



The Science of Success

PERSONAL MAGNETISM MADE PLAIN

You have seen. Did you ever stop to think that the influence which the magnet exerted was invisible? You could not see it, yet you knew there was a magnetic power, which attracted the pieces of steel to it, not only in the magnet, but all around it to a certain distance. You have heard, no doubt, that human magnetic forces are more powerful than physical elements, but you have thought, "How can there be anything which I cannot see or feel, and how can such things have any power?" Now this silent and invisible power around the magnet illustrates the truth that Personal Magnetism is a most powerful but unseen influence. It also illustrates that there is a positive and negative side to everything.

The form of the magnet is the negative part, while the force that acts through it is the positive aspect of the magnet. You only see and sense the negative side of existing things; the positive side, which is the cause, is invisible. But you can reason that it exists, from the effect which is seen, just as you know, from the way it influences steel, that there is an invisible side to the magnet.

You are living within a sphere of magnetic forces which you are adding to and qualifying by your thoughts and acts, and these forces which your mind and body generate influence every part of your body and act on other minds to influence them also. A French scientist has succeeded in producing photographs of the sphere or aura which encircles the human form and the pictures show radiations proceeding from the sphere like the radiations of the sun's corona, which are seen and photographed during an eclipse.

You will understand from this how it is that you feel repelled by some people and attracted toward others; you feel the vibrations from their magnetic sphere, and they make you sad or joyful, according to their quality. Your magnetic reservoir has its main center in the brain, but it has other centers in various parts of the physical body. Your mind is superior to your body and you should begin at once to cultivate a knowledge of your Real Self, and of the potent powers within you.

Personal Magnetism, properly used, does not leave the old beaten road of cause and effect. It is no Aladdin's lamp which has merely to be rubbed in order that glittering gems, and showers of gold, be poured out into the lap of the owner, as he lies back on his cushions, lazily rubbing the lamp with the tip of his little finger. Natural Law expects from the man who would invoke its mighty aid a little honest work on his part.

The majority of those who have met with a greater share of Success by means of this wonderful power, have met with such success not by hav-

ing it fall from the skies, but by following out the ideas, impulses, yes, inspirations; if you will, the back upon the negative mental attitude—who has turned his face toward the rising sun—who has allowed the voice of Truth to be heard—who understands the unerring law of cause and effect rules the motions of the worlds, asks but for knowledge. He finds that from time to time ideas will come into his mind just when they are needed; will find that Nature takes cognizance of all human needs and has prepared a way to satisfy them. He finds that new ways are pointed out to him—avenues of escape from unbearable conditions—sign-boards pointing out the right road, but he must learn to take these hints and must follow them.

The lesson of Natural Law is to teach every man to stand upon his own feet—to lean not upon another—but at the same time to feel that he is guided by the great universal Law of which he himself is a part, which manifests within him as well as without, and that, consequently, while placing his trust in the Law, he trusts in himself. Not paradoxical at all, when you have the key.

Don't waste your time in debating about what you ought to do, or ought not to do, but act, do something. You are not likely to know where success lies until you have begun to make an effort. To act is the secret of success. You will never know your own capacity until you begin to act. Act, even though you think you will fail; anything is better than sitting still. Action puts you on the road leading somewhere, and that somewhere's destination is Success. To be on the road anywhere is better than doing nothing. And then the person who is on the road, that we suggest, cannot travel in any other direction than towards better conditions and better opportunities; vitality is born of effort to act. Nothing but deadness comes of sitting still. You sit still and gather mould and die.

To work out that character which is possible for you is the sublimest task beneath the stars. It is greater than founding a city as Romulus did; greater than discovering a planet as Barnard did; greater than reaching the north pole, as so many tried to do; greater than discovering a continent, as Columbus did; greater than getting fortune, or fame, or power, or learning, or friends, though he is not likely to be lacking in any of these things if he achieves his own proper task. Goethe says "man exists for culture—not for what he can accomplish, but what can be accomplished in him." To develop such a character means the greatest possible success in life, and when the product is finished, at the close of life's day, it will be recognized as a work of art. Its treasures will make you rich and constitute the jewels of your life. Gather

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You or anyone can Acquire, Develop and Strengthen what is usually termed,

Personal Magnetism

A Rational Cultivation of Superb Health, an Active, Intuitive Brain and Indomitable Energy.

What more do you want in order to gain prompt and permanent knowledge of success is valuable to any one in any calling anywhere. Thousands fail every day thru the lack of it, honest, energetic, able people, but they have drifted into active life without a knowledge of the true elements of success. Let us explain what this knowledge is and how to get it.

