the watch direct to the consumer at \$5.45. The EVINGTON WATCH, which we offer at \$5.45 is an im. 21 jeweled, finely balanced and perfectly adjusted movement. It has specially selected jewels, dust band, patent regulator, enameled dial, jeweled compensation balance, double hunting case, genuine gold-laid and handsomely engraved. Each watch is thoroughly timed, tested and regulated, before leaving the factory and both the case and movement are guaranteed for 25 years.

Clip out this advertisement and mail it to us today with your name, postoffice address and nearest express office. Tell us whether you want a lady's or gent's watch and we will send the watch to your express office at once. If it satisfies you, after a careful examination, pay the express agent \$5.45 and express charges and the watch is yours, but if it doesn't please you return it to us at OUR EXPENSE.

A 25-YEAR GUARANTEE will be placed in the front case of the watch we send you and to the first 10,000 customers we will send a beautiful gold-laid watch chain FREE. WE REFER TO THE First National Bank of Chicago. Capital \$10,000,000.

NATIONAL CONSOLIDATED WATCH CO.  
Dept. 433 CHICAGO

## The Skin and The Scalp

must be cared for. The skin cannot be sore and itching or in any way unhealthy without the entire system suffering.

PONA SKIN AND SCALP FOOD is unequalled for healing diseased skin, scalp and mucous membrane and for keeping them well. It is a powerful antiseptic germ destroyer, non-poisonous, easy to apply, pleasant to use, and unfailingly effective.

For dandruff, premature grayness, falling hair, itch, eczema, hives, rash, ring-worms, poison oak, pruritus, and for burns, scalds, cuts and wounds where there is any danger from infection or poisoning, PONA SKIN AND SCALP FOOD, if promptly and well applied, never fails to be effective.

Whenever used, PONA becomes a standard home remedy—one without a peer. Read what a Los Angeles customer says:

"PONA REMEDY COMPANY, Gentlemen:—About three years ago, my son, who was about nine years old, was bitten on the hand by a dog. Blood poisoning soon set in and I at once employed a physician, who treated my son for nearly three months. The disease took the form of blistering sores and rapidly spread over the hand and by contact it was carried to the face, over which it continued to spread. Seeing that medical treatment was a failure, I became alarmed and commenced the use of your PONA SKIN AND SCALP FOOD, with the most gratifying results. It gives me great pleasure to state that within a few days my son was completely cured by the use of less than one jar. Every person should always keep your valuable "PONA" on hand to use in case of accidents. Yours truly,

CHAS. FANNELL, 2117 Willard Ave."

PONA SKIN AND SCALP FOOD is put up in a convenient screw top jar and is sent post-paid on receipt of one dollar. We send our booklet "B" on The Cure of Skin and Scalp Diseases FREE. We also manufacture the most successful PILE CURE made. Write us for information about it.

PONA REMEDY CO.  
(Formerly PONOCALTA FURN Co., 965 Everett Street)  
LOS ANGELES CALIFORNIA



This Beautiful  
Hair Switch  
Free

On easy conditions. Send only a lock of your hair and will mail a 2 1/4 oz., 22 in., short stem fine human hair switch to match. If

of extraordinary value, remit \$1.50 in 10 days or secure 3 orders for switches and get your own free. Extra shades a little more. Send sample for estimate and free beauty book. Enclosed 5c postage. MRS. AYRES HAIR EMPORIUM, Dept., 360 17 Quincy St., Chicago, Ill.

## A GENUINE 21 JEWELLED \$50.00 GOLD WATCH. \$3.75

\$3.75 buys an elegantly engraved DUNN'S HUNTING CASE WATCH fitted with an accurate STEEL WIND AND SET, high-grade RUSSIAN-MADE movement, GUARANTEED FOR 25 YEARS, and a handsome "Gold" watch chain and charm. Send us the ad and write if you want Ladies or Gents' Watch & watch chain, & we will send them for FREE EXAMINATION & after you examine the watch & watch chain at your express office & find it to equal to a \$21 jeweled \$50.00 Gold Watch pay \$3.75 and express charges and they are yours. RELIABLE WATCH CO. Dept. Chicago



# THE SEGNOGRAM

1701-1719 KANE STREET LOS ANGELES, CAL.

