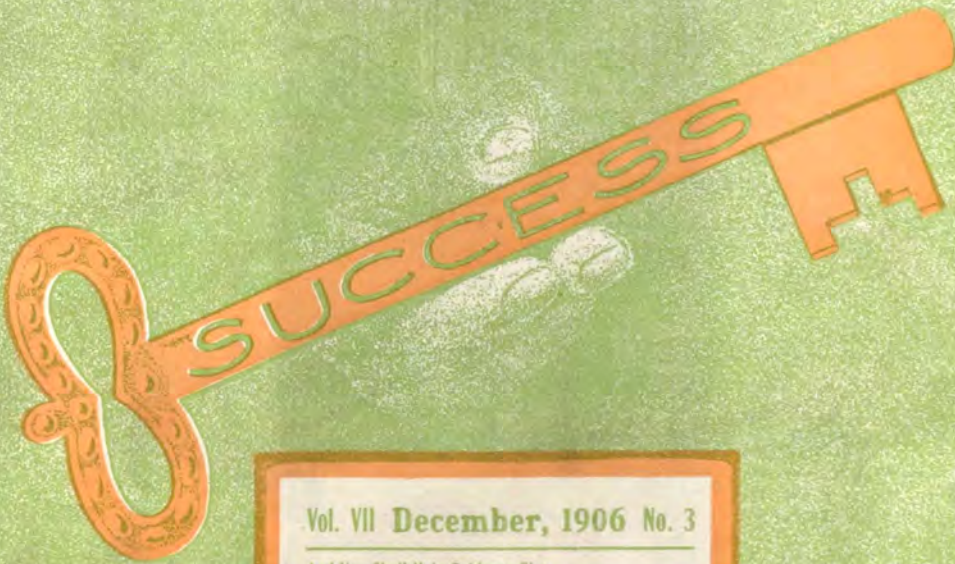


15

THE SEGNOGRAM



Vol. VII December, 1906 No. 3

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Think Good Thoughts	M. D. Chamberlin
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A Western Adept	William Walker Atkinson
The Legend of the Star and the Pebble	Jessie A. English

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We have succeeded in getting our first set of Mottoes through the color press. They are printed in gold, red and black, and are very artistic. Following is the list:

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By William Walker Atkinson

“GET SOME GINGER INTO YOU”

By William Walker Atkinson

“SUCCESS THINKING”

By A. Victor Segno

“A PLEDGE”

By G. W. Hendricks

“MY DAILY TASK”

By G. W. Hendricks

“THEN WHY THOSE TEARS”

“THINK SOME”

“GIVE A SQUARE DEAL”

“JUDGE NOT”

“SMILE”

“HAVE FAITH IN MAN”

“DON'T SCOLD”

By H. M. Walker

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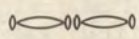
THE SEGNOCGRAM

Volume Seven

DECEMBER, 1906

Number Three

And You Shall Holy Guidance Give



Oh, do you know how hard it is to live?
To live, to suffer and be strong;
To smile, to jest with daring merry fling
While tears are dripping through the song?

Did you e'er know how hard it is to hope,
When day by day the world goes wrong
And sorrow grips its fingers 'round your heart,
While labor goads you with its thong?

Grief's tools which God has placed within your
hands—
Of gain or loss,—shall if you will,
Help build a place, carve a statute fair,
Till all shall marvel at your skill.

If power to lift the humble you would seek,
To aid, "Who find it hard to live,"
Then walk through fire and drink from sorrow's
cup
And you shall holy guidance give.

—EDITH MACOMBER HALL

A Few Words with My Friends

The : Readers : of : The : Segno gram



THIS being my last opportunity of talking with you before Christmas, I take advantage of it to send you my best wishes for the holiday season. May you have an enjoyable Christmas and may the New Year bring to you good health and the opportunities for working out your cherished success. Also, I wish to thank our readers for their many letters of appreciation of the work we have done and are doing for them in and through The Segno gram.

My Dear Friends, this has been a very busy year for us. During it we have built a new printing plant, equipped it with the most modern machinery for first-class printing, and established a business that keeps us working day and night to our full capacity. While our machinery has only been running since July 1st, still we are unable to keep up with the demand, and have been forced to order another cylinder press and a type-setting machine that will set as much type in an hour as five men can by hand.

These facts will have an interest for our

many stockholders, for it assures them of the success of their investment.

We are planning many new improvements for the year 1907 and are looking forward to it with great hopes. We believe we can make the Segno gram more interesting and valuable to our readers by making it a practical teacher of the ways by which success is made. With that idea in view, I shall write a series of twelve talks entitled "Talks to an Unsuccessful Son," to appear in each issue of this magazine during the year 1907.

We are going to serve you well this coming year and I want to ask you as a personal favor to me to lend us your assistance in making The Segno gram a great success — by making this its banner year. You can do this if you will induce at least one friend to become a subscriber before January 15th. Will you do it for me? If you do I will more than repay you before the year is out. I believe you will. Then let us all work together for a big success for one and all during 1907.

Believe me to be in all sincerity, your friend.

A. VICTOR SEGNO.

Epigrams

BY ELLA CARPENTER

Through our writings we hold out the right hand of fellowship to mankind.

A written thought is an influence that knows no death.

My writings are the echoes of my heart.

All I really am, all I ever hope to be, furnishes the keynote of what I write.

Our writings should be like an apple: Of good quality; perfect in form and flavor, and a good keeper.

A writer's work, either lowers, or raises the character of the reader.

The poet's heart is the birthplace of immortality.

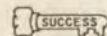
To write perfect prose one must be a poet in thought.

Judge a man by what he writes rather than by his life.

The don'ts and dos make literary life a success.

Don't Give Up, Do Try Once More, are pertinent mottoes for all who aspire to literary fame or honors.

There must be more than commercial value in our literary notes to make them invincible. In passing the courts of the world's opinion millions assist the one who invents machinery to do away with the old fashioned thinking cap.



How to Stop Gossip

There are two words, simple enough in themselves, that introduce untold trouble into the world and are responsible for more gossip, scandal and harm than any other two words in the English language. These two little words are nothing more than "They say." They have done more to ruin reputations than any other thing. If you never quote what "they say," you may be quite certain you are not a gossip. But if you find yourself telling your friends at all times what "they say," and at the same time lifting your eyebrows and shaking your head, you may rest assured you are saying something the world would be better for not hearing. —Exchange.

Think Good Thoughts

By M. D. Chamberlin

THOUGHTS are the moulds which give form and shape to our character. They are that which, when condensed, resolve themselves into material, tangible things. Spun from the web of imagination, they are transformed into that which gives us pain or pleasure, joy or sorrow. They are what smoothes the pathway of life, or makes it rough and uneven. They are that which lightens the feelings of the heart, or makes them dull and heavy as lead. They seem to be born out of the invisible or spiritual realm and condense and take shape in the material world.

They are a first cousin, yea more than that; they are father and mother to our feelings to a great extent, for we read "as a man thinketh, so is he."

We can trace the result of many a day's feelings back to the first thought which took possession of us when first awaking in the morning. If a discordant, discontented thought wedges its way through the "gates ajar" into the "holy of holies" of your thinking gallery, and clips the wings of your imagination, your feelings are pruned or become imprisoned and hampered or overcast with a shadow of the blues—all on account of your first morning visitor; whereas, had you been on the alert and been more zealous in the choice of your thoughts, welcoming only the ones that were full of sunshine and gladness, and raised the windows of your soul and let in the light of joy and peace, and welcomed and wedded them to your feelings, your daily round of duties would be much lighter and you would be far happier.

We are all trying to solve the great problem of life and get all out of it there is in it for each of us.

We find experience is the greater teacher, and we should not hesitate to impart anything which will lighten the load or lift the burdens of mankind.

We have read that if our right eye offend us, we are to pluck it out and cast it from us. Does not this apply to some thought that is worrying us and should at once be side-tracked and not allowed on the main line of our thoughts?