You are the builder of your own career. The plans you make now and the foundation you now lay, are those upon which you will have to stand, and live in the future. It is a foregone conclusion that the one trained in the science of success and all its branches builds upon a solid foundation.

riches of character, day by day. Lay up treasures of knowledge, for it will be needed. There is no description of this course that can do full justice to it. Nothing you can imagine or ever understand to be can equal the reality. That reality is a constantly unfolding story of Nature's wise and wondrous ways toward man.

The question is often asked: What does Occultism mean? It is the Philosophy and Science of the mysterious, hidden, invisible, and heretofore unknown and undiscovered, secret forces of Nature. Not only that which is hidden from the eye, but from the understanding as well, and as man is part of the universe, Occultism embraces also the science of the secret or unseen forces of man's physical and psychical or mental nature. Occult Science unravels the origin and soul of things by opening the mysterious doors of creation and surveying the operation of the laws of the invisible energies of Nature, its forces, and its laws of vibrations.

Forces which but few understand, surround us on every side, influences for good or for evil often impress us unconsciously; and through ignorance of the laws governing these forces, people drift along the stormy ocean of life's pilgrimage, victims, really, of their own lack of knowledge, for Occult law is simply unrevealed natural law; unrevealed because so many prefer to go along with closed eyes. Nature gave us eyes to see with, but the "dark ages" blinded the vision of thousands; this darkness, however, is being rapidly dispelled, though there are still some traces in man's mental nature.

Occult Science has not only demonstrated that through Personal Magnetism between man and man, through waves of vibration, and other invisible forces, our lives may be rendered happy or miserable, according to the good or evil influences thereby exerted, but it has also discovered and made known the laws by which man can rise superior to ordinary conditions, through these powers. Our course in the Scientific Evolution and Development of the Self teaches how to acquire this power of right action and right thought. It reveals the mysteries of man's inner nature and the Occult laws of the Cosmos. This study will most assuredly unfold the divine faculties of the Ego, build up the individuality of each student, and evolve the latent powers within.

Get away from erroneous thralldom inherited from ancestry and the dead ages, and you can only do so by a thorough course of practical Occult training, in the Scientific Evolution and Development of the Self, which includes the broad principles of physical and psychical culture, the development of Personal Magnetism, the cultivation and practical utilization of all your latent powers.

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Personal Magnetism Wins

Success in Life

Success in life is possible to every person who takes the right means to acquire it. The object of this circular is to point out those "right means," which have become known through observation, experience and scientific investigation.

The greatest success in life can only be attained through methodical procedure, a joint training of mind and body. There are many rules and methods for such training, but thorough and complete unfoldment can only be attained through the instruction of a competent teacher and master of the science who has passed through the various experiences and who fully understands the work.

A Knowledge of Personal Magnetism as disclosed in the course of correspondence lessons in the **Scientific Evolution and Development of the Self**, is a safeguard. It is a protection against those who seek to influence you to your detriment. To know these things is to know yourself and others—a knowledge that enables you to wield power or to ward off evil influence. To understand these laws is to know how another wills to influence you by their use; a knowledge that enables you to resist. No one who understands these things will ever be imposed upon by the confidence man. He will not purchase "Gold Bricks" or hazard his money in imaginary investments, the principal value of which is found in the glib tongue and Personal Magnetism of the promoter.

Personal Magnetism makes you popular. Anyone who succeeds uses it, though often unconsciously. It will fill you with enthusiasm. It will make you master of yourself and master of others. It begets a confidence and imparts a momentum which are irresistible. Thousands of people, diffident and retiring in disposition, have become, after acquiring this knowledge, courageous and aggressive. Followers once, they are leaders now. They walk with that elastic, confident tread that is one reward of achievement. They have become self-centered; they believe in themselves; they have developed that regal will, the lack of which makes all men subjects, the possession of which makes the pauper a king. A knowledge of this Science is worth to anyone in any calling a hundred times what it costs. In some callings, it is worth an infinite amount. It may truly be said to be the stepping stone to all success that is worth while. Thousands of people are mastering this wonderful science and you will be many times repaid for your time and the money invested. It is a natural power possessed by all, it is capable of development and easy of application. There is nothing mysterious or secret about it, when once you understand it.

You or anyone can learn this Science. The time and effort required to master it is in no sense equal to the importance of a knowledge of the subject. Its simplicity is astonishing. Like many inventions that have so greatly benefited mankind, it is simplicity itself. You will be able to master yourself and others if you follow the advice given in our course of correspondence lessons in the **Scientific Evolution and Development of the Self**. Anyone who can read and understand, can learn this science. It will increase your efficiency and further your interests and make you popular. It will bring success to you, where heretofore failure has held full sway.