Copyright 1906 by Segnogram Publishing Company

## EDITORIAL STAFF

A. VICTOR SEGNO WILLIAM WALKER ATKINSON  
H. M. WALKER

Entered at the Los Angeles Post Office as second-class matter

## SUBSCRIPTION

United States, Canada and Mexico . . . . . 50 cents a year  
In the City of Los Angeles . . . . . 60 cents a year  
All Foreign Countries . . . . . 3 shilling 2 pence

Postage Prepaid

**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.

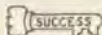
**YOUR SUBSCRIPTION EXPIRES**—When this circle is marked with a blue cross it signifies that your subscription has expired and that you should renew it at once.

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



How d' do friends, *What do you think of us now?* How do you like our new dress, and how are you impressed with the general get up of *the new Segnogram*?

This is the first number to come from our new presses, and we feel pretty good about it. We feel good because now we can give the magazine an individuality it has heretofore been impossible—an individuality that will harmonize with its success teachings and carry its message into the heart of the reader through the medium of the eye as well as the intellect. You cannot read *the Segnogram* in its new dress without becoming imbued with the importance of its mission. You shall feel as we do about it; you shall feel that *Success* is for *you*, as as much as for anyone; not after awhile, but *NOW*: And, feeling the magnitude of the possibilities before you, you will not stop to question and doubt, but will "step

quickly there," toward the goal of your ambition.

The mission of your life and mine is to succeed bountifully in given expression to the phase of *Nature* which we represent in our personality. And to freely express this we must freely use the talents, aye, the peculiarities that are given us.

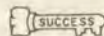
What we *appear to be*, we are, though we may never know it ourselves. We may feel to be mighty big potatoes ourselves, but the man by our side may have a truer perspective and he sees us as we *are*, not as we *feel*.

And so, dear friends, let us not forget that appearances count for a great deal. Not the superficial; not the Veneer; but that substantiality of things—*that which is*. It is *that* which makes *worth*, and when we put on a solid front of it, it has got to be backed up by a solid back and solid sides and solid top and solid bottom—we've got to be *solid* clear through!

To print a Success magazine that would have the true ring in it, we felt the necessity of installing a new and complete printing plant. This is now nearly completed. *The Segnogram* is a specimen of the work to come from our printery.

We have in contemplation many additional improvements, for with us the motto is: "Though good, it ought to be better." We do not believe in resting upon what has been. Yesterday's was good enough for yesterday, but today's must tell its own story—must rest on its own bottom. We do not want any leaners about *The Segnogram Home*.

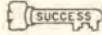
And, so; here we are with the Best Magazine, all newly dressed and placed upon a firmer footing than ever. Do you like it? Just watch us grow.



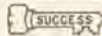
Suppose you have received a copy of our new magazine—*The Mystic*, edited by Mr. William Walker Atkinson. It is one of the brightest magazine babies ever conceived. Not a dry line in it. The first number was issued from our printery the first week in June. If you failed to get in your order for the first number you may secure it yet if you get in before the supply is exhausted. We think it is the highest-class, 10-cents-a-year magazine published in the world. You will think so when you see it. If you want a single copy it will cost you five cents. If you send in your name and *ten cents*, the magazine will be sent to you for one whole year.



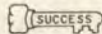
If you have a friend to whom you would like to send some good reading, here you have *The Segnogram* and *The Mystic*, two monthly magazines, at 60 cents a year, postage additional to foreign lands and in Los Angeles



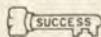
Another feature—the feature—of our new printery is going to be the Walker Art of printing. This means attractive typography in all its branches, from a visiting card to a high-class book. The best specimen of this art is to be seen in our new book—*The Heart of Things*—now on the presses. It is the same book that Mr. Walker wrote under the title, "Heart Throbs," but we have discovered that the title has been taken by another publisher, which makes it necessary for us to give the book a new name, and so we tell you in its title just what it deals with—*The Heart of Things*. In this work Mr. Walker has put his typographical and literary soul, and the book, as a result, has a distinct individuality that scarcely can be found where the typographical soul is at variance with the literary. In *The Heart of Things* you find harmony of thought and picture. Each page is a typographical delineation of the spirit behind the words.



We shall aim to make every piece coming from our printery convey to the mind of the reader this spirit. We shall aim to make every piece of work turned out by us carry away with it the spirit of a Something behind the Man. In helping us in the work you are bringing to your own assistance the mental co-operation of our vast family of the elect. Thus you get back all you give, with interest compounded.



The first addition of "Dynamic Thought" is nearly sold out. The demand for this work of Mr. William Walker Atkinson's is unparalleled. "It is a book that will live" say those who have read it.



