

Post Office Department
WASHINGTON

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March 27, 1925

ORDER NO. 1726

It having been made to appear to the Postmaster General, upon evidence satisfactory to him, that the OCCULT BOOK SUPPLY COMPANY, and its officers and agents as such,

at Los Angeles, California, are engaged in conducting a scheme or device for obtaining money through the mails by means of false and fraudulent pretenses, representations, and promises,

in violation of the act of Congress entitled "An act to amend certain sections of the Revised Statutes relating to lotteries, and for other purposes," approved September 19, 1890, said evidence being more fully described in the memorandum of the Solicitor for the Post Office Department of the date of March 27, 1925, and by authority vested in the Postmaster General by said act, and by the act of Congress entitled "An act for the suppression of lottery traffic through international and interstate commerce and the postal service, subject to the jurisdiction and laws of the United States," approved March 2, 1895, the Postmaster General hereby forbids you to pay any Postal Money Order drawn to the order of said concern & parties and you are hereby directed to inform the remitter of any such postal money order that payment thereof has been forbidden, and that the amount thereof will be returned upon the presentation of the original order or a duplicate thereof applied for and obtained under the regulations of the Department.

And you are hereby instructed to return all letters, whether registered or not, and other mail matter which shall arrive at your office directed to the said concern & parties to the postmasters at the offices at which they were originally mailed, to be delivered to the senders thereof, with the words "Fraudulent: Mail to this address returned by order of Postmaster General" plainly written or stamped upon the outside of such letters or matter. Where there is nothing to indicate who are the senders of letters not registered or other matter, you are directed to send such letters and matter to the Division of Dead Letters with the words "Fraudulent: Mail to this address returned by order of Postmaster General" plainly written or stamped thereon, to be disposed of as other dead matter under the laws and regulations applicable thereto.

(Signed) HARRY S. NEW

Postmaster General.

To the Postmaster.
Los Angeles, California.

Case No. 90503-E
Supplemental

Post Office Department
WASHINGTON

March 27, 1925.

ORDER NO. 1726

It having been made to appear to the Postmaster General, upon evidence satisfactory to him, that
the Occult Book Supply Company, and its officers and agents as such, _____

at **Los Angeles, California, _____** are
engaged in conducting a scheme or device for obtaining money through the mails by means of false and
fraudulent pretenses, representations, and promises,

in violation of the act of Congress entitled
"An act to amend certain sections of the Revised Statutes relating to lotteries, and for other purposes,"
approved September 19, 1890, said evidence being more fully described in the memorandum of the
Solicitor for the Post Office Department of the date of **March 27, 1925**, 19 , and by authority
vested in the Postmaster General by said act, and by the act of Congress entitled "An act for the sup-
pression of lottery traffic through international and interstate commerce and the postal service, subject
to the jurisdiction and laws of the United States," approved March 2, 1895, the Postmaster General
hereby forbids you to pay any Postal Money Order drawn to the order of said **concern & parties**
and you are hereby directed to inform the remitter of any such postal money order that payment
thereof has been forbidden, and that the amount thereof will be returned upon the presentation of the
original order or a duplicate thereof applied for and obtained under the regulations of the Department.

And you are hereby instructed to return all letters, whether registered or not, and other mail matter
which shall arrive at your office directed to the said **concern & parties** to the postmasters at the
offices at which they were originally mailed, to be delivered to the senders thereof, with the words
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letters not registered or other matter, you are directed to send such letters and matter to the Division of
Dead Letters with the words "Fraudulent: Mail to this address returned by order of Postmaster
General" plainly written or stamped thereon, to be disposed of as other dead matter under the laws
and regulations applicable thereto.

(Signed) **Harry E. New**

Postmaster General.

To the Postmaster.
Los Angeles, California.
(Case No. 90503-E)
Supplemental

Post Office Department

OFFICE OF THE SOLICITOR

Washington

March 27, 1925.

In The Matter of Charges That)

H. DANIELS,)
D. DANIELS, and)
PROFESSOR D. DANIELS,)at)
Flatbush Station,)
Brooklyn, New York,)are engaged in conducting a)
scheme for obtaining money)
through the mails by means of)
false and fraudulent pretenses,)
representations and promises,)
in violation of Sections 3929)
and 4041 of the Revised Stat-)
utes, as amended.)

MEMORANDUM for the Postmaster General,

Recommending the issuance of a supple-
mental fraud order against the OCCULT
BOOK SUPPLY COMPANY, at Los Angeles,
California.

A fraud order was issued against the names set forth in the caption of this memorandum August 29, 1923, upon evidence satisfactory to the Postmaster General that under those names one D. J. Holloran was engaged in conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. Under date of December 15, 1923, the order was extended to cover the name of D. Daniels at Los Angeles, California, it having been shown by evidence satisfying the Postmaster General, that Holloran had removed to that place and had resumed the scheme against which the fraud order was issued in New York.