OUR GUARANTEE

So certain are we of our ability to teach this Science that we will forfeit \$100.00 to any person of ordinary intelligence to whom we cannot teach

absolutely sure of what we can do. There is nothing equivocal about this guaranty. It indicates the greatest possible faith in the thoroughness of our course. You could guarantee to teach any intelligent person practical arithmetic. On the same principle we guarantee to teach any intelligent person this practical Science. The one is just as plausible, just as reasonable, just as easy as the other. If we had an inferior method we could not give it this indorsement without inviting financial ruin, but with such a course as we have, we incur not the slightest risk. You can therefore take this course of study with a positive assurance that if you master it, it will be worth a hundred-fold your tuition fee; while if you fail to master it, it shall cost you absolutely nothing.

Our best advertisement is a well-pleased patron, and you may rest assured that we shall leave nothing undone which will, in any way, assist you or contribute to your complete success and satisfaction. You get in this course all that the world has to offer—the true, unalloyed science, and the practical application of every phase of the science. You will possess all that is known on the subject, with all pretension, sham, misconception, and mis-statements eliminated. What there is to be known concerning **Personal Magnetism**, the diligent student of this course will know.

If you have taken other courses, which you may possibly think are similar (but they are not), you cannot afford to be without this one. It is the very highest authority on the subject; it contains the latest information by the world's recognized specialist. If you are a scientist, you cannot ignore a science that has attracted so much attention. If you are a doubter, you can no longer doubt in the face of such overwhelming evidence. The universities of the world would not lend their sanction to an imaginary science; they would not endorse mis-statements.

It would be useless to attempt to compare this course of instruction with other courses claiming to be similar. The difference is so vast that it can scarcely be measured. There is as much difference in courses of instruction as there is in the men who prepare them. Most courses abound in mis-statements and misleading explanations; ours sets forth the true science, clearly and lucidly explained. Nothing like it has ever before been offered. It is a hundred years in advance of the times. It is absolutely unequalled.

This course, like all our others, is made purely personal in order to meet your individual requirements. For this reason we ask you to answer the following list of questions, when applying for further particulars. Please don't delay, but answer them at once, before you forget.

APPLICATION QUESTIONS.

Upon receipt of your replies to the following questions it will be possible to inform you just what may be assured from a private course of correspondence lessons in the **Scientific Evolution and Development of the Self**. It is necessary to have a knowledge of the individual needs of the applicant in order to advise correctly.

Write your answers on the margin when necessary.

If there is not room enough after the question to say all you desire, just write the number of the question on blank paper, followed by your answer.

1. Age?.....
2. Health poor, medium or perfect?
3. Have you ever had any severe illness from the effects of which you have not fully recovered; if so, what, when and of how long duration, and do you know what medicines were administered?
4. If not in Health what ailments have you, of how long standing and the probable cause?
5. Do you wish to ward off the ills that weak human flesh is heir to?.....
6. Do you inherit a strong constitution?.....
7. If always in good health, how long would you like to live?.....
8. Do you believe it possible to prolong youth indefinitely?.....
9. Occupation?.....
10. Are you unfitted either mentally or physically for your best work?
11. Any curvature, deformity, lack of development or wasting away of any part of the body?.....
12. What is the color of your eyes and are they

13. Are you married or contemplating marriage?.....
14. What is your ideal as to a life partner?.....
15. State nationality and religious belief, if any?
16. Are you timid and bashful and do you suffer from aversion to society?.....
17. Do you possess Personal Magnetism and power of influencing to any extent; if not do you wish to develop a magnetic personality so as to control and influence others?.....
18. Have you any special case in mind; if so, state particulars?.....
19. Can you talk better to men or women?.....
20. On what occasions is it most difficult for you to talk?.....
21. Do you talk much or little?.....
22. Do you express yourself in speech in a direct or indirect way?.....
23. What particular fault do you think makes you a poor conversationalist?.....
24. What has been your business experience exclusive of your present occupation?.....
25. Are you a success in your present position; if not in what respect do you wish to improve yourself for your work?.....
26. What is your greatest ambition?.....
27. Do you dress shabbily, plainly or stylishly?....
28. Are you a good reader of character?.....
29. Are your intuitive powers strong?.....
30. Do you often err in your judgment of people and affairs?.....
31. Are you in sympathy with all good movements?.....
32. How many years have you spent in school?.....
33. Name any special courses you have taken, in school, college or elsewhere?.....
34. Did you ever undertake any study or course of training and abandon it before completion; if so, why?.....
35. Are you of a studious nature and have you ever taken any course of lessons (correspondence or otherwise) or read books touching on Personal Magnetism, Self-Culture, Human Nature, or kindred subjects; if so, mention titles and authors if possible?.....
36. Have you read any of the writings of Allison, Anderson, Atkinson, Call, Colville, Emerson, Fletcher, Fowler, Holbrook, Marden, Mulford, Nichols, Ralston, Shaftsbury, Smiles, Trine, Whiting, Wilmans or Wood and what kind of literature do you read now?.....
37. How much time daily can you conveniently devote to reading?.....
38. Thirty minutes will probably be sufficient, but an hour or two would be better.
39. Can you keep up your reading regularly and systematically for six months or more providing you are furnished with interesting and instructive literature?.....
40. Do you borrow books from any public or private library, or can you have access to one; if so, does it contain many books on scientific and helpful subjects?
41. Have you a strong and sincere desire to make your life richer, higher, better and in every way a blessing to yourself and those around you?.....
42. Any distinct ambition or particular aspiration regarding which you wish special advice; if so, does it relate to health, business, love or some public or political success, or do you desire chiefly self-improvement and general advancement?.....
43. Have you had ambitions which have never been gratified; if so, what?.....
44. Do you know the value of time and money?.....
45. Do you see anything in life besides dollars and cents?
46. Do you believe in lending a helping hand to those weaker and less able than yourself?.....
47. Can you control your thoughts and have you strong will-power?.....
48. Do you wish to secure such control of yourself that your successes and enjoyments will be increased a hundred-fold?
49. Do you wish to possess a Personal Magnetism that will increase your power for good in the world?
50. Do you wish to know how to promote domestic happiness and prevent the woes that lead to divorce?
51. Do you wish to have strong, healthy, pure and well-balanced children?.....
52. Do you wish to replace unhappiness, disease and misery with joy, health and long life?.....
53. Are you willing to sign a pledge of secrecy or contract of honor not to divulge any of the methods and secrets revealed to you in this course of correspondence lessons providing it can be shown you how it will be to your interest as well as that of others?.....