Owing to the delay in getting our printing plant in operation, the book by Prof. A. V. Segno, "The Secret of Memory," will not be out for some weeks; also there is an unfortunate delay in bringing out the book of *Health Culture Menus* by Mrs. A. V. Segno. However, friends, be patient with us. They are coming, and when they reach you, we are sure you will feel amply repaid for having waited.



## Hoeege's For the Outdoor Life

Tents, Camp Bedding, Cots, Khaki Clothing, Laced Boots; Fresh-air goods for mountain, desert and sea shore. Write for catalogues.

The Wm. H. Hoeege Co., Inc. 138-142 S. Main  
Ex's 87 Dept. 3 Los Angeles, Cal.



## Perspirodoz

Has No Odor Leaves No Odor

A perfectly harmless cream that removes absolutely all bodily odors. Does not close the pores or soil the clothing. Endorsed by women of social prominence as being indispensable to the Toilet. For fifteen years PERSPIRODOZ has been on the market and not one unfavorable comment has been received. We guarantee entire satisfaction or your money back. Ask your druggist for PERSPIRODOZ. If he does not carry it, send 25 cents for full size jar post-paid, or in order that you may judge its merit, we will mail Free Sample with interesting booklet on request. Write to-day.

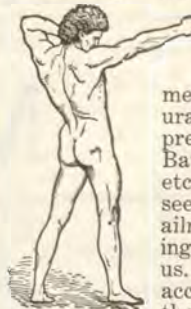
**BROOKS-GORDON CO.**

761 Gramercy Bldg.

New York

## Perfect MENTAL AND PHYSICAL Health

Can only be attained by natural methods of living and healing. We have an institution for the permanent cure of all acute and chronic male and female, and children's diseases without drugs and operations, by the simple means of *Nature Cure*, as pure natural Foods, properly combined and prepared, Water Cure, Sun and Air Baths, Physical Culture, magnetism, etc. All those who have been vainly seeking for relief from their various ailments by the old methods of healing should call or correspond with us. We are able to make a most accurate diagnosis of your case by the means of "The Diagnosis from the Eye," and assure an ultimate recovery under the most careful individual treatment, and among cheerful and agreeable environments.



Write for prospectus and descriptive circular of our books "The Diagnosis from the Eye," "The Foundation of all Reform," "The Folly of Meat Eating," etc. Address

### Kosmos Hygienic Institute

KNEIPP WATER CURE SANITARIUM  
765 N. Clark Street CHICAGO, ILL.  
Opposite Lincoln Park and Lake Michigan

## Bruceline

The only genuine remedy for restoring gray hair to its natural color; no dye and harmless. BRUCE'S HAIR TONIC cures baldness, strengthens the hair, prevents it from falling out, removes dandruff and diseases of the scalp. 40 years on the market. Treatise on the hair sent free on application.

PRICE PER BOTTLE \$1.00

Bruceline Co.

57 West 21st St., N. Y.

### Venomous Emotions

□□□□ □□□□

Anger, fear, anxiety, are among the emotions or sentiments which literally poison our blood. It has often been said that evil thoughts are poisonous, the meaning being that they corrupt other people, but the real fact is that they poison our own blood. By losing control of ourselves and indulging in anger, by yielding to anxiety, fear, and unwholesome thoughts, we cause an irritation or disturbance which, according to the latest saying of scientists, has the effect of producing a poison in the blood that may have serious consequences.

Naturalists declare that the venom of snakes is generated by anger and fear; that it is rapidly collected in a special receptacle and thence discharged at the object of its anger or fear, and it is further explained that the same process takes place in the human body, but that we have no special organ to receive it, and it therefore disperses in the blood, acting against ourselves instead of for our protection. Be that as it may, it is generally conceded that we are literally poisoned by the emotions mentioned, and by any sentiment or passion which upsets the smooth working of our minds.—New York News.

## Remarkable Invention

*An Instrument that Improves  
and Restores Eyesight*

*Spectacles Can Be Abandoned*

This instrument, which the inventors have patented, is called "Actina"—a trade-mark word.

In the treatment of eye diseases the inventors of "Actina" claim there is no need for cutting or drugging the eye, for most forms of disease. Cataracts, pterygiums, and other abnormal growths can be removed and weakened vision improved or restored by the new and more humane method. If this is a fact there will be no need to go blind or to wear spectacles. "Actina" has been tested in hundreds of cases and has effected marvelous cures. So confident are the inventors that this



device is an article of great merit that they give absolutely a free trial. They want everyone interested to make a thorough investigation and a personal test of "Actina." One will be sent on trial post-paid. Any person can give it a test.