We are the ones who govern and control our thoughts, and our thoughts largely govern our feelings; knowing that we should learn to govern and control our

thoughts and feed our mentalities with those that bring the best results.

We never choose the fruit from a sour apple tree when we can have those from the sweeter tree with equally the same effort.

It is the good things of life we are all after, and the way to get them we are trying to find out. When we find a certain line of thought does not bring a desired result, and another does, we should prove it and hold fast to that which is good.

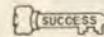
The hair-spring to a watch is its balance-wheel, which enables its second hand to tick off each moment of time, giving to each its due proportion of the twenty-four hours.

So also are our thoughts a balance-power to our feelings, giving to each day its full measure of contentment and happiness; for we read once more that a contented mind is a continual feast.

All of our enjoyment is centered in the mental realm. The pleasure that it gives us is due to the thoughts we entertain about it. If the thoughts are along lines that elevate and uplift us, the more tranquil are our feelings.

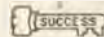
There are as many thoughts for us to choose from as there are stars that stud the dark dome of the heavens, and as we are the choosers, let us endeavor to entertain only those which give us the greatest degree of happiness.

For one is always estimated by the company they keep.



Man's Uplift God's Work

I wish to say that your article, "Our Religious Writings," was heartily approved by me. As you may have guessed I am not quite "orthodox." This thing we call "religion" means more to me than a "profession." Along with you, and I hope many others, I "believe in men" and my worship of God must be through humanity and the work done for its uplift.—G. W. Hendricks.



F. A. Tallman writes from Brockville, Ont.—"I do not want to miss a single number of your very helpful magazine, because it is an inspiration to me, and leads up to a better life which we should all strive to reach. Success certainly follows in your teaching to those who are willing to let go the old superstitions that have held the human race in chains for ages."

The ❧ Cripple's ❧ Corner

Place in Segnogram for Him to Find & Give Advice *By H. M. Walker*



THE Segnogram is always pleased to receive suggestions from its readers which will help it to see more clearly wherein it can be of greater service to the needy. It is a pleasure therefore to receive this letter, and we lay it before our readers in the hope that they will act upon the suggestion made:

"While reading 'Shop Talk' in The Segnogram for October my attention was directed to the following:

"We want to serve our readers. We want to make The Segnogram a practical object lesson of what it teaches—successful, clean, sincere life—life with a mission."

"I think I can help The Segnogram and some of its readers in this direction. Did you ever stop and think that there are millions of cripples and invalids in the world who do not share the blessings that their stronger brothers and sisters do?

"Of all the magazines, papers and books, issued with the object of helping humanity, I have never seen one that attempted to tell a cripple how to earn a dollar. All the information given is good for well people, who can elbow their way through the world and who only need a few helpful ideas to start them in the right direction. The invalids and cripples, who must hustle for themselves, are the most pitiable objects to contemplate.

"There are charitable organizations, kind friends and relatives that relieve them of the struggle of earning a livelihood; but stop and think one moment of the other class who are eager to support themselves—those who are capable of better things—those who study and think—those who have some talent in art, mechanics or business; those who can do things, but have no opportunity because they are deformed or handicapped by the loss of a leg or an arm, or perhaps have some incurable disease. Among this class you will find many bright and intelligent people, who are too proud to reveal their want, but who would be glad of an opportunity to relieve society of its burden.

"Can the cripple go behind the counter; can he take his place among bank clerks or professional men? Can he take the public highway and become a vender or

ply a trade? Alas! there are few who can. He must seek the seclusion of his home and bury his thoughts and desires. He has ambitions, and would make his mark in the world, but society holds him down—it says, 'You can't do anything; let me take care of you; you are too weak to help yourself.' That will do well enough for children of tender years and those who are in a helpless condition, but I am pleading for those who have some talent and do not have the opportunity of showing what they can do.

"Many afflicted people could become self supporting if they were encouraged and given a little start in the right direction.

"Who is going to do this work? Some magazine with a wide circulation that will devote a page or two to the ways and means of making a livelihood—something practical that would help and encourage the weak ones. The cripples and the invalids are tired of health hints and patent medicine ads and a lot of catch-penny inventions. Two thirds of all the advice given in magazines is either impractical or else it only appeals to the straight-backed and strong-limbed healthy man and woman who could make a success of almost anything if they tried hard enough.

"Here is my plan: Advertise in your magazine for letters from cripples, stating how they live, what they do, and what they have found that is helpful, and I guarantee that you will receive a deluge of letters telling you many things that will interest the readers of The Segnogram and broaden their sympathies, and I dare say that you will open your eyes. Make the appeal a strong one.

"For illustration, suppose some cripple who has endured much suffering, and struggled hard for an existence and who has eventually found relief; let him state his experiences, and if he has discovered a way to earn money, let him give his experiences in business. Would it not be helpful and encouraging to others: Reward them in a small way for their letters, and thus encourage them to greater efforts. The magazine will not lose anything by it but will increase its circulation. Keep it an occult magazine, but devote a page or two each month to the cripples and shut-ins.

"Another point: People whose infirmi-

ties have compelled them to live apart from the rest of the world are given to much reading and thought, and I think they are in better condition to receive the teachings of the higher life than their superiors in business who have builded a wall of materialism around themselves.

Yours for success,

Geo. Van Dalinda,

Patterson, N. J., Oct. 7, 1906."

To encourage the work suggested in this letter The Segnogram will give a monthly prize of \$2.00 to the best written practical working plan by which a cripple or shut-in may earn a living by employing his faculties and selling the product of his labor. These letters will be published in The Segnogram. They must be from invalids or cripples or those shut-in from active business life. It is not necessary that they be long letters. We should prefer that they be short. But they must be practical, and should tell the experience of the person doing the writing.

There is a chance here for the needy to help the needy, and at the same time win a cash prize. We are well aware that hundreds of thousands of cripples and invalids having bright intellects and a desire to do something in the world are deprived of the chance by their affliction and their lack of knowledge of how to put their intellects to work. Men and women of talent are often made dependent upon others of lesser talent because of their afflictions and the not knowing how to do things, who, if once aroused and shown how others have succeeded in spite of their impediments, would surprise the world with the product of their head and hands. There are opportunities today for the halt, the maimed and the blind such as the world has never known before. In spite of the fact that a more strenuous business life in America is making awful demands on the physical and mental strength of our young men and women; and in spite, too, of the fact that the demand in active business life is for men and women of perfect physique, yet we find at the same time a strong disregard for the physical appearance of the man and his impairments, if he can come up with the goods and get results. However great the weight of appearances may be in society, when it comes down to business the man's appearances take a back seat and results count.

This is the "Missouri" period.

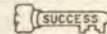
Let a cripple produce something useful and if it is good he will have no difficulty in disposing of it at a profit.

Let the work of a cripple be A-1, and he will find employment.

There are, of course, many branches of trade in which the cripple cannot enter because of his handicap, but there are other branches open to him which should afford him ample scope for his talent.

It is to show what these branches are, and how others have succeeded therein, that we open this department in The Segnogram.

Let anyone who is a cripple or a shut-in write us and tell how he has succeeded in any particular line of work. Every letter will receive an earnest reading and to the writer of the best we shall send each month a check for \$2.00. A short, concise letter, telling in a practical way how to do the thing, will be most likely to get the check. Address all communications to the "Help the Needy Department," The Segnogram, Los Angeles, Cal.



When Lincoln Traded Horses

President Lincoln's reputation as a humorist rests largely upon the good stories he could tell, or invent, to illustrate a point. Sometimes, nevertheless, he exhibits himself as a joker in another way.

One day Lincoln and a certain judge, an intimate friend, were bantering each other about horses, a favorite topic. Finally, Lincoln said:

"Well, look here, judge, I'll tell you what I'll do. I'll make a horse trade with you, only it must be upon these stipulations: Neither party shall see the other's horse until it is produced here in the court yard of the hotel, and both parties must trade horses. If either party backs out of the agreement he does so under a forfeiture of twenty-five dollars."