this Science so that he or she can actually apply it and use it to advantage in everyday life. We could not afford to make this offer unless we were



want to know, so plainly, so clearly, that anyone can understand. It will open the door to a new world for you. It preaches the gospel of true success. Thousands have benefited by its teachings, why not you?

Write your name and address here.....
Address all letters to **The National Institute of Science, W.O. 121 No 504 W. 69th St., Chicago, Illinois, U. S. A.**.....

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THE REAL SELF-HELP



Important to Everybody!



OUR DIFFERENT COURSES OF CORRESPONDENCE LESSONS.

The information contained in any one of our special courses of correspondence lessons is so unusual, so convincing and withal so valuable that anyone taking any of these courses is anxious to take others founded on the same natural laws of cause and effect and for this reason we are prepared to give unexcelled instruction upon the following vital subjects, each and all of which are of the utmost importance, yet each is complete in itself and can be profitably taken alone or in conjunction with any or all of the others. We advise that you take first the course you are the most interested in or which most vitally concerns you at the present time and the others as time and opportunity permits. These courses of instruction are kept constantly abreast of the times. The instructors devote their entire time to the students.

The courses are well known for their thoroughness, reliability, practicability and efficiency. It is only through these courses of instruction that you can receive proper and satisfactory training on the subjects treated. Each one recommends itself upon its true and rare merit and complete satisfaction is guaranteed in all cases. Mention the number of each that you are interested in, and in the order that you would prefer taking them, and further particulars together with some interesting literature will be sent you, for which no charge will be made.

EDUCATIONAL COURSES ON SUCCESS, SELF-IMPROVEMENT, ETC.

No. 1. The Scientific Evolution and Development of the Self.

This is something of the greatest possible importance, something that will not only interest you, but will be of practical use in your daily life. Of course you want to get on in the world, to realize your ambitions, and to find the true enjoyment of life. You want to know how to promote at the same time your own welfare and that of others. In order to advance rapidly you must acquaint yourself with the most approved methods. The light of Knowledge is a key to success. Life is not a thing of accident, of fate, of chance. The laws which regulate the seemingly fortuitous occurrences of life have been discovered and reduced to a science, which includes the force known as Personal Magnetism which is a most valuable treasure in Nature's Laboratory, and you cannot afford to neglect this vital and important subject. In many ways it touches your life, and whatever your wants and desires may be this course of correspondence lessons cannot help but be of great assistance in their attainment. Its perfection is proved by the great success it has made, when failures have been turned into successes, and many a miserable and poverty-stricken life has become affluent and happy under its regime.

This opportunity is Golden! You will never get a better, and the offer will not be made again. Do not let it slip through your fingers, but communicate with us now whilst your good desires are uppermost, and this opportunity is offered you. Everything taught is in full accord with natural, hygienic and scientific laws and appeals at once to your best judgment. You are led by easy and delightful steps along the most fascinating path you have ever trod, where each day you gather new strength, greater mental activity and abundant success in every undertaking. The value of this information cannot possibly be measured in dollars and cents, so do not delay one moment but write us enclosing your answers to the list of questions at once and we will soon show you how to so illuminate your inner being, that others will be attracted to you and in this way you can be of untold assistance to them. We offer you the magic key that unlocks the golden treasure of opulence and limitless possibilities—send for it now—before you forget.

No. 2. Modernized Natural Healing.

