

How to make magnetic healing pay

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It is well for the beginner to exercise
great care in placing his first advertising,
advertising is the most important part
the Magnetic Healing business, and it is
this way the most money will be ex-
aded. The following is taken from the
January issue of the *Mail Order Journal*:
The First Ad.—In most cases the first ad.
the one that makes or unmakes adver-
sers. It is the ad. by which usually most
Advertisers lose their money or courage.
seldom pays. It cannot create a demand
or the article it intends to make known
nd to sell. No clear-minded man can ex-
pect the first ad. to do its work. Nor can
give an idea what there is in store for an
Advertiser. Whoever expects from his first

rial ad. an idea of what he can expect usually finds that he is totally mistaken. No business man who opens a store and invests considerable money in goods expects the first day will enable him to judge his prospects and his possibilities. No first ad. pays. It is no criterion of anything. Advertisers who wish to test papers or to draw qualities of their goods ought to have patience, and not to consider one insertion a fair test or a test at all. Most successful advertisers become so by judging their prospects by the results of a first ad.

Advertising, if handled in the right way, is sure to bring good results, but if handled poorly, there is no way in which you can get rid of your money more quickly.

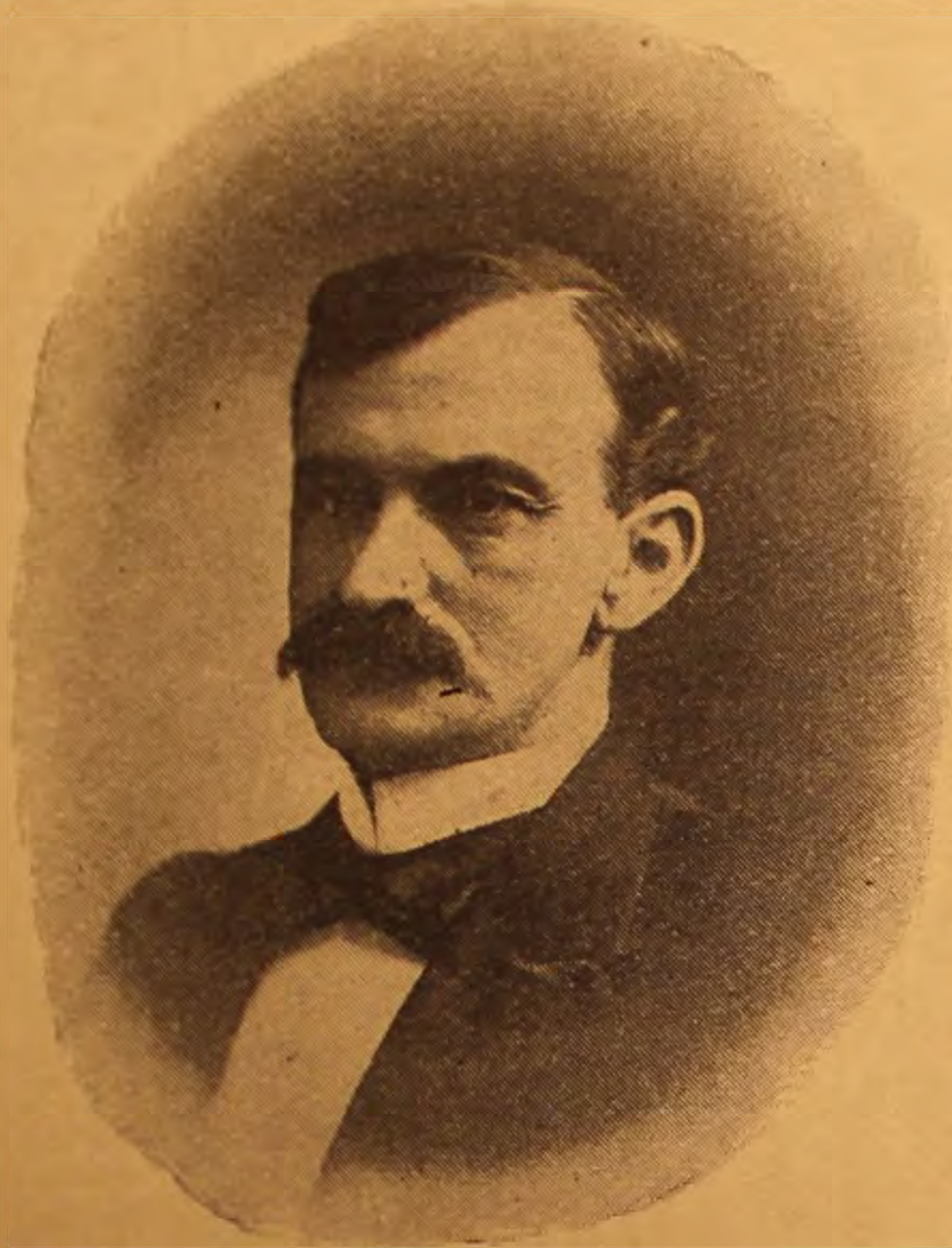
Your advertising is nothing more than a request for interested parties to talk with you, by mail, in regard to what you have for sale; hence, you should be very careful of what you say in it. If you were talking to a person to your prospective students and patients, you would certainly exercise some care in what you said, and in talking to them through the medium of an advertisement you should be even more careful, for the person who is not favorably impressed

will not write to you, and as a consequence, you have no opportunity to explain away this adverse opinion. One of the necessary qualifications of a man selected to represent a business firm is a good appearance. A representative may have all the graces of speech and charms of manner, but if his attire is careless or untidy, he is worse than useless. He misrepresents his firm. Your advertisement represents you. It is your most effective and hardest working agent. Your advertisements should be carefully attired.

