

INSTRUCTIONS

FROM THE

SEGNO SUCCESS CLUB

Copyrighted 1902

LOS ANGELES, CAL. U. S. A.

.....190...

TO MEMBER NO.

The members of this Club will send you the Success Treatment daily at..... You will become a regular active member of the Club on..... at..... We have calculated the distance between Los Angeles and and have made full allowance for the difference between our time and yours. Therefore the hours for treatment written above refer to your time and not to the time in Los Angeles. By taking your treatments at the time written above, you will be taking them at the same minute all the other members in the various parts of the world are taking theirs. You will thus receive the greatest benefit. You will repeat the attached Harmony Key, as instructed, until..... A new Key will be issued each month to all members in good standing. Should the Key fail to reach you by the first of the month, please notify us at

READ CAREFULLY YOUR INSTRUCTIONS ON THE FOLLOWING PAGES

Read these Instructions Twice Every Week

It is the duty of each member to send forth mental assistance to each and all of his fellow members twice a day. That you may do your share intelligently, I will explain the nature of the law you will use and tell you how to use it so as to produce the best results for yourself and for your mental associates. Bear in mind that although you are not in physical contact, yet you are mentally associating with every member of this Club during the time you are in harmony with them.

The Law you will use is called Mentalism. It is the harmonious action of the three most powerful faculties of the mind (soul). The first of these is Thought, the second Etheric Energy and the third is Will. Thought is the intelligence that is collected by the brain, for the use of the mind, from such passing mental vibrations as are in harmony with it. Etheric Energy, (similar to electricity) is the force generated by the brain in the process of thinking. It is upon this force that thoughts travel from the cells of the brain to their destination. The Will is the operator and director that dispatches and guides the thoughts to their respective stations. Thus, Thought conveyed by Etheric Energy and guided and controlled by Will becomes a power of such magnitude that neither material nor distance are a barrier to its transmission.

Thought produces energy and energy creates force, which in turn produces action and motion. Thought through motion displaces the atoms in the air that surrounds the body, thus causing vibrations or thought waves in the atmosphere. A weak thought makes only a slight displacement, just as a faint breeze sways but gently the leaves of the trees, while strong forceful thoughts displace the atoms over a greater area.

Marconi, the inventor of Wireless Telegraphy, says that a word or its equivalent creates a vibration in the air, just as a pebble thrown into a pond creates a ripple in the water, and that this vibration travels with the speed of lightning to the terminus, however distant, and makes itself known and felt by every Telegraph Instrument that is tuned in harmony with the sender. In the same manner a thought from the brain of one person travels on despite all resistance until it is taken up by the brain or brains that are in harmony with the mind from which it was sent.

In the domain of the mind, distance or density of matter are not recognized, therefore one portion of physical matter is as easily influenced and controlled as another, for all men are made of the same materials and are governed by the same force. You can by the use of Mentalism not only control your own physical being but you can also form and control that of others. Every thought that a man thinks brings into action certain brain cells and exercises some physical tissue, nerve or muscle. This exercise produces a minute change in the construction of the tissue therefore it is only necessary to have a sufficient number of thoughts on a certain subject to completely change the physical and mental organization of the man. It is by this process that the wonderful changes are made from failure to success. If we place in the brain of an unsuccessful person thoughts of success, he thinks those thoughts and a change takes place; he is able to see life in a new light; he recognizes opportunities for success that before had no meaning to him. We reconstruct him and create within him hope, confidence, energy and perseverance. This, combined with the ability to see and take advantage of opportunities, brings to him success. The thoughts of success that have been implanted in his brain are radiated to those around him, and they in turn help him. Then, as "Like attracts Like," he draws to him new and more successful associates, and the old ones either withdraw or are changed until they, like him, are successful.

