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Please read carefully the descriptive matter contained herein relating to these books. Each book covers a different field, and each supplies a need. Some will like one book and some will like another—each feeling drawn toward that which is most needed at his or her particular stage of development. To those who have not read all of these works we especially recommend them as the very best procurable upon the subjects treated and well calculated to bring to you that comfort, knowledge and peace that they have brought to the thousands of others who have had the advantage of studying them and acquiring the wonderful store of knowledge contained within them.

A specialty is made of books devoted to such subjects as: Mental Science, New Thought, Hypnotism, Suggestion, Mesmerism, Sexology, Success, Theosophy, Metaphysics, Phrenology, Marriage, Sociology, Physical Culture, Health, Hygiene, Dietetics, Physiology, Physiognomy, Philosophy, Natural Healing, Osteopathy, Self-Culture, and other advanced lines of thought, radical literature, and books on new and important ideas of interest to the thoughtful and progressive.
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How To Obtain It.

Treats on Personal Magnetism as an indispensable aid to success in Business, Love and Society. Eleventh edition (145th thousand), enlarged and improved, 166 pages of inspiring and helpful matter. Power to influence in the right direction when not abused is the philosophy of SUCCESS IN LIFE. It is a universal power which Nature bestows upon us all if we will but cultivate it. You can make your life a glorious success if you bring into play all the powers which lie dormant within you. Study yourself closely and you will discover a wonderful mechanism within and learn how to manipulate your heretofore unrecognized powers and you will find health, happiness and success, all within your easy reach.

This book helps people to realize that everyone possesses an inborn power, and to help them to arouse within themselves the joy of living in consciousness with the Limitless Self within each living person. It helps one to get under the surface of things, by following the advice of a daring and original mind. It tells about that great Life Force which makes for health and success, which under right conditions builds up, regenerates and renews the body and mind. It not only explains what the law is upon which Success is based, but teaches how it may be used to the greatest good of all. It throws new light on the mysteries of life, and explains the law underlying and in all things. It places the student in an advanced grade, and on to a higher plane of thought and action. It tells of the importance of observing Natural Law, and sounds the keynote of the true awakening. It has met with a wonderful demand and expressed more nearly the high ideals of the author than anything he has hitherto published. It gives the essence of a beautiful and uplifting philosophy that cannot fail to benefit and instruct humanity.

In this new century, which promises to be one in which competition will be keener than any previous one, it behooves all who aspire to anything above the ordinary to arm themselves with the one infallible weapon of advancement.
How to Attain and Retain them by Nature's own True Methods, which insure a strong, healthy body, active limbs, new life, rosy cheeks and natural beauty. A book of real merit to everybody and worth more than gold or diamonds, for where on earth can you find greater boons than intelligence and health or a more desirable blessing than beauty? 32 pages, 10c (5d).

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Small as this book is, it contains a great deal of what mankind ought, and wants more than all else, to know.

No knowledge can compare with an understanding of the Self.

The general lack of self-knowledge is the principal cause of human misery—physical, mental, and otherwise. On the other hand, the comprehension of the Self, enjoyed by the minority, insures physical and mental well-being, and moreover the consciousness of possession of especial gifts, talents, and individual powers that lead to fame and fortune.

All who follow the advice given in this book will discover a new world of wisdom and power. 72 pages, 10c (5d).

**N A T U R A L H E A L I N G.**

Nature is not sentimental or merciful. If you violate her law you must pay the penalty, although you sit on a throne; king or beggar is all the same with her. You cannot plead weakness or handicap as an excuse for failure. She demands that you be ever at the top of your condition, that you always do your best, and will accept no excuse or apology.

Treats on Natural and Rational Methods of preventing and curing disease. Who would not have these priceless gifts of human existence—health and happiness? Learn how to employ Nature's forces and you can bring your body and all its functions into normal condition and the result will be the highest state of perfection. Thousands die prematurely annually who, had they read this book, might now be alive. 72 pages, 10c (5d).
The public is becoming aware of the dangers in unnatural food and many are anxious to adopt a natural diet but do not know how to begin. Some are actuated by the desire for better health, purer blood and freedom from cares and responsibilities of the preparation of ordinary kinds of foods.

This book tells how to develop full-orbed manhood and womanhood and will enable thousands to push forward and enjoy life who heretofore only existed. It also gives every lover of humanity an opportunity to do something practical for his fellow-men, securing the far-reaching good to society which can only come through a systematic knowledge of natural law. All have a deep heart-hunger for something real, something sincere, something grand and ennobling, and this book certainly furnishes it and the best of all is that it is founded upon natural law and Nature is your best friend, but she only showers her best blessings on those who know and obey her laws.