"Agreed," cried the judge, and both he and Lincoln went in search of their respective animals.

A crowd gathered, anticipating some fun, and when the judge returned first the laugh was uproarious. He led, or rather dragged, at the end of a halter the meanest, boniest, rib-staring quadruped, blind in both eyes, that ever pressed turf; but presently Lincoln came along carrying over his shoulder a carpenter's horse. Then the mirth of the crowd was furious. Lincoln solemnly set his horse down, and silently surveyed the judge's animal with a comical look of infinite disgust.

"Well, judge," he finally said, "this is the first time I ever got the worst of a horse trade."

Our Brothers:

*The Birds and Animals
and Creeping Things*
By H. M. WALKER



WHEN we were boys together, we used to roam the pasture lands on the old Ontario farm—bare-legged, bare-footed and bare-headed, and in that delightful indifference to the propriety of things, it was our custom to overcome the temptation to sin by sinning—at least it appeared so. It was considered a sin then, to dirty oneself up playing in the dusty roads and tramping the puff-ball plains. But the temptation was ever before us, and, as I said before, we overcame it by yielding to it.

It was great sport to tread upon a puff-ball, and see the smoke-like dust puff out between our toes. I used to think we were just having some fun at the puff-ball's expense. But I have learned since that Nature was using us to carry out her purpose, just as she uses us today, no matter what our calling.

When a puff-ball is ready to puff, it will die if someone does not come along and step on it. It needs to be stepped on in order to have its dust scattered by the winds. A puff-ball has no seed. Every particle of dust is a little spore, which must be blown away from other spores and lodged where the soil is rich with decayed vegetable matter. In this respect it is like all other fungi, such as toadstools, mushrooms and brackets—and, perhaps, man.

In this fungi family are included all plants which have no green leaf and do not grow from true seeds. All plants must have food with which to form plant flesh. The fungi family, having no green leaf, and, therefore, being unable to feed upon inorganic or mineral matter, must get their food from material which has been manufactured by green plants. The only agent in the world which has the power to turn lifeless mineral matter into living matter is the green of the seed plants. By some mysterious power these plants can take the element carbon from the air, and hydrogen gas and oxygen gas from water, and with their green granules make of the elements hydrogen, oxygen and carbon, compounds of wood and starch and sugar. Fungus plants cannot do this. They must feed

upon the decaying bodies of green plants. For this reason you will always find toadstools, brackets and mushrooms growing on or near a decaying log or tree stump.

The lowest form of life which man has discovered is that of the fungus plants. They do not form seeds. Nor is there any explanation given as to how they come nor whither they go. The mould and mildew on the preserve jar are of the same family as the poisonous toadstool and the delicious mushroom. What combination of elements makes one edible and the other poisonous has not been discovered. It is interesting to note this fact. It is also interesting to note that all of these fungus plants might some day have been respectable green leaf plants but for the fact that they became too lazy to work and construct food material for themselves, and have, in consequence, lost their power of constructing such food, and are dependent for their existence upon what food they can steal from other plants instead of making it for themselves.

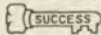
When we used to step upon the puff-balls in the pasture fields, a smoke-like cloud would arise. Nature needed us to help her and made us think it was play. In this cloud of dust would be millions of little spores which had ripened in the puff-ball and were now ready to grow into new puff-ball or mushroom plants when they fell into favorable soil.

Perhaps you may think that all of this has very little to do with our nature article, but if we make the mistake of thinking that life is limited to what we know of it, we shall soon find that our knowledge grows ever less.

The evolution of a spore into a mushroom is very simple—as simple as that of a monkey into a man. The spore is a single cell, and when it is in a warm, moist place it swells. The cell absorbs food through its cell wall and divides into two cells. Each cell absorbs food and divides until long chains of cells are formed, looking to the unaided eye like threads. After a time the threads mat together at certain points and form little balls the size of pinheads. These grow to the size of bird shot; then to

the size of shoe buttons. If the ball is to become a stemmed toadstool, a minute stem appears on the button. The stem and button grow larger. The button is lifted above the soil and expands into a mushroom. If the button is to become a puff-ball, no stem appears on the button; but it grows and comes out of the ground a round puff-ball.

In studying the home life and habits of the fungi family, we see the same conditions prevailing as we find in the study of the home life and habits of man. We have come back to the lowest form of life known in our nature study, so that we may go from the lowest form to the highest in these nature articles, and see the underlying One Life in it all. On the proper understanding of this One Life, depends our sane conception of the life we call our own. Not having a correct understanding of the lower forms of Life, is it any wonder customs and creeds have made man insane on the question of the life he calls his?



God is not removed from His creation; he is in every atom, every cell, every manifestation of life we see, and in the finer manifestations that we do not see. So be careful what or who you condemn—*God is there.*—The Blissful Prophet.

Fortune's ladder was made to climb, and it is not considered lucky to spend one's time walking under it.

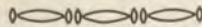
The light of Truth is so bright in its absolute purity that few men could stand it, and it is reasonable to suppose that for that reason "Truth never comes to us pure, but largely mixed with error."

It seems as if the human mind were intended to go on forever learning new truths which only lead to new mysteries. Perhaps the mysteries are the hand of the Infinite beckoning His children onward toward Himself.—A. W. Gould.

Self-trust is the first secret of success, the belief that, if you are here the authorities of the universe put you here, and for cause, or with some task strictly appointed you in your constitution, and as long as you work at that you are successful.—Emerson.

Helpfulness—Godfulness—is that one with which no other fulness can compare. It is like the scriptural "good measure," pressed down, shaken together and running over; a "fountain of life" to all; and is typical of any person or thing full of and overflowing with Infinite Power.—R. A. Abbott.

It Pays to be an Optimist



“Twixt optimist and pessimist,
The difference is droll—
The optimist sees the doughnut,
The pessimist the hole”



A Western Adept



An Occult Story by WILLIAM WALKER ATKINSON

[Copyright, 1906, by William Walker Atkinson.]

CHAPTER VI

The morning after the marvelous experience related in the last chapter, I met the Colonel in his room, and after a few words he suggested that we take a walk in the bright sunny air.

As we walked along, he said, "My boy, I have received a call to a far corner of the world, to do the work of the Brotherhood there. Some day I shall see you again, and in the meantime I shall watch over your progress from a distance with the deepest interest. At the present time the most important thing for you to do is to allow the experience that you have just undergone to sink deep into your inner consciousness until it becomes a part of you. Your new consciousness is the source of a mighty power, as you will find as you go through life, but before you can avail yourself of the power it brings you, you must do more than to merely recognize it—you must make it your very own, in the fullest sense of the word. And this takes time. But as you make it your own, you will become conscious of an increase in power and strength, and will find that the forces of Nature are as tools in your hand.

"And now," he continued, "a parting word. You have at last arrived at the consciousness of the 'I AM' within you. This consciousness is the realization of Real Existence and Power, and its acquirement is the gaining of the Master-Key to Occult Attainment. It brings one in touch with the Infinite Forces that underlie the Universe.

"'I AM' is the most powerful statement, that one can make. It is a Statement of Reality—in this statement we are making claim—that we are a drop from the great Ocean of Reality—a ray from the Central Sun—a spark from the Great Flame. An intelligent conception of the grandeur and magnificence of this statement, renders man more than man, and brings him, indeed, 'in Tune with the Infinite.' I beg you to consider the importance of the message that your consciousness brings to you,

and which you are just beginning to hear clearly. Once realize this great truth, and you will never be the same as you were before, for a new sense will have come to you—a new understanding.

"I wish to call your attention to an important feature in the recognition of the 'I.' I refer to the fact that in proportion to the degree of recognition of the Reality of the 'I,' there is awakened a sense of Power, Wisdom and Freedom. Many men have stumbled upon this sense of Reality within themselves, without understanding its true nature, and the sense and consciousness of the above mentioned attributes has been borne upon them. In fact it may be said that all of the so-called great men of all times (good and bad) have been conscious of this real 'I' within them, and consequently have manifested a great sense of Freedom and Independence, Self-confidence and Courage, and have been able to use their minds in a manner that seemed almost miraculous to their fellow men.