They issue a book of 100 pages—a complete dictionary of disease—which tells all about "Actina," the diseases it will cure, what others think of it, what marvelous cures it has effected, and all about the responsibility of its owners, all is sent absolutely free upon request. This book should be in the library of every family. Address New York and London Electric Association, Dept. 5R, 929 Walnut Street, Kansas City, Mo.

# THE MYSTIC

A Monthly Magazine of Occultism, Esoteric Teachings, Arcane Science, The Ancient Wisdom, Oriental Philosophy, The Secret Doctrines, Mysticism, Psychic Research, Mental Power and the Inner Life

WILLIAM WALKER ATKINSON, Editor

Subscription Price *a Whole Year for Ten Cents.* 10c for one year or to all who subscribe at once. **THREE YEARS FOR 25 CENTS.** The first number is out. It is a 16-page magazine—pages same size as The Segnogram—good paper, handsome cover design, and a handsome publication in every respect. The only "cheap" thing about it is the price. Send us your dime today and we will enter you up for a whole year's subscription.

The Segnogram Publishing Co. LOS ANGELES  
CALIFORNIA

# Dynamic Thought

OR

## The : Law : of : Vibrant : Energy

By  
**WM. WALKER  
ATKINSON**

**Q** A plain, Strong, Fascinating Book on the Dynamic Influence, Power and Force of "Mind" and its Dominant Place in Nature.

### TITLES of CHAPTERS

- |      |                               |      |                           |
|------|-------------------------------|------|---------------------------|
| I    | In the Beginning              | IX   | Radiant Energy            |
| II   | Things as They Are            | X    | The Law of Attraction     |
| III  | The Universality of Mind      | XI   | Theory of Dynamic Thought |
| IV   | Life and Mind Among the Atoms | XII  | Law of Vibrant Energy     |
| V    | The Story of Substance        | XIII | Riddle of the Sphinx      |
| VI   | Substance and Beyond          | XIV  | The Mystery of Mind       |
| VII  | The Paradox of Science        | XV   | Finer Forces              |
| VIII | The Forces of Nature          | XIV  | Thought in Action         |

Cloth Bound 230 Pages Fine Paper Clear, New Type  
Price (Postpaid) **ONE DOLLAR** Descriptive Circular Mailed on Request

The Segnogram Publishing Co. Los Angeles, Cal.

# Have you <sup>seen</sup> the *Out-of-Sight?*

Most perfect Stock Fastener on the market, and the only one ever offered as a premium by any magazine. For Collar, Ribbon and Belt.

BASE OF LEFT LOOP      UNDERLIP OF RIGHT LOOP



The large hook on the back of left loop is used to hook up into buttonhole or eyelet in centre of neckband behind to keep ribbon or stock in position. The Fastener may be locked and unlocked by a twist of the thumb and finger. Collars and Stocks are adjusted essentially the same as ribbons. Short ends of ribbons, bias silk, and tulle can be used to great advantage, adjusted as a stock. For Dress Collars, the Fastener is indispensable; it makes a perfect fit and closing which can never be attained by using hooks and eyes and featherbone.

All kinds and styles of neckwear, from the finest tulle and soft silks to collars and stocks, can be adjusted with the Fastener to fit perfectly without the aid of any other support.

Every woman will recognize at once the advantages of the Out-of-Sight. It saves time. It is easily adjusted. It does not hurt the neck, or catch in the hair as do hooks and eyes. A ribbon tied in front need never be undone. The Fastener saves soiling and crushing and consequently laundering. Supports the ribbon, stock or girle in a manner that permits of very stylish adjustment. Forms an almost invisible closing, neater than that of any other known method. Obviates the use of hooks and eyes and featherbone. Can be slipped from one ribbon to another. Can be left in Collar when washed.

The Fastener is made in four sizes: 1 1-4 inch high, 2 inches, 2 1-4 inches, and 2 1-2 inches.

This excellent contrivance is offered by The Segnogram Publishing Co., as a premium on TWO NEW SUBSCRIBERS to THE SEGNOGRAM at our regular subscription rates of 50 cents a year, or 75 cents a year to foreign lands.

Send us the names of two friends accompanied by the price of two yearly subscriptions to THE SEGNOGRAM, and the Fastener, neatly packed in a box, with full instructions and illustrations showing how to apply it to any collar, will go to you by return mail. Address—

THE SEGNOGRAM PUBLISHING CO.,  
LOS ANGELES, CAL.