Natural diet is a boon to all. It not only increases strength and the power to perform labor, but the mental strength, magnetic powers and in face all vital forces are increased. Persons who value their good looks and wish to keep and improve them can do so by following a natural diet. Added to all this is the satisfaction that your way of living causes no pain and no suffering.

The usual modes of life are the cause of universal ill health, distress, poverty, desperation and untimely death.

Like a ray of light piercing the darkness comes our book, "Natural Way in Diet," a revelation to the masses, teaching them how to live in order to reach the highest mental and physical perfection known to mankind. Do you want to better the condition of your life? Do you seek health, wealth and success? This book will show you the right way.

This valuable volume, highly endorsed by the leading authorities and regarded in scientific circles as one of the most beneficial books ever produced, is so cheap as to be within the reach of all. It contains 232 pages and 28 illustrations, is handsomely and substantially bound in green cloth, with silver back and side stamps. Price, only $1.00 (4s).
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Would you develop that strange, subtle, unseen, yet mighty power that makes you a master of men and enables you to mould them to your heart's desire? Would you win the adulation of the multitude, compel the greatest to acknowledge your supremacy and the highest to bow to your decree? Would you direct the current of your life stream anew, overriding circumstances, making fate your plaything and destiny your slave? THEN READ THIS BOOK.

This remarkable book sets forth the practical, every-day common sense Ideas of a well meaning, friendly disposed, business man, who is thoroughly aroused and alive and tingling to his very finger tips with a desire to convey a knowledge of the rarest gifts of earth to his fellow-men.

Read this great book, and experience the joy which comes from doing good, the great self-satisfaction which is known only to those who "do unto others as they would that others should do unto them," and try devoting thought, deed and life to truth, justice and love, and forever close the gates against sordid greed, selfish gratification and pseudo pleasures which characterize the lives of the ignorant and misdirected masses.

In a happy way throughout this book there is a weaving and blending of the occult, the psychic and the telepathic with the every day affairs of life.

It gives the philosophy of one's influence over others! you see it exerted every day by some one in your circle of friends. YOU can do the same. ALL possess the power but few know HOW to use it. Develop these latent forces within you, for this faculty of influencing others can be cultivated and developed to an unlimited extent.

This indispensable book shows in a new light the higher possibilities of life. The true "Philosophy of Success"—the art of pleasing, captivating and making friends of those you come in contact with easily acquired. 362 pages and numerous illustrations, handsomely bound in cloth, $2.00 (8s).
This book is within the reach of all seeking profitable and respectable employment, and whoever follows the instruction given is as certain of success and riches as that the sun rises and sets.

Unless you are one out of a thousand you desire to become wealthy. There is just one thing necessary to our every comfort next to good health, and that is money. The almighty dollar is the ruler of men to a great extent, and how to get and keep "the root of all evil" is the one study and aim in life of the generality of mankind. There is no secret road to wealth; there is perhaps something in "luck," but luck seems to fail with those who most deserve it; the great secret is to get started right, then it is uphill only part of the way, the rest is easy.

From the use of some of these Secrets hundreds of thousands of dollars have been made, and they are now so firmly established in this country, and also in Europe, that they will probably be sought after as long as time lasts. If you desire to commence business for yourself, select from this book one of these Secrets, one that you think would be the most salable in your locality, and manufacture it in small quantities at first. As your sales improve, and you see your way more clear to increase your business, invest more largely in goods, and you will soon have a business started, with an income from it that will surprise you.

Among many other things it tells How to Build Concrete Houses, How to Make Fire and Water-proof Paint for Roofs, etc., Golden Magnetic Salve, Hygienic Elixir of Life, How to Make a Life Ring or Armature, Formula for French Developing Lotion, How to Make Artificial Gems, Pearls, Amethysts, Agates and Turkish Beads, How to Make Artificial Stone and Marble, How to Make Celluloid, How to Make "The Heektograph," for duplicating hand or typewriting, How to Make Imitation Gold, Ivory and Silver, and How to Increase the Weight of Gold, How to Make at Small Cost all kinds of Wines and Liquors.

This book must not be confounded with the many recipe books on the market. This one is of high order and very practical. 158 pages, neatly bound in cloth cover, $2.00 ($8a). Cheap paper covered edition, $1.00.
A book on the only true system of Fascination, the most startling and intensely interesting publication ever issued on the subject, being an exposition of the phenomenal influence of the art of pleasing, charming and captivating. This system of fascinating should be studied by everyone, particularly by those whose wooings have been failures. Those who acquire this method of captivating are masters of the situation. Anyone can learn this, the most useful of all human accomplishments, and will find it is the true Secret of Success in all matters relating to courtship and matrimony.