This success-force is far-reaching; in fact, it is endless and its benefits cannot be estimated. I have here but illustrated the force of one mind over another. Now, multiply this by thousands, as is the case with the combined Mentalism of the members of this Club, and you will get a slight idea of the great strength they can bring to bear upon the mind of one person. This combined mental strength will be sent to you daily by all the members of the Club. If you remain in harmony with them, and accept and act upon the thoughts they send you, you cannot remain unsuccessful. Their Mentalism will direct your mind and reconstruct your career. You will soon observe that your tastes and desires are undergoing a change. That your old associates and environments do not satisfy you, and that you are constantly drawing toward you people holding influential positions who will interest themselves in your welfare. Do not refuse to obey the new thoughts and plans that come to you, for they will be sent to help you win success. Enter into all undertakings, be they large or small, with undaunted ability to succeed. Remember the enormous strength you have to draw upon. To doubt is to reflect discredit upon the integrity of every fellow member. They will not permit you to fail because by your success they gain increased strength and assistance. The work is co-operative, and what benefits one indirectly benefits all. You must be willing to help those who help you. If you are not, you will get out of harmony with them and automatically lose the benefits yourself. Just think how little is asked of you. You are to give only your individual efforts in return for the combined assistance of thousands. Your thoughts are, however, very valuable, for they unite with the Mentalism of the other members, and thus help all. Here we have the value of a union utilized in its perfection. No effort or thought is wasted, for all work for the good of one and that one works for the good of all, and each share equally in the benefits.

Your Duty as a Member and How to Give and Take the Success Treatments

Having memorized the Harmony Key you will at the hour of treatment or as near to it as possible dismiss from your brain all other thoughts and mentally repeat the words of the Harmony Key three times. All the members in the various parts of the world will be thinking the same words at about the same time. This perfect unity of thought will bring all into perfect harmony. You will then sincerely and earnestly think the following:—"I send to our President, A. Victor Segno, the full strength of my mental influence for his continued success." You will then be in harmony with him and ready to receive the benefits of his vibrations. Then you will repeat three times slowly and earnestly, "Fellow members, I send to you the full strength of my mental influence with the command that it create in you, new hope, courage, and the power to overcome obstacles and attract to you the success you merit and desire."

When you have finished this cease sending out thoughts so that the influence of the members may come to you. It will come as a feeling of lightness and hope will spring up within you and the world will look brighter. After each treatment you will possess new energy and strength and will start upon your work again with a feeling of pleasure and determination to rise to the top and be an honor to yourself and to those who are using their efforts to assist you. From five to ten minutes is sufficient time to spend in taking each treatment. Your treatment need not interfere with your work, but it is best to close your eyes at the same time whenever possible. If you are not more than twenty minutes late in tak-

ing it, you will still receive some benefit, but the best results will come when you take it promptly. If you miss a treatment you will be the loser, so watch the time closely.

Do not devote your time to wishing things for yourself alone, but remember that all you send out to your fellow members will come back to you increased a thousand fold. Do not expect that you can sit down and make no effort and yet have people come to you and beg to be allowed to assist you. Success will come only if you merit it and are willing to do your part by taking advantage of the opportunities that the combined Mentalism of your fellow members create for you. Act upon the new thoughts and ideas that come to you. If you ignore them you will drive success from you.

If you honestly desire to succeed, you need have no fear of failure and there is no excuse for your making a failure, for you have at your command sufficient strength and influence to remove every obstacle. If you would mount to the pinnacle of success and fame, you must do so by climbing over and above the obstacles you meet. When you have done that you can stand upon the top and cry out "Excelsior."

First decide upon what you desire to accomplish and what position you wish to fill. Do not allow yourself to drift, but steer your boat ever in one direction. Begin at once to shape your plans and all opposition will soon vanish before your superior strength and mental influence. You must feel perfect confidence in all that you do, but must not permit confidence to grow into egotism or bigotry and become domineering, or you will lose your power by getting out of harmony with the other members of the Club. Generosity extended to others will bring generosity to you, as "Love brings love and hate brings hate."

A thorough knowledge of the Law of Mentalism and its workings would not only be very valuable to you but it is really a necessity, for it will teach you how to use your mental force so as to accomplish every desire of the mind. By its use you can cure disease and bad habits, strengthen the will, improve the memory, win friends and affections, read the thoughts of others, tell what vocation you should follow, etc.

These instructions are to be read over carefully twice a week and as many more times as you may desire. Every time you read them, your brain will accept some new thought and this thought will create a change in you for greater possibilities. The complete work entitled "The Law of Mentalism," you would find an inexhaustible source of knowledge, for it contains so many grand and elevating thoughts. You cannot afford to be without it. The price of this handsomely bound volume is only Three Dollars sent postpaid.

You will receive personal attention by our President if you send him a report of your success once a month. You will be well repaid for the trouble, for he takes an interest in those who show an interest in themselves. Assuring you of my personal interest in you as a fellow member, I am sincerely yours.

A. D. DINSMORE, Secretary.