### In the Wrong Bottle

Yasukiso Ishikawa, one of the Japanese journalists in the suite of Baran Komura, was condemning in New York the old-style diplomacy that depended in the main on subterfuge and trickery.

"Subterfuge and trickery, when employed in a good cause," he said, "may be all very well; but they are as apt as not to give a wrong result. They do not move straight forward to the desired end as frank and honest methods do. They incline to bring things out all wrong.

"An English pharmacist in Tokio used subterfuge last month as the diplomat of the past did, and what happened will illustrate the point I desire to make.

"A little girl from the English colony came to the pharmacist and said:

"I want a dose of castor oil with the taste disguised."

"The pharmacist, a kindly man, smiled on the little girl.

"Do you like lemon squash?" he said.

"Oh, very much," she answered.

"With a little red wine to color it?"

"Yes, indeed."

"The pharmacist mixed a lemon squash—a lemonade you would call it in America—and in it, along with the red wine, he put the castor oil. The little girl drank it and smacked her lips.

"Anything else?" said the man.

"No; only my castor oil," she answered.

"Your castor oil? Why, you have just drunk it."

"And the pharmacist, well pleased with himself, laughed.

"But the little girl's brow clouded.

"Oh, dear," she said, 'I wanted the castor oil for my brother.'"

□

### Advice About Babies

The inventor of a new feeding bottle for infants sent out the following among his directions for using: "When baby is done drinking it must be unscrewed and laid in a cool place under the hydrant. If the baby does not thrive on fresh milk it should be boiled."

□

Workingman.—"If you fellars wot work wid your heads would do a little handwork once in a while you'd walk straighter."

Scientist.—"True. And if you men who work with your hands would do a little headwork once in a while, you'd think straighter."



# Stop That Pain

## The Lambert Snyder Health Vibrator

(9,000 to 15,000 vibrations the minute)

### Conquers Pain

The Most Beneficent Invention of the Age

There is only one disease—CONGESTION.

There is only one cure—CIRCULATION.

Instant relief from Rheumatism, Deafness, Indigestion, Poor Circulation, or any PAINS or ACHES.

In cases of Paralysis, Locomotor Ataxia, Lumbago, Weak Eyes, Hay Fever, Obesity, Insomnia, Loss of Voice, Neurasthenia, Brain Fag, Vertigo, Headache, Constipation, and Torpid Liver our Vibrator does marvelous work—and is a good exerciser. Don't Wait. Don't Suffer. Get a VIBRATOR and GET RELIEF.

The Lambert Snyder Health Vibrator is the only hand vibrator in the world that gives direct true vibration.

We are receiving daily unsolicited testimonials from all parts of the country.

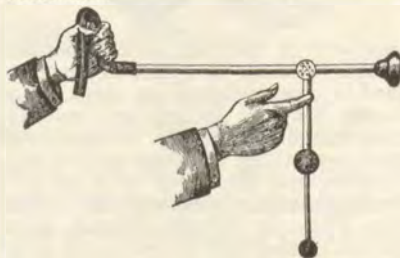
You can use it yourself, and it is always ready and will last for years. Used and endorsed by physicians everywhere.

NO DRUGS      NO PLASTERS      NO ELECTRICITY

Give Your Stomach a Vacation  
From Drugs and Medicines

### A Few of the Many Reasons Why You Should Use Our Vibrator

1. In cases of indigestion, our Vibrator forces food to digest, thereby stopping the food from fermenting, and forming a gas.
2. Uric acid centralizing at one point causes rheumatism. Vibration scatters the uric acid and by increasing the circulation, drives it out through the pores.
3. If you are deaf, the Vibrator will stimulate the outer and inner mechanism of the ear and cure in many cases.
4. If you have poor circulation, the Vibrator will increase your circulation and make you feel a warm glow all over your body.
5. If you have locomotor ataxia or paralysis, the Vibrator is the only relief. It will stimulate the nerves. Vibration today, for these two ailments, is recognized as the best treatment by the leading specialists.
6. In case of sudden pain of any kind of any member of the family, at night, the Vibrator is always ready to apply. No charging or mixing of medicine.
7. If you have lung trouble, use the Vibrator, as vibration on the lungs forces the blood through the dead cells and does wonderful work in all cases of consumption and lung troubles.
8. No matter what pains and aches you have that are caused by congestion (and nearly all are caused by congestion) the Vibrator will cure them.



For a limited time we will sell our \$5.00 Vibrator at \$2.00, prepaid to any part of the United States on receipt of \$2.35

Send for our free booklet that will tell the how and why

## Lambert Snyder Co.

Dept. 20 B

10 West 22d St., New York, N. Y.

Prayer should be the key of the day and the lock of the night. —Spanish Proverb.