This knowledge prevents anxiety and removes the possibility of failure. It teaches you how to inspire feelings of love in those for whom you have a similar feeling. It gives you the philosophy and science of love and is the means by which you can become united with the person you wish to marry. It tells you many things about love-making which you have not known and which when practiced brings the success desired. If your love and your love is not returned this book will enable you to turn indifference into sincere devotion. If your love is returned you can increase it a thousand fold and hold it.

If you have been disappointed in love, take heart, have hope, read this book and follow the principles it lays down. With this knowledge you can win the person of your choice and hold their love for all time. Send for this book and learn that which will give you your heart's desire and a knowledge which though old as man is one of the many secrets never heretofore fully divulged. 224 pages, bound in cloth, $2.00 (8s).

You have a deep heart-hunger for something real, something sincere, something grand, ennobling and elevating, something which possesses the power of restoring faith, awakening hope and kindling that comprehensive luminous love which extends to all and marks the zenith of life's aspirations. You have it in all its perfection in this book. It has been enlarged to over 300 pages and much improved in every way, and contains all the Truth about Love. Send your order at once for a copy of the third edition of this great work.
Deals with the sacred duties of a mother to her daughter. With greater interest does the parent look upon the daughter who has become "almost a woman" than upon a son. When the beauties of her childhood burst into full bloom the result of her education during early years becomes apparent. As the training and education has been so will be her life. Every woman should have this guide and counsellor.

Contains valuable information which every woman should know, upon such subjects as Courtship, Marriage, Health, Disease, Dress, Beauty, etc. Unveiling hidden truths. How ladies may prevent unhappiness. How to prevent troubles such as have ruined the lives of many.

If you wish to be handsome enough to captivate a millionaire, and retain the fascinating charms of youth, read this book. If you would avoid becoming an old maid, if you would avoid indigestion, offensive breath or a bad complexion, read this book.

Few persons really know how to improve their natural looks so as to captivate, charm and win the one they want. This book will tell you this wonderful secret, all the ancients ever knew, and all that has been discovered since. It teaches how to improve the person in loveliness and beauty so you will drive admirers almost to madness. The real secrets given for changing an ordinary person into Angelic Beauty makes this book of great value. Your beauty is certain to decide your destiny through life. Nature does much for us, and her Secret Arts must make the Perfect man or woman. If you desire bright, melting eyes, a clear, soft rosy tinted complexion, beautiful hands and graceful figure, well developed and perfect, so that the world will seek your acquaintance and try to win you, get this book at once. If you want fame, wealth and conquest, if you are homely and desire to be beautiful, get this book. Many men and women (noted for their beauty) now holding most envious positions in society and public life, possessing wealth and distinction, can trace all that they have and are to this most complete method of acquiring Personal Beauty and Human Loveliness. 132 pages, bound in red cloth, $1.00 (48). Paper edition, 60c (2-6).
SOCIETY'S SECRET SINS:

STARTLING DISCLOSURES FOR MEN

PLAIN POINTS - MAN, KNOW THYSELF.

If there be in all the world any youth in whom you feel an interest, make him a present of this book. Not only will it interest from the beginning, but it must have an effect upon the future life of the reader.

This is a Manual of Sexual Science and Guide to health, strength and purity. What every father wants his son to know. True manhood leads to purity in thought, word and act. In chaste but clear style it gives true ideas of sexual life, forestalling all morbid and prurient thoughts. It is an invaluable aid to parents, a safeguard for boys and guide for men of all ages. By following its teaching happiness will be secured, health will be preserved and transmitted to whole generations of strong, wise and happy beings. It is an aid to the physical redemption of mankind.

Contains knowledge of Vital Importance to every man, young or old. Forewarned is forearmed, and this book sounds the alarm.

It reveals secrets which if all the world knew would decrease crime and misery fully fifty percent. Prof. Anderson spent years of study and research before it was possible to give you the benefit of this work, and it is his desire that the world shall have the benefit of it at a price which all can afford who need the special advice and valuable knowledge it contains.

What was heretofore hidden in mystery becomes plain as day. Nothing like it ever before offered. Worth more than its weight in gold. Its value is priceless; you cannot estimate it in dollars and cents. You have often wished to know just what this book tells you.

For the sake of yourself and others, perhaps some one you wish to save from the consequences of some possible indiscretion or error, you should regard this knowledge as a blessing and no young man should delay a single day in securing this knowledge which is priceless. 132 pages, elegantly bound in red cloth, $1.00 (4g). Paper edition, 60c (2-6.)
Secrets of Life Revealed.