"Just run over the list of the great men in history, art, letters, business, etc., and see if this is not so. You will find that this thought will give you the key to many a life-history that has puzzled you. In all these 'successful' men, there has been a strong consciousness and realization of the 'I.' In many cases, these men have prostituted this consciousness into a base Egotism, in which they contrasted the 'I' with that of others, and thought themselves greater, and better. This prostitution has generally brought about its own lesson, for such egotism has brought its reaction and pain.

"The 'I' of no man is higher or better than that of another—they are all alike in essence and reality. But some have developed and unfolded more than others, and seem in advance. The man who has a real understanding of the 'I,' never contrasts himself with others, nor does he feel himself greater because of his sense of the reality of Himself. On the contrary, though the sense of the 'I' may be very

greatly developed—though he may appear as a giant to his brethren—still in the bottom of his heart he knows that it is all a matter of unfoldment, and that all are potentially as great as is he.

“So you see, the man of the highest ‘I’ unfoldment, providing he has a knowledge of the truth, may be a very ‘modest’ man, instead of an egotistical, vain creature. In fact, a man may be egotistical without being great or strong—this is very different from the real ‘I’ consciousness, for the ‘I’ of such a man is a little ‘i’ instead of a great ‘I’—it is the ‘i’ of personality, instead of the ‘I’ of the real self. The man of the true ‘I’ unfoldment does not pride himself upon his personal appearance, his power, his mentality, his possessions, or anything else connected with his personality, no matter how worthy of admiration they may be. He may enjoy them, but he sees them as mere ‘not-I’ things, belonging to his personality—things that form no part of the ‘I’ part of him. But he is ever conscious of great Reality—great Strength—great ability to Think—great Freedom—all of which seem to be the attributes of his real Being.

“Some men, not informed as to the nature of their strength and mental power, and sense of the ‘I,’ have prostituted their power to base uses, and purely selfish ends, as history and observation show us. These men nearly always become entangled in the web of their own making. Or like a fly, they become fastened to the honey jar that has fascinated them, and suffer intensely until they learn their lesson. They use their Power, but not their Wisdom, and the latter element being lacking, they gain no true Satisfaction which is the product of Wisdom, Power, and Freedom, all present and combined. No truly Wise man can prostitute his Power.

“I would urge you to cultivate the ‘I Am’ consciousness and feeling, for you will find it a tower of strength and refuge. The mere thought ‘I Am’ carried with you until it becomes a part of your Mental Attitude, will bring to you a sense of calm strength and peace such as you have never before known. The words ‘I Am’ form the very strongest affirmation or statement, and if you can imagine the picture conveyed by such a statement of Being, you will surround yourself with a mental aura of strength that will protect you from the waves of adverse thought that may be dashing against you. You will find this thought an armour of protection if rightly used. Do not take my mere word for it,

but try it for yourself. Picture yourself in a Center of Consciousness—of Reality—radiating in all directions like a sun, and then say (mentally and aloud) ‘I Am’—accenting the word ‘Am,’ and you will be conscious of an uplift and influx of strength. In moments of fear, doubt, discouragement or weakness, use this remedy, and you will bless the day you learned of it. And yet I have given you nothing—I have merely called your attention to that which you already had, but knew not.

“Remember YOU are real—resting upon the Supreme Reality in which you have the roots of your Being. You have potential Power, Wisdom and Freedom within you, which will bring you Satisfaction. YOU are standing upon the solid rock of Being, from which no person, thing or force, can dislodge you. And as you realize this real position, so will you be able to manifest the latent qualities of your nature, and enter into your true estate. You are the Master of your Body, your Life-force, your Mental principles. You are a Center of Consciousness—Power—Influence—Strength.”

Deeply impressed by these words of wisdom from the lips of this wonderful man, which words I felt indeed contained the Key of Power, I walked on in silence for a time that must have been much longer than I had realized. Finally I turned to the Colonel to say something to him, and I found that I was alone. Retracing my steps to the hotel, I found that the Colonel had driven off with his baggage an hour before. He had departed on his mission.

It was years before I saw him again, and in that time I had greatly profited by his teachings. Some of these days I may tell you more about this man and his work. For the present, I must bid you good-bye. But, I pray you, study well the teachings embodied in this little story, for they contain the Master-key to that which you are seeking.

(THE END)

SUCCESS

Annual Stockholders' Meeting

The annual meeting of the stockholders of The Segnogram Publishing Company, Inc., will be held in the office of the company, 1719 Kane Street, Los Angeles, Cal., on Wednesday, December 12, 1906, for the election of officers and the transaction of such other business as may be brought before the meeting.

A. VICTOR SEGNO, President.
H. M. WALKER, Secretary.

Los Angeles, Cal., Oct. 16, 1906.

From: Beyond: the: Grave

F. A. Mitchell in Los Angeles Evening News



Townsend Waterman, a young American in Paris, strolled down the boulevard in evening dress and a light overcoat on his arm to the Place de l'Opera. He bought a seat in the parquet and before the curtain rose glanced at the boxes to see if any of his friends were present. All were occupied by strangers to him except one, and that was empty. In the last act, while the audience was intent on what was taking place on the stage, something—he knew not what—impelled him to glance aside at the empty box. Although he had noticed it a moment before and saw that no one was in it, now a woman's face protruded from behind a side curtain, the eyes bent eagerly upon him with every evidence of distress.

Waterman was not a man to decline what he regarded an invitation and without waiting for the performance to end, left his seat and in a few moments stood before the door of the box in question. He did not need to knock, for it opened noiselessly and, entering, he took a seat beside the woman.

"Do not think evil of me," she said. "I am suffering and wish to leave this place. I have no escort, and, seeing you in the audience, feeling that I could trust you, and catching your eye, I virtually invited you to come to me."

"Do you wish to go now?" he asked.

"At once."

They arose, Waterman helped her on with a light wrap, she took his arm and they left the house. Waterman called a carriage.

"I need fresh air," she said. "May we not walk?"

"Certainly, if you desire it. I supposed you were ill."

"Not so ill but that I can walk home," she said.

Indeed, it seemed to the American that she was as light as a feather. Her hand pressed so softly on his arm that at times he thought she had withdrawn it. Once while passing under a street lamp he failed to see her shadow beside his own. He turned to see if she had not slipped away from him, but she was still there. He looked again for the missing shadow, but

they had passed out of range of the lamp-light.

There was an odor about his companion that he could not account for, an odor of dampness, of water such as one often gets from a river, especially a river flowing through a city. A third singular feature was that now and again he thought he heard something rolling on the pavement behind him. Twice he looked back to see but there was nothing there.

Presently the woman guided her attendant from the boulevard into a side street that was taken up with dwellings, and, after pursuing it for a few blocks, she turned and mounted the steps of a stone front mansion.

"Quick!" she said. "I'm fainting!" and fell into his arms. The door opened at a touch and he carried her in.

"Upstairs to my bedroom!" she gasped.

Taking her up to the second story, he entered a room the door of which stood open and laid her on the bed; then he went to call for assistance, but no one replied; the house was empty. He went back to the bed and laid his hand on the woman, who by this time was stiff and stark. Indeed it seemed to him that she had been dead several hours.

At that moment a key was put into the lock of the front door, and some one came in. Waterman looked over the banister and saw a man in evening dress. Waterman went down, and when the man saw him he staggered back.

"The woman!" said Waterman. "She is up in her room!"

"What woman?" gasped the man.

"I don't know. She asked me to see her home. She is lying on her bed. I fear it is all over with her. Come."

The man shrank back. Waterman took him by the arm, supported him upstairs, and they entered the bed room.

The man gave a shriek and fell on the floor.

"Elsie!" he cried. "Oh, why did I do it? You have come from your bed at the bottom of the Seine to mock me. I smell the water. I see the stone I tied about your waist."

From this he went off into incoherent cries and mutterings.