✎

There is but one conceivable preparation for the life to come, and that is the discipline and building up of character. —Dean Church.

✎

Let us learn to be content with what we have. Let us get rid of our false estimates—set up all the higher ideals: A quiet home; vines of our own planting; a few books full of the inspiration of genius; a few friends worthy of being loved, and able to love us in turn; a hundred innocent pleasures that bring no pain or remorse; a devotion to the right that will never swerve; a simple religion, empty of all bigotry, full of trust and hope and love—and to such a philosophy this world will give up all the empty joy it has. —Prof. David Swing.

✎

The fellow who can be late when his own interests are at stake is pretty sure to be late when yours are.

✎

There is only one place in the world where you can live a happy life, and that is inside of your income.

## The New & Perfect Way

Whatever is sufficient to build a human body is sufficient to keep it in repair. —Ensign.

Your body was built through the action of the tissue salts, which moulded, converted, reduced and assimilated the material furnished by the blood of the mother. Your body can only be repaired by the tissue salts. They alone have the power to choose, select and prepare the material for new tissues and to eliminate the debris from the old. They tear down the worn-out cells and build the new. If a foreign element is introduced by contagion, exposure, bad habits or the wilful act of the individual, it is attacked, repelled and expelled through the forces generated by the tissue salts. There is no other way. All the activities of the body depend upon the tissue salts. It is through them that life is manifested. Therefore, if the supply of tissue salts in your body is sufficient you are well; and if there is a lack of one or more you are sick in that degree, as the life action is thereby restricted. A cure depends upon restoring the equilibrium.



The Ensign Remedies are composed of combinations of twenty-nine tissue salts. They are not drugs or medicines. They are the most vital of foods. We prepare them as nature requires them to be prepared to enter the cells. Crude preparations go no farther than the alimentary canal. The Ensign Remedies cure all manner of disease. If you wish to know all about them, send for our literature. We have one booklet showing their application in General Diseases; one on their use in Private Diseases; one on their special use in Varicocele, varisose and weakened veins; one on the Diseases of Women; and a number of leaflets, reprints of articles written by the founder of the system and published in magazines. All these are free on request. They are worth reading.

**Ensign Remedies Co.** Battle Creek, Mich.



If we were to send someone to you to tell you something of great interest you would stop to listen, would you not? Well, we can't go to you in person, nor send an agent, but it will pay you to listen just the same. We want to tell you about *The Heart of Things*, our new book, from the pen of H. M. Walker. It is a book that reaches the heart. That's all. Typographically it is a regular *two dollar* book. We sell it for \$1.00.

Write for prospectus, or order NOW.

THE SEGNOGRAM PUBLISHING CO.  
LOS ANGELES, CALIFORNIA. doitnow

# WHY I WISH TO TELL YOUR FORTUNE FREE

A young lady in Nebraska once wrote asking me to reveal her fortune by Astrology. Among other questions, she asked me to tell the color of her eyes and what color her barn was painted.

I mention this to show the mistaken ideas which many people hold regarding Astrology.

It was to show what my system of Astrology really means and to prove my power to aid and assist humanity, that I began, many years ago, the sending of Trial Horoscopes to all persons interested enough in their future to send me a two cent stamp.

Dear Reader, I wish also the privilege of convincing you of my ability to look into your future, to guide your steps in the right path, to lead you (as I have led many, many others) to success in business, love, in the attainment of any praiseworthy object.

Life is not all luck, as many would have you believe. Those who crowd to the front, are those who understand themselves and their possibilities thoroughly. No guess work, no waiting to see what may turn up.

When a prominent New York financier has been known to daily consult an Astrologer before entering upon speculation, is it not high time for you to learn your fortunate periods, time for you to look into this science and see what fate has in store for you?

Did you ever hear of a divorce where two people were married in harmony with their Astrological indications?

Did you ever stop to think that some of your rivals, who are perhaps outstripping you in the race for money, love, or fame, are pushing forward in the clear light of Astrological knowledge, whilst you are groping blindly in the dark?

Why not turn to me for advice and be yourself the successful leader?