Insures you against disease in all its forms and gives you a positive realization of the fact that you will never die prematurely from disease, but barring accident, will live to an extreme and

healthful old age. You can easily rejuvenate your body with abounding health and increased power. Don't spend years of your life preparing for a definite occupation and in the end learn that you have sacrificed your most valuable possession—health.

If you have not yet reached the age of maturity, you can attain health to an unusual degree. If you are already full grown, you can still make an amazing change in your bodily health and good feeling. Riches can be yours—physical riches, which, by the way, are worth many millions, and with this splendid superb health, you can go out into the world and fight your battles, being sure that you will win in the race for life's most precious possessions. Learn how to prevent illness and keep well—provide the "ounce of prevention" by not causing disease.

No. 3. Psycho-Suggestion, the New Hypnotism.

Far more natural and simple than anything of a similar nature ever offered. A treasury of priceless knowledge, giving the real and true laws and secrets, so that anyone can acquire these powers, and put them to practical use. The very latest, surest, quickest and best methods known. Did you ever see anyone hypnotized? If you did, you know that the subject obeys each and every suggestion of the Hypnotist; at his command they could not sit down, stand up, bend arm or leg, open eyes, hands or mouth, talk or walk, could not even jump over a match or pick up a book. Wasn't it the most remarkable, mysterious and yet fascinating thing you ever saw? Yet it is very easy when you know how. You can do it, anybody possessed with ordinary intelligence can do it, you can even go that Hypnotist one better—you can accomplish all this and more without putting the person to sleep. You can do all of these things and many more while the subject is wide awake, and the subject remembers nothing of what transpired.

This is real genuine hypnotism. It is no trick, fake or fraud, yet in each case the subject is wide awake and in full possession of every faculty, no danger, nothing injurious. Men and women and even animals can be easily controlled. It has always been so, and always will be. We cannot change the laws of Nature, but we can understand and apply to our own good purposes many more of them than is commonly supposed. We can easily accomplish, by the practical application of these Sciences, many things which seem impossible to those who have no understanding of them. It is often said by operators, with more or less positive directness, that they were the possessors of "special gifts," that very few persons could possess. This is false. Anyone, who knows how, can exercise these powers of control. The established laws of Nature are unchangeable the world over; and as a rule what one can do another can do. Learn these things for your own protection, amusement and advancement. Here's the best chance you ever had. Take advantage of it at once. Success is as certain as the rising sun, just follow directions faithfully.

No. 4. Natural Beauty Culture.

True beauty can be yours, for beauty is simply a part of health. Bright eyes, beautifully tinted complexions, free from wrinkles or other disfigurements; red lips, white teeth and fine figures are all simply indications of superior health and strength and can be attained to a greater or less degree by anyone. If you would have beauty of the right sort, that alluring attraction that makes one a power, you should take this course of correspondence lessons. It will give you the buoyant vigor that indicates health, with corresponding magnetic force. It will give you the power that should be the inalienable right of everyone. It will develop all the latent graces, beauty of form and feature that should be your rightful inheritance.

No. 5. A Natural Method of Psycho-Physical Culture.

Requires very little effort. Few are in vocations that enable them to take the exercise necessary to retain health. The entire system or physique is being constantly undone. Something must be done to rebuild it or one will soon be weak, delicate or sickly in some if not in every particular. The earlier in life you come to this conclusion, and proceed to remedy it, the better it will be for you, your family and posterity. The powers of the body, when intelligently exercised are themselves the best and all-sufficient instruments for the making of vitality, and for training the body in the habits of health, strength and endurance.

No apparatus or mechanical appliance of any kind are necessary. This treatment will make your blood course faster through your veins. This in turn will increase the supply and flow of "nervous energy." And with better circulation and stronger nerves, every organ in the body will be able to perform its functions as Nature intended. This will energize you and vitalize you, and build you up in a surprisingly short time, exhilarate you mentally, give you greater ambition and greater

power to do things. The treatment is individual in every case and given to meet individual requirements. You will find the exercises pleasant to go through, rather than irksome. This course is a most potent factor in the making of business success, in the accumulating of wealth, in the maintenance of domestic felicity, in the advancement, in the enjoyment of all things, which appeal to the five senses; in the achievement of great things in literature, art, music, the sciences, in any and every field of human endeavor. This course of instruction includes some of the most important and remarkable scientific discoveries and revelations ever disclosed. Commence at once to train your body so as to give you a superb physique.

No. 6. The Science of Longevity.