Waterman, as soon as he could collect

his faculties, hunted up a telephone and called for the police. In a few minutes a party of gendarmes drove up in a wagon, stopping before the house. Waterman, who was now trembling in every fiber, went down and let them in.

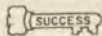
"A singular thing has occurred," he said. "I don't understand it. There is a dead woman upstairs. I met her at the opera and she asked me to bring her home. I did so, put her on her bed and she died before I could summon assistance."

He led the way upstairs. There lay the man on the floor glaring and muttering. They turned to the bed. It was empty.

From the evidence adduced at the trial it was plain that the husband had drowned his wife in Seine about 10 o'clock in the evening. He had gone home at 11:30. He was never convicted of the crime because he was hopelessly insane from the moment he reached his house.

Waterman returned to America with his nervous system shattered. He says that to this day he can smell the bottom of the Seine and hear the stone rolling behind him when he walks.

Many think he was mentally unbalanced when he went abroad. What do our readers think?



Express the Love We Have

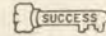
In concluding an article on home culture, and showing the value of love, Mary Lowe Dickens once wrote:

A little hint, like this I leave you, if put into practice, may be the beginning of true home-culture for many a household such as we all know. There is infinite variety in the method but the idea is the same,—to make the others know how much we care for them. We always do let one member of the household know. We are all alike outspoken and free in expressing our love for the baby. We squander upon it carresses.

A little child of eight was very ill and thought to be dying. In after years all memory of the suffering faded, but she said: I owe to that sickness the knowledge that my mother loved me, for she kissed me again and again when no one else was there to see. That memory was the most precious treasure that I carried on into my womanhood, for until the night before I was married I do not remember that she ever kissed me again. When she was old, I asked her why she never caressed or petted us as children, and she said: 'I thought it would prevent your being self-

reliant. I knew I could not always be with you, and I did not want you to be dependent on my presence.'"

There is little danger of that excess of old-fashioned reserve in these days; but, if it exists, I recommend that the barriers be broken down and that we love the children as freely as the sunlight plays on the blossoms; and let them, in turn, in their own words, "love us as hard as ever they can."

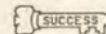


Preserving Eggs

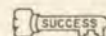
Eggs may be preserved by coating them with any substance that will keep out the air. The reason that eggs decompose, or spoil, is that the air and germs can pass through the egg shell and thus injure the egg. If this can be prevented, eggs may be kept fresh for several years.

Packing eggs in sawdust or salt accomplishes this to some extent. A better way is to coat the shell of each egg with some substance which will not permit passage of the air through the shell. Beeswax will do this, or any kind of gum. Gum arabic may be obtained at the drug store in crystal form, dissolved in hot water, and the liquid thoroughly brushed over the surface of the egg. Milk of lime may also be used. This is made by mixing water with quicklime. There are other substances which will serve the same purpose, but care should be taken, that nothing is used that will impart a bad taste to the egg.

[I have found that parafine or the wax used for sealing jelly glasses is very satisfactory.—Mrs. A. V. Segno.]



A woman should not go into the hall to meet a man, but greet him in the drawing-room, unless he is a very intimate family friend. When entertaining another caller, it would be the height of discourtesy to excuse herself to leave him to meet the newcomer. She should remain quietly seated until the later arrival enters the room, and then rise to welcome him.

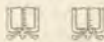


In order that children may learn politeness, they must be treated with courtesy—thanked when they do little services, and spoken to in a controlled voice when reprimanded. Above all else, parents and elders must treat one another with well bred politeness before them, for children are very imitative little creatures.

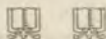
Book Review



"An Old Maid's Reverie," is the title of a quaint little volume by Mattie Cory, published by the Balance Publishing Co., of Denver, Colo. "An Old Maid's Wooing," would better express the contents of the book—a wooing that has much more behind it than the winning of a man. This to the writer of the book, who, by the way, if she is not an old maid ought to be, is of little consequence. The writer admits that old maids as a rule, are "orderly," but not necessarily disagreeable because orderly. In fact, she asserts positively that old maids are "orderly," and then goes on to show that everything that brings sorrow to the human heart does so because of its lack of orderliness. "Order was God's first law, and that makes me feel good to think I am so near Him in my orderliness." The book is attractively bound and can be had in either red or green fine art vellum cloth, stamped in metal leaf. At all newsdealers or sent postpaid on receipt of price by publishers. The present address of Miss Cory is Box 390, Dalhart, Tex.

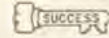


"From Poverty to Power," by James Allen, is without doubt the best New Thought book written in England. It is a real classic—a book that must rank high in the list of advance thought literature. Mr. Allen depicts the ups and downs on the road from poverty to power, from a mental standpoint, not from the perspective of a man seeking wealth and self-laudation. He shows that poverty is a condition of the mind, and that power comes to the individual who can outstep the shallowness of bigotry and greed; that to become powerful, man must first become true, and that the realization of prosperity and peace comes only to the man who can subordinate selfishness. This volume was published in England five years ago. It sprang at once into public favor, and it is little wonder that it should. It has been a tremendous force for good in England and will no doubt be as great a force for good in America. It is not technical; it is simple and true. In its simplicity and beauty of diction lies its great power.



"Good qualities, like good steel knives, grow dull of edge unless they are used."

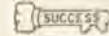
No one else can solve your problem, or work out your riddle. You stand or fall by it. Your happiness, your well-being, your success and your destiny hang upon your carrying out the program the Creator has given you.



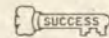
More hearts pine away in secret anguish for unkindness from those who should be their comforters, than for any other calamity in life.—Young.



In many an establishment there are successes who are infinitely inferior to the failures from whom they snatch the laurels.



Don't brood over the past, or dream of the future, but use the instant and get your lesson from the hour.




We get out of life just what we put into it; the world has for us just what we have for it.

A Woman's Questioning

Do you know that you have asked for the most costly thing
Ever made by the hand above:
A woman's heart and a woman's life,
And a woman's wonderful love?
Do you know you ask this priceless thing
As a child might ask for a toy,
Demanding what others have died to win
With the reckless dash of a boy?
You have written my lessons out,
Manlike, you have questioned me;
Now stand at the bar of a woman's soul,
Until I shall question thee:
You require that your mutton shall always be hot,
Your socks and your shirts shall be whole;
I require that your heart shall be true as God's stars,
And pure as heaven your soul.
You require a cook for your mutton and beef,
I require a far grander thing;
A seamstress you want for your stockings and shirts,
I look for a man and king.
A king for a beautiful realm called home,
And a man whom the Maker calls God
Shall look upon as he did the first,
And say it is very good.
I am fair and young, but the roses will fade
From my soft young cheeks one day:
Will you love me then
'Mid the fall of leaves as you did 'mid the bloom of May?
Is your heart an ocean so strong and deep
I may launch my all on its tide?
A loving woman finds heaven or hell
On the day she's made a bride.
I require all things that are grand and true,
All things that a man should be;
If you would give this all
I would stake my life to be all you demand of me.
If you cannot do this, a laundress and cook
You can hire with little to pay:
A woman's heart and a woman's life
Are not to be won that way.

—Mary T. Lathrop.

Health : Culture : Menus

How to Prepare  By Mrs. A. V. Segno

FIRST MEAL

Egg Nog Corn Gems
Maple Syrup
Baked Pears



SECOND MEAL

Olive Cocktail
Apple Soup with walnuts
Celery Ripe Olives
Macaroni Roll
Potato Roses
Cranberry Jelly
Asparagus Prune Salad
English Plum Pudding
with Hard Sauce
Grape Juice
Mexican Pinoche and
Glace Fruits

EGG NOG Beat yolks of four eggs with one half pint of sugar until thick, then pour over 2 quarts strong lemonade, to which add grayed rind of one lemon. Pour into a pitcher. Beat the whites of eggs to a stiff froth, sweeten and pour over the top; then add a pinch of nutmeg.