Your entire statement of past and present is absolutely true; lucky days, journeys, that treacherous friend, all correctly named.  
Winthrop, Cal. **THOMAS M. JENNINGS.**

It is wonderful how you can describe everything and answer my questions without the slightest error.  
Lake City, Colo. **MRS. MARY A. HOUGAARD.**

Am well pleased with Reading, and only sorry I did not have it years ago, for I know I would have been spared much trouble.  
Fairport, N. Y. **MARY A. MILLER.**

The totally unexpected discovery that you forecast has since developed and it will startle the medical world.  
Weatherford, Tex. **B. C. YATES.**

You described my life as if you had always known me, my friends are all going to write you.  
Boston, Mass. **MRS. E. W. IVERSON.**

Read these testimonials, published with full permission and doubt no longer.



I have drawers filled with letters from grateful patrons, letters which I hold sacredly confidential, letters telling me of financial advancement, of success in love and marriage; also many sad letters regretting that my advice had not been asked years ago.

Pleased patrons have sent friends to me, have asked my advice for their children and children's children.

My success has brought imitators, probably some of them are advertising in this very paper. Some have tried to copy my work, many of them have boldly copied my books and circulars. Remember, I was the first to send free Horoscopes for the asking. I alone guarantee the correctness of my forecasts.

My system of Astrology will answer questions of vital interest to every human being; will name your fortunate days and years, will tell you of the likelihood of legacies, will show you who to marry. This trial reading which I offer you free will mystify you by its correctness.

My system of Astrology is different from that of any Astrologer living or dead. To the Astrology of biblical days I have added the results of my own study and observation, until I am able to foretell events which absolutely come to pass.

Patrons write me after the lapse of years, announcing the fulfillment of every prediction.

You will be so convinced by what I tell you, by my wonderful powers to read your future like an open book, that you will write me when in doubt or in trouble; when you want advice about speculation, business, marriage, travel and the future, you will also be glad to refer your friends to me, and in that way repay me for the cost of the Free Horoscope which I will send you.

Write me to-day, lest you forget.

Send me to-day your full name, date of birth, sex and if married or single, with a 2c stamp for return postage and this Horoscope will be mailed you at once FREE.

**Prof. Edison,**

No. 82  
Y Street

Binghamton  
New York



4 LARGE VOLS., ALMOST 2,000 PAGES.

# 500 Sets FREE

## History of the United States

We are about to make a free distribution of Patton's "History of the United States" in four large volumes, regular price \$12.00, written by Prof. Patton of Princeton University, assisted by James Bryce, author of the "American Commonwealth;" Dr. John Lord, author of "Beacon Lights of History;" President Roosevelt, Cardinal Gibbons, Grover Cleveland, Rossiter Johnson, and others. The best and most complete History of the United States ever published; contains special articles on the Government of the United States, the history of political parties, etc.; designed for popular reading as well as home study. 50,000 sets have already been sold by subscription at from \$12 to \$20 a set; almost 2,000 pages, bound in four large, strong volumes (6 x 9 in.), with 120 full-page illustrations, numerous maps, portraits, half-tones in colors, etc.

## The International Shakespeare

We offer 500 sets of this History with the first 500 orders received for our New International Shakespeare, in 13 handsome library volumes (7½ x 5½ in.) containing over 7,000 pages, with 400 illustrations, including many beautiful plates in colors. The newest and by far the most satisfactory Shakespeare now before the public. Text and annotating are the best, and all recognized authorities, such as Dyce, Coleridge, Dowden, Johnson, Malone, White and Hudson, are represented in the notes and explanatory matter.

### No Other Edition Contains

**Topical Index:** By means of which the reader can find any desired passage in the plays and poems.

**Critical Comments** explaining the plays and characters; selected from the writings of eminent Shakesperian scholars.

**Glossaries following each Play,** so that you do not have to turn to a separate volume to find the meaning of every obscure word.

**Two Sets of Notes:** Explanatory notes for the general reader and critical notes for the student or scholar.

**Arguments,** giving a full story of each play in interesting, readable prose.

**Study Methods,** consisting of study questions and suggestions,—the idea being to furnish a complete college course of Shakesperian study.

**Life of Shakespeare** by Dr. Israel Gollancz, with critical essays by Bagehot, Stephen and other distinguished Shakesperian scholars and critics.

### Special Introductory Offer

This new Shakesperian Library, recently completed after years of labor and at enormous expense, will hereafter be sold by subscription at \$42 a set in cloth binding, or \$50 half-leather, but we will accept a limited number of orders now, while it is being introduced, at a discount of 50 per cent., so that those who order promptly may secure a complete set for \$21 in cloth, or \$25 in half-leather, payable in small monthly instalments. Furthermore, we will give away, absolutely free of charge to the first 500 persons accepting this offer, a complete set of Patton's United States History, which sells at \$12 everywhere.