A new Vital Philosophy and True Science of Long Life. This is one of the most valuable and important courses of lessons ever devised. It sets forth the particulars and practical application of that which is believed to be the most important discovery of modern times, if not of the world's entire history. The majority of human beings die violent deaths, not by the hand of the assassin, the bullet of the sharp-shooter, or by accident, but as the result of gross and long-continued violation of the laws of health. These are the most startling revelations ever disclosed. The world stands amazed. This course tells how to give New Life to all here and now. It will be an incentive for you to perfect your entire being for the enjoyment of an untold number of years of perfect health. It is absolutely certain that the secret has been discovered. It has been proven in numerous instances, so far as time will permit. Men and women now sixty years old feel younger than they did at thirty. You can now laugh at old age, and live not only for a hundred or one hundred and fifty, but possibly for many more years in good health without pain, weakness or illness. It is rationally explained how it is easily achieved by living the New Life. Why grow old? Why die prematurely? Why go to the cold, cold grave? These questions are answered in the negative to the satisfaction of all the world, and they are answered for you. And there are other things even more wonderful, you will be amazed and delighted beyond measure.

No. 7. Scientific Human Eugenics.

This means fewer and better children and of the sex desired, endowed with a birthright of wholesome instincts, and a vigorous, active life, thus preventing conditions that now blight and handicap thousands throughout life. The name Eugene means well born. The science of Eugenics, which is just coming belatedly into existence, is the science of right generation, and in its development lies the welfare of humanity and the strength and vigor of the race. Surely, then, there is an unfulfilled need for this course of correspondence lessons in the Science of Human Eugenics, which advocates the sexual enfranchisement of women and sexual enlightenment as the only possible remedies for social evils which threaten the destruction of the race. Every clergyman, every sociologist, every settlement worker, every member of a church, lodge, or club, every judge, every lawyer, every reformer, every friend of humanity, everybody should study this subject and aid in the eugenic movement to avoid the production of undesirable citizens.

No. 8. The Art of Love Making.

Science of Successful Courtship. Many books and essays have been written on the art of selecting a lover, how to woo, and the way to attract the opposite sex. Most of these disquisitions are extremely shallow, as of necessity they must be, for who can determine that A. is in all respects admirably adapted to be the best wife for B., and that C. and E. were designed by Nature for each other, unless the characteristics of each be carefully studied by an expert? We have reduced the matter of choosing a husband or a wife to an exact science. Through the right application of this wonderful science, no mistake need be made in wife or husband-choosing, no risks need be run, and no doubts need be entertained, but all is made clear as the truths of which it is the exponent. Masks avail nothing—deception, hypocrisy and untruth avail nothing under the searching analysis of the brain's soul-chamber, as revealed through a knowledge of this new and amazing science. During the progress of the course it will be pointed out why your efforts to win have not heretofore been as satisfactory as you wished and you will be told plainly how to meet with the complete success which you desire.

No. 9. Sexual Science.

Gives in a condensed form all the Sex wisdom of any importance ever yet revealed to the understanding of man and worth a fortune to any married man or woman or anyone contemplating marriage, as this knowledge put into practice means a life-long honeymoon and an indissoluble union. This is priceless instruction for those that are ready for the true inner teachings. No pet theories are advanced, no compromise is made between ignorance and expediency, nor is the truth glossed

Health, Wealth, Happiness and Success

over; but it is a faithful presentation of Natural Laws, and is most thorough, natural and scientific.

Its teachings are above price. The subject is handled in a plain yet delicate manner, and truths are told which have never found their way into any book. Husbands and wives cannot learn these things without obtaining higher ideas of the institution of marriage, and of the sacredness of their duties and obligations in it. What is the question of the most importance today? It is the true relation of the sexes one to the other, the duties and obligations which these relations impose, and the privileges which they confer. The existing relations are at variance with the true ones, and these wrong relations should be righted.

The most important problem of the day is the sex-question. History records no period in which so much crime and insanity prevailed, nor in which unnatural sex practices were so widely indulged in as the present. The tardy recognition of this fact in the present generation has given rise to a flood of literature on the subject, most of which is based on conjecture and has no practical value. In point of fact, the available knowledge on this serious subject is comparatively limited, and because of its delicate nature, not as readily accessible as information on any other subject would be. It therefore requires much intelligent study, as well as scientific research, to arrive at anything like reliable conclusion. Learn how to control the most vital essence of your body. It is the real secret of Rejuvenation. This invaluable information is made purely personal and the student gets just the information desired, and which cannot be had in any other way or from any other source.

No. 10. Scientific Secularism. A Natural, Rational and Scientific Religion.