BAKED PEARS Add sufficient sugar to the juice from one can of pears to make a thick syrup. Place the pears in a baking dish together with juice. Sprinkle pears lightly with granulated sugar and bake 15 minutes.

OLIVE COCKTAIL Strain a sufficient quantity of tomato through a sieve to serve about four table-spoonfuls to each person. Add dried red peppers from which the seeds have been removed. Salt a little lemon juice, also a few pieces of rind. Cook about 10 or 15 minutes. About 5 minutes before taking from the stove, remove the pepper skins; add a dash of tobasco and Worcestershire sauce and sufficient olives to allow six or more olives to a person. Serve very hot in tall glasses with an oyster wafer. Care should be used in getting just the right amount of seasoning in the tomato sauce.

APPLE SOUP Slice three medium sized apples. Boil until tender in sufficient water to make one quart soup; strain and mash through a collander. Re-boil and sugar to taste. Add a piece of butter the size of a walnut and two teaspoonfuls of instantaneous tapioca. Serve walnut meat in halves with the soup.

MACARONI ROLL Chip fine 1 quart of boiled macaroni. Add 1 cup of cream, 1 cup cracker crumbs, 2 medium sized onions minced fine, 3 eggs beaten lightly, one half cup of blanched pecan nuts. Chop fine 1 teaspoonful of sage; salt and cayenne pepper to taste. Cook 1 1-2 hours. Put in tin can or bucket that can be tightly sealed and place in boiling water while cooking. When done remove carefully from the mould and sprinkle thickly with fine bread crumbs that have been soaking in melted butter. Place in a quick oven to brown.

POTATO ROSES Mash the potatoes in the regular way, excepting to add a little more milk or cream to make a little thinner. Form into roses on oiled paper by pressing them through a mayonnaise dropper; brown; brush over with milk or the white of an egg, and brown lightly in a hot oven. Garnish the dish in which the roll is served by placing the potato roses around the edge.

PRUNE SALAD Mix cream cheese with mayonnaise, then add broken walnut meats. Mould into balls. Insert into seeded prunes, which have been prepared in the following manner: Steam the prunes whole about three minutes; remove the seeds and sprinkle them generously with lemon juice, or better still, soak in lemon juice about ten minutes; then fill them with the prepared cheese. Place each prune in a small lettuce leaf and serve with mayonnaise.

MEXICAN PINOCHE Moisten brown sugar with cream or rich milk, if milk is used a little butter should be added. Cook slowly, do not stir. Have ready some broken walnut meats, and when the pinoche will harden when dropped into cold water but is still soft enough to mould between the fingers, remove from the stove. Add vanilla flavoring and the broken walnut meats and stir until quite thick; then pour on buttered plates. When sufficiently hard, cut into small squares. Care should be used at the critical moment, so as not to let it boil too long and yet long enough, for therein lies the secret of success in making it.

THE SEGNOGRAM

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EDITORIAL STAFF

A. VICTOR SEGNO

H. M. WALKER

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

SHOP TALK

What is Doing at The Segnogram Home

We are this month, (November), closing the first year of the existence of THE SEGNOGRAM PUBLISHING COMPANY as an incorporated company. On December 5th one year ago, papers of incorporation were signed, and A. Victor Segno was elected president, William Walker Atkinson, vice-president, and H. M. Walker, secretary-treasurer. During the eleven months which have elapsed since then, we have erected the handsome publishing house known as THE SEGNOGRAM HOME, and installed a power printing plant equal in completeness to any on the Pacific Coast. More than this, we have established a publishing business that would do credit to a corporation much older than THE SEGNOGRAM PUBLISHING COMPANY.

This has been made possible by the fidelity and earnestness of our shareholders, whose constant encouragement has inspired us to exert every effort and grasp every opportunity to bring business to THE SEGNOGRAM home, and to execute the work with intelligence and dispatch. As a result of these efforts we have laid the foundation for a most profitable publishing concern, and at the same time secured business sufficient to pay operating expenses and put aside something for our shareholders.

Though we have had our printing plant in operation only five months, we have accomplished phenomenal results. This is not due to the efforts of the workers about THE SEGNOGRAM home more than to the good will and encouragement of our friends scattered throughout the world. We have SEGNOGRAM readers in every land upon which the sun shines and the knowledge that their best thoughts are with us encourages us to exert ourselves in everything we undertake. Success is sure to follow such a combination of interest and thought force.

We have a bit of good news for our readers, and especially our shareholders, this month. It is the acquisition to THE SEGNOGRAM staff of a printer of national reputation—Thomas E. Abbott. When we laid the plans for THE SEGNOGRAM home, and selected the presses and materials to do the finer class of printing which is going to make the name of THE SEGNOGRAM PUBLISHING COMPANY famous, we had in mind as head of the mechanical end, Thomas E. Abbott. But Mr. Abbott was then holding a like position in a large publishing house, and, as is the case with every man at the head of his profession, Mr. Abbott was appreciated by his employers and they would not listen to his going from them. We first suggested the matter to Mr. Abbott about a year ago. He said he could not come. But many things can be accomplished in a year's time, and today we have Mr. Abbott with us.

Do you know why Mr. Abbott was so long deciding to accept a position with us? I'll tell you. He wanted to see us "make good." If we could do it without him, the position was worthy of him. It's always this way. If you want to test another's ability or capacity or love, give him a chance to get along without you. If he is worthy of you he will get along without you because he won't need you.

Well, we got along very nicely without Mr. Abbott, and Mr. Abbott got along very nicely without us, and so now, we are going to get along much better because we have Mr. Abbott, and Mr. Abbott is going to get along much better because he is with us. We are happy to introduce Mr. Abbott to our readers. He has held the office of director of THE SEGNOGRAM PUBLISHING COMPANY the past year and is a shareholder in the corporation. We are happy to have him with us. Happy because Mr. Abbott is a man that "makes good." We worked "on the case" with him sixteen years ago and we know. He was then a good all-round printer. Today he is a master craftsman. And besides this, he has a lot of the stuff in him of which THE SEGNOGRAM is made—push, perseverance, pucker and pull, with a delicious seasoning of Love. Of Mr. Abbott's ability as a master printer, we reproduce from the printing art journals the following extracts:

"Because of the dashing and attractive style that is present on all his work, Thomas E. Abbott carries off the laurels this month. I have ever preached restraint in the treatment of printed matter, but I cannot but admire Mr. Abbott's work because of its lack of restraint. He is a good printer who can do good work in the style shown by the prize-winning samples. Ability to do printing with artistic simplicity is the reason for many a printer's success, and equal ability to do it in a style that is elaborate yet artistic has multiplied such success.

"Those who have been fortunate enough to view the interior of the Congressional Library at Washington, have marveled that a scheme of decoration containing so much detail could be carried out with results so harmonious and pleasing. He is an artist who can form a design that is chaste, refined and restrained, but he is an artist in the fuller sense who can build elaborately in design and color scheme controlled by restraint and good taste. A class day program from Mr. Abbott is one of the star jobs of the year."—*American Printer*.

"You have given to each piece of your work that last refining touch which makes each piece of type and rule look like a specially designed part of a general harmonious design. And that is the great aim of artistic typography."—*National Printer-Journalist*, November, 1906.

"We have received many handsome specimens of commercial work, but can truthfully say none that have reached us have excelled those sent by Thomas E. Abbott. All of them are tastefully composed and handsomely printed, and reflect great credit upon Mr. Abbott's ability."—*Progressive Printer*, July 1905.

"When we see an artistic production in printing from a big printing house which is located in a big town, where every facility is had to produce the best work, we feel as though we have a right to expect only what's good; but when we run across something which shows real printing art, and then note that it comes from a small town, we feel that these little fellows are entitled to more credit than if they had the advantages of a big city. All the way from Pasadena, Cal., comes a little booklet which is worth a good mention. It is from Thomas E. Abbott of that town, and speaks well for his brains and ability to make this pretty little ad. A couple of letterheads also from Mr. Abbott are works of art."—*International Printer*, July 1895.