Holloran's scheme consisted in selling alleged horoscopes or astrological readings and forecasts through the mails upon pretenses, representations and promises to the effect that these readings were especially prepared for the individuals remitting therefor and that these "readings" would help remitters to overcome "all obstacles" and to make the most of their "opportu-

nities." The evidence showed that they were simply stock "readings" prepared in quantities in advance in sets of twelve, one set for each of the signs of the zodiac, and were sold to all persons alike who happened to be born in the same zodiacal sign. All "readings" of any particular period or sign of the zodiac were couched in identical language. It was found that all the pretenses, representations and promises with respect to these readings were false and fraudulent.

This office is now in receipt of a report and evidence submitted by a post office inspector located in Los Angeles to the effect that Holloran under the trade name of Occult Book Supply Company, Metropolitan Theater Building, Sixth & Hill Sts., Los Angeles, California, is again handling these stock astrological readings, but instead of selling them outright as formerly, is giving them ostensibly as "premiums" with certain books sold by him, which books, the evidence shows are being sold at an advance of from 40 to 50 cents over and above the publisher's price to the public generally. The so-called "readings" are featured in Holloran's circular matter and the scheme is manifestly an effort to evade the effect of the fraud order of August 29, 1923.

Holloran informed the post office inspector under date of December 3, 1924, as follows:

"As a special inducement in order to create a demand for the books, I am offering, free of charge, an annual astrological reading with each one. These are not personal readings, there being but one reading for each sign of the Zodiac. However, they have been carefully prepared according to accepted astrological rules. It is my intention to discontinue the readings altogether as soon as the business is on a paying basis. Books No. 4 and 5 without the daily guides are priced at \$1.60. A free reading is given with each one. I solicit business through circulars which are mailed to former customers and others. I

Post Office Department

do not advertise in magazines or newspapers."

By reason of Holloran's statement that he intended to discontinue the readings he was afforded an opportunity, under date of February 21, 1925, to execute and forward to this office not later than March 14, 1925, an affidavit to the effect that he had absolutely discontinued and abandoned the use of "horoscopes" or "astrological readings" as "premiums" with his books and charts sold through the mails, and that he would not resume such business, etc., in the future. He was given to understand that the voluntary filing of the affidavit within the time named would permit of the closing of the case without a further extension of the fraud order.

Up to the present time Mr. Holloran has failed to comply with the Department's request in filing the affidavit referred to and as it is manifestly his intention to continue the business against which the fraud order was issued under date of August 29th and extended under date of December 15, 1923, I have to recommend that the fraud order be further extended to include the name of Occult Book Supply Company at Los Angeles, California. This recommendation is based upon evidence satisfactory to the Postmaster General that under those names one D. J. Holloran was engaged in conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. Under date of December 15, 1923, the order was extended to cover the name of Occult Book Supply Company, California, it having been shown by evidence satisfactory to the Postmaster General, that Holloran had removed to that place and had resumed the scheme against which the fraud order was issued in New York.

H. J. Donnelly
Acting Solicitor.

Holloran's scheme consisted in selling alleged horoscopes or astrological readings and forecasts through the mails upon pretenses, representations and promises to the effect that these readings were especially prepared for the individuals receiving them and that these "readings" would help them to overcome "all obstacles" and to make the most of their "opportunities".

Post Office Department

OFFICE OF THE SOLICITOR

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Flatbush Station,
Brooklyn, New York,are engaged in conducting a
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nities." The evidence showed that they were simply stock "readings" prepared in quantities in advance in sets of twelve, one set for each of the signs of the zodiac, and were sold to all persons alike who happened to be born in the same zodiacal sign. All "readings" of any particular period or sign of the zodiac were couched in identical language. It was found that all the pretenses, representations and promises with respect to these readings were false and fraudulent.

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Post Office Department

do not advertise in magazines or newspapers."

OFFICE OF THE SOLICITOR

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(Signed) H. J. DONNELLY

Acting Solicitor.

Holloran's business consisted in selling alleged horoscopes or astrological readings and forecasts through the mails upon pretenses, representations and promises to the effect that these readings were especially prepared for the individuals requesting therefor and that these "readings" would help them to overcome "all obstacles" and to make the most of their "opportunities."