Nothing else like it or half so elevating, purifying and satisfying. The great problems of life are assuming a new form, as the theological landmarks are gradually fading away beneath the flood of light which has been let into them by scientific research, antiquarian discovery, scientific investigation, and psychical phenomena; and men in their trouble are peering earnestly into the new region which is being thus illuminated, for a new order which they may substitute for the old—some vital truth-principle which shall conduce to a purer and nobler social life; for, though the dogmas crumble away one after the other, and the dry-rot of ecclesiasticism becomes daily more apparent, the religious instinct is more quickened than ever, and in proportion as men under its influence emancipate themselves from what they now perceive to be the ignorance, prejudice or superstition of a dark age, do their aspirations reach out after something higher and better, while their belief in the possible realization of ideals, hitherto deemed unattainable, grows stronger. This course of correspondence lessons discloses the truth which will make you whole and free. It will make a better man or better woman of anyone, no difference what their present religious belief or whether they have any belief or not. The unimpeachable logic given appeals to all alike, no difference whether they be Free-Thinkers, Christians or heathens. Complete satisfaction is guaranteed to all alike. Remember, ignorance will not excuse your sins.

No. 11. The New, Higher and More Natural and Scientific Methods of Education.

We can easily prove to any rational, reasoning mind that present-day educational methods are in almost every particular wrong; and in many ways a curse and a crime, and susceptible of vast improvement. What you want and should have for yourself and your children is the best. Most people labor under the delusion that genius only makes its appearance twice or thrice during a generation, but it is certainly not necessary to limit the birth of only one Napoleon, Shakespeare, or Beethoven in a century. Colossal intellects such as these should not be regarded as unnatural phenomena. Genius of a high order is far more common than is generally supposed. People are simply blind to it. Although it surrounds them on all sides, they fail to recognize it, and nearly everybody is busily engaged in helping to destroy it, with a perversity that is as unconscious as it is criminal.

The fact should be plain to everybody that children strive constantly to use the brains with which Nature has endowed them. Being naturally imaginative and original, these faculties only need encouragement in the right direction in order to develop and flourish. Yet the entire method of bringing up children, from the cradle to the college commencement, is directed towards stifling all originality and substituting for it a stock of commonplace ideas and conventional knowledge. This course of correspondence lessons is intended for parents, pupils and teachers and is guaranteed to open any one's eyes to the real truth and prove to be worth more than all the education of all the colleges combined. A pretty strong statement, but backed up by absolute and unassailable facts. Get them at once. The best is none too good for you.

Get The Best

COURSES OF INSTRUCTION IN MONEY-MAKING PROFESSIONS.

No. 12. Modernized Natural Healing.

One of the most philanthropic and best paying professions of the present day. If you are engaged in some uncongenial occupation, consider the tremendous possibilities that are offered to Natural Healers. The system of Natural Healing taught by the National Institute of Science combines the best of every ancient and modern system of drugless, painless, efficacious healing and has in addition original features that are the result of years of research, study and experiment, and some wonderful discoveries which are responsible for the superiority of our course in Natural Healing over anything else which has ever before been given to the public.

Our methods determine the actual cause of disease and show how to remove it and consequently are far in advance of any other methods of healing. No poisonous drugs, no painful adjustments, or any unnatural substance of any kind is used. Poisons already in the system are absorbed and eliminated and Nature is given an opportunity to adjust errors and bring about a Natural condition which means perfect health. The methods which insure the best results are those you want to learn and it is only such that are taught by this Institute. The very best proof that our methods are incomparable lies in the fact that we have graduates of other colleges and institutions throughout the world send to us for instruction after having spent time, money and effort in the acquirement of knowledge that is worse than useless to them and would be harmful to others did they put it into practice. If you desire to enter the work for the grand and noble purpose of helping humanity, you will find ample scope for your highest ambition; if for pecuniary profit, there is no field which will yield such rich returns for so little outlay of money, time and labor. "All that a man hath will he give for health," has been the secret of the success of physicians. The whole world is now awakened to the limitless value of drugless healing. As a new profession it has no equal. Prepare to follow this marvelous profession, that of curing all kinds of diseases without drugs; that of building powerful human beings from weak, ailing bodies. We can prepare you fully and completely for this unexcelled profession—Modernized Natural Healing.

No. 13. Psycho-Suggestion as a Money-Maker.

A Fortune can be made and a reputation acquired quickly by giving entertainments, and we can give you the most complete and detailed instructions for doing it. We tell you just what to do from the moment you begin advertising the exhibition to the time when you leave the hall with a snug sum of money honestly and quickly earned. By following the instructions you will be fully competent to give an exhibition ranging from a parlor gathering to a regular Opera House entertainment. We can also tell you how to make a fortune by giving instructions either locally or through correspondence and furnish you with all necessary material, advertising matter, etc.

We are all trying to better our financial condition. No doubt you have often wished that you could get in on some ground floor proposition—something new that has not been worked to death. This is absolutely new—something of merit in a new and growing field which has been only partly worked by three or four who made fortunes in it. Few achieve financial success working for others. Be the employer, not the employed. You can earn more money with your brains in a week than with your hands in a month. Be independent and engage in business for yourself. If you start at once, with perseverance and determination, you will have an opportunity to make more money than you ever dreamed of earning. We will help you in every way possible and you will be given the benefit of years of experience in a way that should enable you to overcome every obstacle.