A complete and comprehensive Private Instructor for the Married and those contemplating marriage, old and young, male and female, and especially prepared in language to be readily understood by the most ordinary mind.

Nothing is sweeter than life. Calamity, poverty, and suffering do not dispel the desire to live. The secret of health and longevity is the secret of a life that can be lived indefinitely. This secret is given in this remarkable book. It tells not only how to become well, but also how to retain health. Permanent health is permanent life. The principles of the new hygiene are carefully explained. This work is in harmony with all discovered principles of psychology and physiology, while the laws of hygiene and right thinking are fully and practically set forth. Through the teaching of this book health and strength are a daily renewal, and through the transmutation of creative energy by laws here given, this renewal may be perpetuated indefinitely.

Health, Wealth and Happy Marital Relations constitute the three things most desired by the majority of the people. How to possess and enjoy them all, even unto a ripe old age, may be learned from this book.

Husbands are taught their duty toward their wives and children, and warned against those dangers which are so fatal to wedded happiness.

Wives are shown a woman's true duty—her rights as a wife are defined—and the best ways to avoid loss of health and secure domestic bliss are pointed out.

Parents are shown how to beget and rear healthy and happy children.

Some of the chapter headings are: Basis of True Conjugal Attachment; Nature's Laws of Transmission; Conjugal Love and Sexual Union; Immorality and Health; Prostitution and Misdirected Sexual Instinct; Limitation of Offspring; Painless Parturition, etc. 178 pages, elegantly bound in red cloth. $1.00 (4s). Paper edition, 60c (2-6).
HOW TO LOVE AND MAKE OTHERS LOVE YOU. A grand expose of all the best love making secrets ever known.

History and facts furnish the ideas. Some people are born to make others love them; the writer of this book was, and he tells you all about it. How to Make Love. How to win and keep the affections of the opposite sex. A plain person by following the instructions given can become more fascinating than a beauty, and a person of moderate good looks may become simply irresistible. No more dying with broken hearts. Make your ideal creature love you whether he or she wants to or not; you can do it, it is the nature of all mortals to love; mankind and womankind cannot live without it; it is the life of the soul, as bread is the life of the mortal.

This book will gladden the hearts of thousands of both sexes, and cause more hearts and hands to be united in happy wedlock than any other book ever published; contains much valuable advice to the unmarried. A complete guide for the selection of a partner, and thereby securing perpetual happiness in the conjugal state. Tells all about the science of courtship, reasons for marriage, secrets of successful love, bad condition of society, opinions regarding perverted sexuality, a talk with young ladies, how to produce fine children, etc.

No more broken hearts, no more sleepless hours, no more pain and misery. This little book does away with all of it; you can be happy. Procure this book at once. It tells you how to win the favor of the ladies and gentlemen; how to become popular; all about the sweetness and joy of courtship and its blessings; how to pop the question; in fact, how to be happy and win the object of your choice. To happy minds it gives new ideas, to unhappy minds it is a great benefactor and blessing.

Worth double the price asked. Will be sent, postpaid, on receipt of 50 cents. (2s. 3d.)
This book is a marvel of condensed thought and is sure to awaken the interest of any reader who is sufficiently advanced to feel within him the desire to know more of a Science which for many years has been exercised by the few, who have braved the prejudice of an ignorant and bigoted public and have quietly awaited the turning of the tide.

The real material with which you build your career is in you. Your own self is your greatest capital. The secret of your future achievement is locked up in your brain, in your nerves, in your muscles, in your ambition, in your determination, and in your ideal. Everything depends upon your physical and mental condition, for that governs your vitality, your vigor, and your ability to do things.

All about mental science, how disease is cured, the law of Magnetic Attraction, showing how to acquire and retain bodily symmetry, perfect health and vigorous strength of body and mind with brief hints from brilliant minds concerning the most important problems of life.

At last the time has come for the public to receive and share the benefits of that knowledge, which during all the ages of the past has been jealously concealed from them. This book has been prepared by Professor Anderson with a full knowledge that the demand for it already exists, and that the age of materialism and cold intellectual unbelief is already on the wane, and will soon pass into history. The coming era will be one of Faith, Hope and Knowledge. Of a consciousness of the Godlike powers of man and a boundless optimism which a knowledge of man's powers must bring. The life of the future will be a life full of joy and happiness, for mankind will soon learn by their knowledge of Nature's Forces to banish from their lives forever all poverty, discord, hatred, fear and disease and reach the goal of success and triumph over disease and every undesirable condition.

Reader, this may seem like a chapter from the Arabian Nights, but it is sober reality; and this book will show you the way to prepare yourself for something better than you have ever known in the past.