"A wealth of distinctive type designs and choice color schemes is contained in a package of specimens from Thomas E. Abbott. The typography and presswork are of the highest order. Refined taste and good judgment are displayed in the selection of type, paper and inks."—*The Inland Printer*, August 1905.

These extracts mean more to the master printer than to the novice or the ordinary reader. They may not mean much to you now, but if you keep an eye on THE SEGNOGRAM, and take advantage of the opportunities we shall give you from time to time to become acquainted with Mr. Abbott through his work, you will understand better what they mean to us. Mr. Abbott has planned and executed some of the most artistic color work with type that ever was put before the public in this or any other country. With the acquisition of such an artist to our already splendid force of workmen we shall hope to make the name of THE SEGNOGRAM PUB-

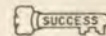
LISHING COMPANY stand as a synonym of perfection in printing.

The first work to come from the head and hands of Mr. Abbott will be a Motto Calendar to be ready early in December. The plan of each month will be different and will bear the individuality that goes with the Abbott Art. The mottos for each month strike home—the Calendar will mean something—will send a thought of Love and cheer to the heart and make each day a day of growth and happiness. Besides, it will have a beauty that may not be found in any of the ordinary work. We know this because we know the man who is preparing the color and type scheme, in the likeness of which the mottoes are to be printed. Ella Carpenter says: "A writer's work either lowers or raises the character of the reader." And this is equally true of the printer. When you read a book that is artistically printed, while you may not be able to distinguish its qualities or tell its points of superiority, yet you feel a sense of personal betterment. This is especially true of Mr. Abbott's work. He puts his soul into it, and there is that harmony and symmetry in the color and type effects that appeal at once to the highest and best in you.

We want you to get acquainted with Mr. Abbott, and have taken this means of putting you in touch with him. Through his work you shall judge him. Mr. Abbott doesn't talk much; he just does the thing to have it done well, and lets his work talk for him.

Further announcement of the calendars will be found elsewhere in this issue.

H. M. WALKER.



New Year Thoughts

Every month in the year offers opportunities for you to cultivate something good in yourself.

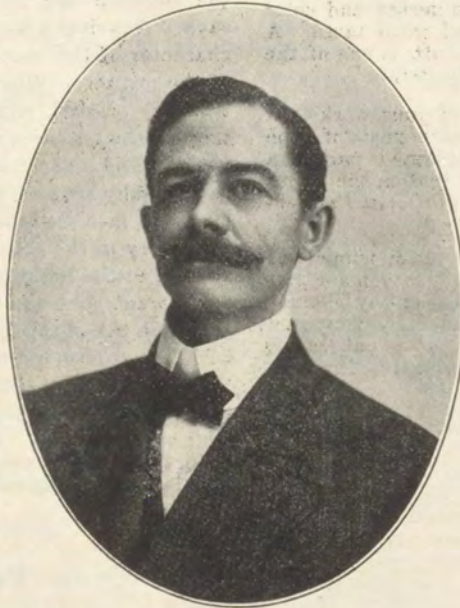
Every day in the year we should be making more of life by getting a firmer grasp on the tail of its essentials, and a truer conception of its possibilities. Every thought should be one of helpfulness, for like attracts like, and if we think helpful thoughts of others they will think helpful thoughts of us.

Get the habit of thinking right, and you will not have to bother your tousled head about doing right.

We act about as we think. If we act badly it is because we think badly. Every action has its birth in the mind.

You will be interested in our calendar of the Abbott Art. Every color, every thought in its composition, every line of beauty and grace, will convey helpfulness to you, and make the days more harmonious. Write and tell us to save you one.

Start the New Year right. A good start means half the battle.



THOMAS E. ABBOTT
(ORIGINATOR OF THE ABBOTT ART)

WE desire especially to call the attention of the readers of The Segnogram to the Motto Calendars which are being issued by The Segnogram. They are specimens of Mr. Abbott's best color work, and are, without doubt, the handsomest calendars issued in colors this year. They should make choice Christmas gifts,—none nicer and nothing more appropriate. Sent to any address for 25 cents by The Segnogram Publishing Company.

The South Sea Islanders

An Interesting Story from New Zealand

We are indebted to a staunch friend of The Segnogram, living at Mangaia, Cook Islands, New Zealand, for a copy of the report on the visit of the members of the General Assembly of New Zealand to the Cook and other islands. To Mr. C. F. Procter our readers are indebted for the interesting information given in this article.

Years ago many of these islands were cannibal islands; indeed, they are, even today, referred to as cannibal islands by persons who are not acquainted with their history. In 1888 England established a protectorate over the Cook group of islands and in 1900 they were annexed to the colony of New Zealand. Since annexation the islands have been visited by the whites, and are becoming the most prominent of the group of islands in the South Sea. They are, according to the report of the members of the New Zealand assembly, a chain of islands of unsurpassed tropical beauty. They are particularly good specimens of the volcanic order, and the rugged grandeur of the mountain-peaks and the variety and luxuriance of the vegetation combine to make one of the most romantic and picturesque scenes that one could possibly find. Rarotonga island, perhaps the farthest advanced of any of the group, attains a height of 3000 feet, is well watered, and a belt of rich alluvial soil, varying from one to two miles in width, extends all round from the mountains to the sea, a distance of twenty miles or more. The population of this island is 2,000. Seven of these are Europeans.

The London Missionary Society and the Roman Catholic Missions have recently established branches there and are working actively to educate the natives.

As an evidence of the education that is going on since the whites entered upon the islands, we quote from the reported speech of a member of the Native Council, made to the representatives of the New Zealand Assembly, who were on a tour of inspection:

"This is our thought and our wish," said he, "and, in fact, what we decided when we talked upon the matter of a hotel before: It is a good thing that a house of accommodation be established in Rarotonga, where visitors may live, because it is a sad thing when visitors do come to the islands, if they are respectable people and wish to live in a respectable place, and do not care to live in a Native House, that there should be nowhere else for them to go. For that reason we think it is a good thing that such a house should be established. But there is one kind of food—or drink—that has been a source of trouble to us, but which white people have been accustomed to indulge in more

or less—that is, wines, beer, and spirits. I do not want to prevent white people drinking these if they wish to. But with regard to the natives, the law here is that natives should not drink liquor. We have no fault to find with the white people having what they wish, but with regard to the natives, they should not be allowed to drink that."

Another chief said to the visitors: "They (the Europeans) have come from those parts of the world where wisdom grows, and they are more enlightened than we are." * * * "But it may be that the sale of wine and beer to the natives may be made the occasion of letting them have spirits also, and if that were done it would not be in keeping with our purposes, and therefore we say that it must be a man that can be trusted to carry out the law and not make provision for getting behind the law—that is, a man who will not forget the honor of the native race and behave ignobly."

It is to "enlighten" heathen that can—untutored—give expression to such sentiment and wisdom as this that the missionaries and rum barrels are sent to the Cook and other islands!

Said another chief, of the Nine Islands: "From the beginning, from heathen times up to recently, the islanders have been a totally abstaining people. In the old days they never even made Kava. They were just a simple people, and abstained from intoxicants, and this condition prevailed until recent years."

The most interesting distinctions in social rank exist on these islands. They are well defined and strictly upheld, although there is freedom of intercourse between the members of all classes of the community. The family is still, as in olden times, the unit of state. A number of kindred families, descended from a common ancestor, unite under the chief on whose lands they have settled. This system of family communion has much to commend it, but it is by no means an unmixed blessing. "It gives refuge to all," says one, "and under it there cannot be pauperism, which is an inestimable gain. But it kills energy and enterprise in a people naturally clever and adventurous, and while it lasts no adequate material progress can be expected."

Perhaps the most remarkable trait about the inhabitants of these islands, and the most commendable, is their adherence to the simple life. While they are no doubt ignorant of many things that civilization brings, they are wise enough to know what is good for them and try to stick to it. Our missionaries may succeed in clothing them more comfortable to orthodoxy, and our rum sellers may succeed in teaching them many civilizing habits, but when they have learned all this, will they be happier than now, or as happy as they have been in that simplicity of common sense—which, by the way, doesn't seem to come through either the missionary or the rum barrel.