This is a mail-order proposition that will make good money if properly advertised and circularized. A sure method of hypnotism, by which every one can be influenced. It is a well-known fact that the best hypnotists can, by the methods now in vogue, hypnotize only about 25 per cent of their subjects, whereas by this method all persons, except imbeciles and lunatics, can be hypnotized, and the method is so simple that any one of ordinary intelligence can comprehend it at once. This appeals strongly to physicians and those persons who are interested in suggestive therapeutics. You can at first take this up during spare time without hindrance to your regular work, and later devote your entire time to it.

No. 14. Natural Beauty Culture as a Profession.

The rapid and steady growth of interest in every kind of self-improvement in all parts of the country has created such a demand for our skilled workers that, up to the present moment, we have never been able to furnish enough operators for the positions that are awaiting. If you are in earnest about finding a money-making vocation, if you are willing to study and work, and plan for a future, we can truthfully tell you that few occupations yield so large an income in proportion to the investment of time and money, as Natural Beauty Culture.

If you want to make a big success, begin the right way. It is just as impossible for you, as it would be for a member of any other profession, to get your training from someone else, rather than from the National Institute of Science itself. Resolve to build on a firm foundation, and take time enough to obtain the technical and practical knowledge absolutely imperative for a big success. This course embraces the studies with which you will need to be familiar if you wish to obtain a good position. If you desire to have a Beauty Parlor of your own and employ operators, this knowledge is even more of a necessity, for then you can properly direct the work of others.

We guarantee you the best training to be obtained anywhere at any price. We also guarantee a position to every pupil who qualifies. The compensation varies according to fitness. Few start for less than \$12 a week, and from that up to \$25, depending upon circumstances. Of course, the greatest amount of money is made by those who embark in business for themselves. We give expert advice on furnishing and equipment, and tell you just how to start to the best advantage. We could give you instances of any number who are now enjoying incomes that range all the way from \$3,000 to \$10,000 and over a year. A fortune awaits those first in the field in every city and large town, the world over. Why not engage in a business that never has a dull season and learn how from an institution that has prestige and merit to back it.

No. 15. Success on the Stage.

Almost anyone can command, for work occupying only a few hours daily, a salary of from \$25 to \$50 a week. Individuals with special talent and studious habit, receive proportionately larger sums, up to as high as \$1,000 per night. This is the only employment in which a woman accomplishing equal work with a man, receives an equal, often a larger remuneration. This course can be followed and completed at home without interfering with your present employment. We have also secured all the secret inside information of the sensational vaudeville act, "Mystery of Mysteries"—a spell-binder now having a very successful run in the best vaudeville houses in Europe. Can be put in readiness for the stage in a few hours at very small expense. Only two people required. It is of the delusion order and requires but little acting. One rehearsal is all that is necessary. The entire act is built on secrecy. A strictly high-class act that will command good money. Full and minute details, so that any one of ordinary intelligence can understand it thoroughly, will be furnished.

It is a well-known fact that no man has accumulated so much wealth single-handed as did Keller, the magician, who showed for years in the best houses the world over. From a man who has traveled extensively with Keller as an assistant we have secured for the benefit of our patrons the secret of his best stage tricks and instructions for performing them.

No. 16. Secrets of the Mail-Order Business.

A new occupation and field in which to gain independence. Open to all alike, whether engaged in business, a profession, employed or unemployed. Especially adapted for young men and women and within the reach of people of limited resources as well as those of means. This is a business that has made thousands of men rich and many of them millionaires. It does not take years to build up a business of this kind, neither does it take a large amount of money, or a College education, but anyone with ordinary intelligence can start a mail-order business with a little money, with a good chance of success. In selling goods by mail, there is no need of paying high rents for stores; immense stocks of goods are not necessary, no need of high-salaried salesmen; no insurance, or taxes to speak of, and yet the mail-order dealer can sell a large variety of goods at lower prices than any retailer dare think of doing, and still make a better profit.

We have been established in a paying mail-order business for over a quarter of a century and are fully familiar with the business in every way and possess many secrets of unusual value not known to others and we are willing to instruct and make competent a few progressive people who are anxious to engage in this line of work which can be successfully applied to anything that can be plainly described. We have in mind a number of successful lines which are comparatively new and can easily be made successful. With this mail-order system to guide you it will not be necessary for you to conduct the long line of expensive experiments that would otherwise be necessary in getting a start.

It is usually uphill work for a beginner to get a firm foothold in the mail-order business because he must spend so much of his profits to test out the pulling qualities of the publications in which he must advertise. We have lost thousands of dollars this way, dollars that would otherwise have been clear gain. If we could have had the system and instructions we are offering to you, we could have saved that much more money, and our business would have been on a good, paying basis right from the start.

Mention by number and in the order you would like to take them all of our different courses that you are interested in.