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(Signed) H. J. DONNELLY

Holloran informed the post office inspector under date of December 5, 1924, as follows:

"As a special inducement in order to create a demand for the books, I am offering, free of charge, an annual astrological reading with each one. These are not personal readings, there being but one reading for each sign of the Zodiac. However, they have been carefully prepared according to accepted astrological rules. It is my intention to discontinue the readings altogether as soon as the business is on a paying basis. Books No. 4 and 5 without the daily guides are priced at \$1.60. A free reading is given with each one. I solicit business through circulars which are mailed to former customers and others. I

Post Office Department
do not advertise in magazines or newspapers."
OFFICE OF THE SOLICITOR

By reason of Holloran's statement that he intended to discontinue the readings he was afforded an opportunity, under date of February 21, 1925, to execute and forward to this office not later than March 14, 1925, an affidavit to the effect that he had absolutely discontinued and abandoned the use of "horoscopes" or "astrological readings" as "premiums" with his books and charts sold through the mails, and that he would not resume such business, etc., in the future. He was given to understand that the voluntary filing of the affidavit within the time named would permit of the closing of the case without a further extension of the fraud order.

Up to the present time Mr. Holloran has failed to comply with the Department's request in filing the affidavit referred to and as it is manifestly his intention to continue the business against which the fraud order was issued under date of August 29th and extended under date of December 15, 1923, I have to recommend that the fraud order be further extended to include the name of Occult Book Supply Company at Los Angeles, California.

(Signed) H. J. DONNELLY

Acting Solicitor.

Holloran's business consisted in selling alleged horoscopes or astrological readings and charts through the mails upon pretenses, representations and promises to the effect that these readings were especially prepared for the individuals receiving them and that these "readings" would help them to overcome "all obstacles" and to make the most of their "opportunities."

WJC-WS

March 27, 1925.

March 27, 1925.

Chief Clerk,

Post Office Department.

Attached hereto is a notice to all postmasters
which I shall be pleased to have you insert in the
Postal Bulletin and in the next monthly Supplement to
the Postal Guide.

(Signed) W. J. DONNELLY

Acting Solicitor.

Copy sent to Miss Sanger
for Postal Guide.

(Signed) W. J. DONNELLY

Acting Solicitor.

Post Office Department
FRAUD ORDERS
OFFICE OF THE SOLICITOR
Washington

March 27, 1925.

March 27, 1925.

Postmaster,
Los Angeles, California.

My Dear Sir:

I inclose herewith a copy of order No. 1723, dated
March 27, 1925. On March 26, 1925, a fraud order was issued against
the payee Almind Nilausen, Kronprinsensgade 12, Postbox 140,
and agent Copenhagen K., Denmark, and on March 27, 1925, a fraud
order was issued against the Occult Book Supply Company,
the original of which, signed by the Postmaster General, has been retained in
and its officers and agents as such, at Los Angeles,
the files of this Department.
California.

This order does not cover mail matter under the frank of a Senator or
Representative or other officer entitled to a frank, nor that
should be returned to senders stamped "FRAUDULENT. Mailage, nor that
which is covered by an official envelope, nor that
to this address returned by order of Postmaster General." Matter not
under seal, such as newspapers, circulars, etc., unless specifically so stated
in the order or by subsequent letter of instruction. (Signed) M. J. DONNELLY

Please acknowledge receipt.

Acting Solicitor.

Respectfully yours,

(Signed) M. J. DONNELLY

Acting Solicitor.

Inclosure.

EJG

Post Office Department
OFFICE OF THE SOLICITOR
Washington

March 27, 1925.

Postmaster,
Los Angeles, California.

My dear Sir:

I inclose herewith a copy of order No. **1726**, , dated
March 27, 1925, , forbidding the delivery of mail matter and
the payment of money orders to **the Occult Book Supply Company, and its officers**
and agents as such, at Los Angeles, California,

the original of which, signed by the Postmaster General, has been retained in
the files of this Department.

This order does not cover mail matter under the frank of a Senator or
Representative or other officer entitled to the franking privilege, nor that
which is covered by an official envelope. Nor does it apply to matter not
under seal, such as newspapers, circulars, etc., unless specifically so stated
in the order or by subsequent letter of instructions.

Please acknowledge receipt.

Respectfully yours,

(Signed) M. J. DONNELLY

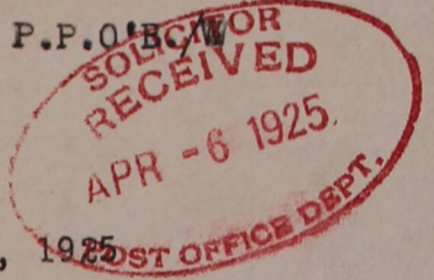
Acting Solicitor.

Inclosure.

United States Post Office
LOS ANGELES, CALIF.

OFFICE OF THE POSTMASTER.

81100



April 1, 1925

The Solicitor,
Post Office Department,
Washington.

My dear Sir:

Receipt is acknowledged today of your letter of the twentyseventh instant enclosing copy of order No. 1726, dated March 27, 1925, forbidding delivery of mail matter and payment of money orders to the Occult Book Supply Company, and its officers and agents as such, at Los Angeles, California, which will be given prompt attention.

The address of this concern is 312 Metropolitan Theatre Building, this city.

Respectfully yours,

P. P. O'Brien

Postmaster