The Other Side

What the Dutiful Mother Has to Endure

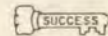
By Mrs. Martha Malone

I have read the articles written in The Segnogram about "Manda's Mother." There are many negligent mothers, yet a woman cannot be judged lazy or shiftless because her children are untidy. Some children always appear dirty, although the greatest pains are taken to keep them clean. Some women, like Manda's Mother, work hard and accomplish nothing. They have no system about the housework. They are to be pitied more than blamed.

What about the opposite to Manda's Mother—the slave to her family? It is as much a crime to wear one's health out by neglecting self at all times in order to do the work often imposed upon good mothers as it is to neglect a family. I know of many instances of wives who know nothing about home duties. Their homes are kept in perfect order, and it falls to their lot to manage the financial part, keeping their children clean and well dressed for school, while their husbands are like spoiled children, requiring as much waiting upon. It never enters the husband's mind (nor the children's) that it is a human life they are wearing away, and, that, unlike a machine, she gets tired sometimes. A real dutiful wife with a family of children has no liberty. Her time is always needed—always required at home, and it is always freely given, and I wish to say right here that the majority of husbands who possess such wives rarely appreciate their value. All she does is considered only her duty, regardless of health and circumstances, and many such wives are never complimented or encouraged by their better half. After long years of toil of the dutiful mother, many would suppose her work would be complete, and that her children, when grown and doing well in life, would give her the proper recognition, by taking mother's place or hiring help. I know of a great many who have reached nearly the last milestone on life's journey and are yet working in the homes of their daughters and sons, often taking charge of a brood of grandchildren.

The real worth of a good mother is seldom known or appreciated by her family. There are exceptions, of course, and Manda's Mother, no doubt, lives longer, and, if she should happen by impulse to work a little,

or should assume any responsibility, she is sure to get the credit for what she does, simply because no one expects her to work, consequently the children learn to hustle for themselves. I should rather be the "neglected mother" than to neglect my family, but it takes patience and fortitude to face the trials that all mothers have, and the best way to have good wives is for the men to appreciate the good that the wife does, be it ever so little. Encouragement works wonders. Sons and daughters should show their love and consideration for the overworked mother and those disheartened ones—like Manda's Mother—will do better for their children's sake.



Advice to Shy Girls

You are just beginning to go out; you are twenty years old and you would like, as is perfectly natural, not only to have the love of women, but the genuine admiration of men. The admiration of all men is not worth having.

You say that you are pleasant to look at, but that when you meet strangers you are abashed, the blood rushes to your face, and you don't know what to say.

Now, a little bit of this is due to self-consciousness; more of it to inexperience.

When a man is presented to you, you need not expect to go off into an easy conversation with him, as does the woman of forty, but you can get your thoughts away from yourself and answer him as intelligently as possible.

Make up your mind to be a little slow in your speech rather than to give a foolish answer.

The girl in society who is a bit shy may envy that other girl who is boisterous and rough, who laughs very loudly, who tells and listens to things that are not quite nice, and who is particularly at ease in the society of men.

Men, when they want comrades, seek other men.

What they desire in a young woman is a companion, and one who is totally different from themselves in her ideas and her manner of speech.

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ENTER WHO WILL, AND BUY

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| IV Life and Mind Among the Atoms | XII Law of Vibrant Energy |
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You shouldn't sit down so much.

Patient: I don't.

Doctor: Ah! You walk, then?

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Charlie (with emphasis:): Yes, mamma.

Didactic Mamma: And, Charlie, all the silk is provided for us by a poor worm.

Charlie: Do you mean dad?



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The design of the spoon is particularly appropriate and effective. In the bowl, the artist presents a side view of our new publishing house, and on the handle, intertwined by the adorable California poppy, the Success Key stands out boldly with the words "Los Angeles, Cal." running down the handle to the bowl.



These spoons will be delivered so as to reach you before Xmas. 🌿🌿🌿🌿 We are receiving orders from all over the world. The spoons will be shipped, neatly packed in a box, and delivered to any address in Canada, Mexico or the United States at the price named; but if ordered to be sent to foreign countries, one shilling must be added to pay extra postage.

A limited number of these spoons have been ordered. If you would make sure of getting one, you should let us know how many you want and they will be reserved for you. The cash may be sent later. 🌿 For those who would desire two different spoons, we have made arrangements to send with the "Spoon of Success" a smaller spoon of California, which will be mailed with the Success Key Spoon. The "Spoon of Success" will cost you \$1.50; the smaller spoon, \$1.00. You may order the Spoon of Success alone, to be sent to different addresses, or any number you desire will be shipped to you direct. 🌿 When you see this spoon, you will agree with us that it is the best Christmas offering we have made. It is such an inspiring little thing, this Spoon of Success. It speaks to us of worlds yet unconquered—of things to be done—and spurs us on to greater achievements. It conveys to those we love in a simple, unostentatious way the message we have to deliver, and inspires them to DO and BE—to *Think and Live*. We are what we want to be; we see what we want to see; we do what we want to do; we have what we want to have—if we want and work hard enough for it.

Order a Spoon of Success today.

Address all communications to

THE SEGNOGRAM PUBLISHING COMPANY, Los Angeles, California

Lyvola Ripe Olives



THIS FREE BOOK tells about a new food

LYVOLA Ripe Olives is new food product containing 58 per cent. more nutrition than eggs. One quart of Lyvolas equals in food value three pounds of the best meat.

You know what green olives are, but unless you have lived in California you don't know what ripe olives are.

There's a big difference.

There's as much difference between a green olive and a ripe olive, as there is between a green watermelon and a ripe one, or a green and a ripe anything else.

The green olive—the olive you know—is a condiment—an indigestible pickle. It is picked green and in that state it has no nutritious properties. It is injurious to the stomach, overtaxes the kidneys, and you eat it only because you've acquired the habit.

The ripe olive—the olive you don't know—is a perfect fruit-meat, rich in nutriment and health-making properties.

To most people the food value of the ripe olive will be a revelation. According to the analysis made by the U. S. Government Ripe Olives contain 75 food units, while eggs contain 48, chickens 19, and milk 13.

Lyvolas represent the first successful attempt to give a perfect ripe olive to the public.

What is known as the Mission olive has been picked ripe and pickled in salt brine, and has been used in a local way in California for many years. But nobody ever ventured to pack them for the market, for the simple reason that it was not thought possible to do so in a way to make them retain their rich, nutty flavor, and their natural crispness and solidity. And all these years the market has been held by the green olive.

Everybody admits the food and medicinal value of pure olive oil. About this there has ceased to be any controversy. A quart of Lyvolas contains a third of a pint of absolutely pure olive oil. When you eat Lyvolas you get your full quota of olive oil, and you get it pure. You get it also in disguise, for there is nothing about the taste of Lyvolas that suggests oil. They are not greasy or oily in any sense. They have a rich, nutty taste unknown to any other food.

In Lyvolas we have added a new food to the granary of the world—a food for the well and healthy, and a builder up for the poor in flesh. Lyvolas are ripe olives with every oil cell fully developed and intact; they are the sun-kissed fruit from the choicest orchards in California, preserved by a process that brings them to your table an absolutely pure food.

If you would know more about this natural life-giving food, now for the first time ready to be placed on your table,

WRITE FOR FREE BOOK

It is beautifully printed in colors and finely illustrated. It tells you about olive culture in general and about Lyvolas in particular. It is interesting from cover to cover. You will prize it for the information it contains. It is absolutely free, and will be sent, postage prepaid, for the asking. Write for it today, as we expect to distribute only a limited quantity of these books.

Lyvola Olive Company

Dept. 21 J, Rochester, N. Y., U. S. A.

SPECIAL NOTICE—You cannot buy Lyvolas from your grocer. If you want to place this delectable dainty on your table, write to us direct.



Handwritten scribbles and numbers in the bottom right corner.