**No Money  
Required Now**

Mail the coupon to-day—*now*—and both sets will be sent you, express prepaid, for examination, subject to return at our expense if not satisfactory. No expense or obligation is incurred by you in doing this. The free distribution is positively limited to 500 sets, and those who do not reply promptly will be disappointed. This is the greatest book bargain ever offered.

In ordering cloth change \$25 to \$21. If you prefer to pay \$1 per month, alter coupon accordingly.



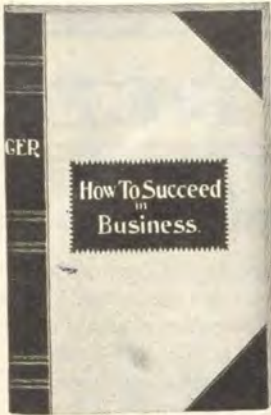
The  
University  
Society  
New York

Please send me on approval, express prepaid, a set of the **New International Shakespeare** in half-leather. If satisfactory I agree to pay \$1 within 5 days and \$2 a month thereafter until \$25 has been paid; otherwise I will return it at your expense. Also send me, prepaid, Patton's **United States History**, which I am to retain free of charge if I keep the Shakespeare.

Name .....

Address .....

The University Society, 78 Fifth Ave., New York



# Let Me Send *YOU* This Book **FREE**

I want to place a copy of my new book, "*How to Succeed in Business*," in the hands of every young man and young woman in this country.

I want to place it in the hands of all parents who have the future welfare of their children at heart.

It is free to you for the mere trouble of asking for it. It is a book of inspiration and encouragement for the young of both sexes. It is full of good, practical advice written from the standpoint of the everyday man of business. It is a book that will be read and re-read. No one, young or middle-aged, can read it without being nerved to greater effort. It tells you what traits of character you should possess or acquire, what you should know, and what you should do, in order to succeed. It is illustrated with half-tone portraits of Captains of Industry who have climbed the ladder of success. It contains contributions from such well-known Americans as John Wanamaker, Henry Clews, Marshall Field, Sir Wm. Van Horne, H. H. Vreeland, John A. McCall and others. It contains extracts from the writings and speeches of Presidents, educators, historians, diplomats, merchants and others in success. It contains the views and opinions of such men as David Starr Jordan, John J. Ingalls, Oliver Wendell Holmes, Jas. A. Garfield, A. T. Stewart, Wendell Phillips, Bayard Taylor, Hamilton Wright Mabie, Prof. Hume Brown, Jas. Anthony Froude and others on what constitutes real success in life. It also tells you about the COMMERCIAL CORRESPONDENCE SCHOOLS; what the Institution is, and what it does. It tells about our courses in BOOKKEEPING, BUSINESS ARITHMETIC, SHORTHAND and TYPEWRITING, PENMANSHIP, ENGLISH and LETTER-WRITING, COMMERCIAL LAW, and BANKING. If you are interested in any of these subjects write me and I shall be glad to send you, free, all particulars concerning any course. It tells you all about our Employment Bureau and how

### *We Obtain Positions for Our Graduates*

If you are ambitious and wish to succeed in life, this book will inspire and help you. If you are in a rut, or in an uncongenial position, this book will point out the way to better things. If you want to improve your position in life, send me your name and address, and I will send you this book.

My free book may be all that stands between you and a good position, with a larger salary and a promising future. Sit down now and fill out your name and address on the coupon below, and mail it to me TO-DAY. This slight effort on your part may be the turning point of your career. Many a failure has been turned into a success by an even smaller circumstance than this; therefore do not put off sending for this book. DO IT NOW

**Robert J. Shoemaker**

Vice-Pres. and Gen. Mgr.  
Commercial Correspondence Schools  
1 K Com'l Bldg. Rochester, N. Y.



### *Cut Out and Mail This Coupon To-Day*

To **Robert J. Shoemaker**, Vice-Pres. and Gen. Mgr.  
COMMERCIAL CORRESPONDENCE SCHOOLS,  
1 K Com'l Bldg., Rochester, N. Y.

Please send me your free book, "*How to Succeed in Business*." I am interested in those subjects I have marked with an "X."

|                           |                                |
|---------------------------|--------------------------------|
| ..... Bookkeeping         | ..... Penmanship               |
| ..... Business Arithmetic | ..... English & Letter Writing |
| ..... Shorthand           | ..... Commercial Law           |
| ..... Typewriting         | ..... Banking (Bookkeeping)    |

Name.....

Address.....