Price, only 30 cents. (1s. 4d.)
We are living in an age of mystery as difficult to satisfactorily explain as the mysteries of two thousand years ago. The dark night of superstition will never end and no day will ever break so bright as to drive away mankind's firm belief in the mysteries that this book strives to unravel—this book so strange, so wonderful, that the ordinary human mind can easily grasp its mysteries.

All through the historic ages and among all civilized nations, we find fragments of the truths which are united in this volume. This book forms a complete magical biography, being collected from the most ancient authors. Read it and you will enjoy a secret happiness and sincerity of mind which the world can never rob you of.

If you are not confident in your ability to master yourself, if you cannot control an evil thought, if you act by impulse or are indifferent towards the golden rule, then for your own sake our advice is, to not read this book, for it is intended for those who, having benefited themselves, would consider and help suffering humanity and help detect and punish those who use these powers for evil purposes.


This work is the result of years of thought and research, arriving at the correct conclusions regarding the wonderful powers which knowledge and soul development bring within the reach of man and make subservient to his will. 224 pages, cloth bound, $2.00 (6s.)
A Complete Manual of Instruction.

Under the searchlight of modern science hypnotism, the Subtle Power, is given a high place among the wonderful discoveries. As a matter of fact, it is the crowning triumph of intellectual achievements, and marks a new era in the history of science. No other force has the unlimited possibilities and uses within its grasp that is held by this Magic Art. This Mysterious force is almost undefinable and intangible, but this book shows such a wonderful array of facts that you can not help but become a firm believer in this strange phenomenon, and will desire to learn how to use this tremendous power as you will see following in its train, Health, Wealth, Success and Happiness.

It is the character of that extraordinary Sleep and the prodigies that occur in it, or spring from it, which render Hypnotism the greatest surprise and the greatest miracle-worker in the realm of Nature. In this stage the subject or patient becomes unconscious and obeys the commands of the operator in every way, he walks, talks, sings, laughs, and, in fact, does whatever he is told to do, and when restored to consciousness does not remember anything that transpired. In this state all sorts of illusions and hallucinations may be created.

Without question the most thoroughly reliable and complete work on the subject of hypnotism ever published. Modern in every sense of the word, and furnishes just such information as is most desired by those who wish to learn the truth concerning this wonderful science. It exaggerates nothing and conceals nothing, and the plain facts it relates are more interesting than the most sensational works of fiction.

This wonderful book is pronounced by competent judges to be one of the best works upon this subject extant. It contains 237 pages and 35 lifelike photo engravings of human beings, animals and reptiles under this strange influence. Bound in cloth, $2.00 (8s).
Contains over Fifty Methods of producing the hypnotic sleep or trance, variously known as Mesmerism, Animal Magnetism, Electro-Biology, Statu- volence, Entrancement, Fascination, etc., collected and arranged at a cost of hundreds of dollars.

Nothing else furnishes as much amusement and Mystery as can be obtained from disclosures in this book. With this knowledge you can be a royal Entertainer at a Parlor Gathering, and command the respect of the best and most intelligent people. By using these different methods you can learn how to subdue the minds and wills of others, so that they will obey your slightest wish.

The wonders and powers of Hypnotism have been manifested in all ages, although under different names—in fact and essence it is the same. It was the secret of the Magi in India and the "Wise Men of the East." Long before Moses was found in the bulrushes of the Nile it was practiced by the ancient Egyptians. Afterwards Moses was initiated into this secret power by the Pharaohs, and thereby worked his great miracles. In the Middle Ages we read of St. Francis and Father Gassner employing the same occult power. Again later in 1779, Mesmer astonished the French Academy by his wonderful demonstrations.

This science has suddenly sprung ahead of all others. Do you know how to utilize its forces and turn its power to your own advantage? Do you know how to secure friendships that last forever? Do you know how to conquer pain and suffering? Can you break bad habits? Can you deal with the unseen forces about you? Would you have more of the gems of life? Would you be capable of performing the extraordinary feats you have seen others do? If so, buy this book.

These instructions will not only enable you to influence a very large percentage of people, but these principles will enable many who have become discouraged with hypnotism to become successful operators. You will save many times its cost in time and develop one hundred per cent greater power as an operator.

The demand for this book has been so great that a second edition has been called for, which has been enlarged with additions.
A splendid treatise on Dietetics and Domestic Cookery, tells what, when and how to eat in order to be Healthy, Happy, Beautiful, Magnetic and Prosperous.

This book has completely revolutionized the homes of thousands, substituting boundless health and supreme joy for poverty, disease and misery.

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