In advertising you are liable to exaggerate what you have to sell. This, however, will not pay you in the long run, and you must remember at all times to advertise just what you have and nothing more. Of course, it is all right to state everything in the strongest terms possible, but do not exaggerate, or you will lose money in the end. The public is quick to realize whether or not it is getting value received, and unless it thinks you give a dollar's worth of information for one hundred cents, you will find yourself in a very uncomfortable position.

(Sample Write-ups.)

**The Story of Prof. S. A. Weltmer's Rapid Rise to
and Fortune Reads Like a Fairy Tale.**



(Sedalia (Mo.) *Sentinel*.)

Every Sedalian follows with deepest interest the career of Prof. S. A. Weltmer, who, until recently, was a prominent and popular resident of this city. The story of his interesting work and his rise to fame and fortune is indeed a fascinating one and serves most admirably to illustrate what can be accomplished by perseverance, when accompanied by merit and talent. It is an added pleasure to record in this connection that Prof. Weltmer's success is shared by another ex-Sedalian, Mr. J. H. Kelly, to whose fertile brain and clever business methods much of their success is due.

From the Nevada (Mo.) *Evening Post* of December 17th the *Sentinel* derives the following account of the work in that city:

"The man who relieves the sufferings of others

Fam public benefactor. It is the greatest desire of the man heart to have an active and well body. There is a naturalness about the clinging to life, and what life when one is tortured with aches and pains and disease?

"A person will give up wealth, position, or any of life's blessings for a sound body and good health; for without this great blessing, life loses all its charms. The science of health and happiness is progressing, and it has been discovered that the secret of both is in one's self.

"Prof. Weltmer came here not quite two years ago and began the practice of healing the sick and relieving the suffering by vital magnetism. He had studied the subject thoroughly and knew he was right, but the rest of the world looked on with the eye of skepticism. The medical profession hooted the idea of curing diseases without medicine, but the marvelous cures the Professor has perfected since then has made the medical profession look on with awe and astonishment, but the more intelligent of that profession have been forced to see that his work is accomplishing results, and many physicians have availed themselves of his knowledge in the practice of their profession.

"So great has been the Professor's success that in less than two years he has achieved a world-wide reputation for healing the sick. He is the originator and the greatest practitioner of the theory of curing all known diseases by magnetism, and the attention he has attracted will at once be seen when it is known that he has treated over 20,000 patients successfully in less than two years.

"The patients who come to him are the ones who are afflicted with chronic diseases, and visit him as a last resort after the science of medicine has been exhausted on them, and their physicians tell them that they can do no more for them; then, when we consider the remarkable per cent of cures he effects, his wonderful and world-wide reputation is not to be wondered at.

"In hundreds of cases he has patients who have been treated by the best specialists in the land, who fail to give them relief, and after a few weeks' stay under Prof. Weltmer's care they go away, voluntarily

testifying that they have been entirely restored health.

"As a business institution, all Nevada is proud of Prof. Weltmer's success and the American School of Magnetic Healing which he has built up in our midst. For out of the 20,000 persons he has treated over the years, of them have come to Nevada, and one can readily see the financial advantage this institution is to our city. No other institution brings so much money here, and none other so thoroughly advertises our city and helps to put it forward in that commercial supremacy which is the American School of Magnetic Healing; for since its establishment here the Nevada merchants have filled orders for goods from Maine to California, and from Canada to the Gulf, to say nothing of the large influx of the local trade caused by bringing people here means here from every State and Territory in the Union. Prof. Weltmer and J. H. Kelly, the gentlemanly business manager of the institution, are liberal and progressive men, and are always ready to aid in any business enterprise for the advancement of the city's interests; hence they are fully identified with Nevada and her institutions; in fact, they are of us, and when the good they have done is considered, they should be encouraged by every citizen who has the welfare of this community at heart.

"Prof. Weltmer's reputation has become world-wide, and daily the office receives inquiries from every country on the globe. He now has a noted patient who only arrived to-day, a member of the Diaz family, who is president of the Republic of Mexico, Señor Lois De Vrier, right from the city of Mexico; that is given to show that Prof. Weltmer's reputation as a healer has become international.

"When less than three years ago Prof. Weltmer made the startling announcement that disease could be cured without medicine, his limited circle of hearers pronounced him a fanatic; but now hundreds of helpless invalids, from every part of the American continent, who have been cured permanently by him, are giving voluntary evidence of the fact that he was right and was telling only what he knew to be the truth at the time. It is a singular fact and one that stands unchallenged and alone in the history of any institution known before that Prof. Weltmer is t

and a man who has treated the large number of patients that he has and not a single one has ever complained. In every instance he has given relief and he has permanently cured hundreds, but every patient he has treated can take him by the hand and say: 'Professor, you have done me good.'

City 'Prof. Weltmer is to magnetism what Edison is to electricity, and to-day practitioners of medicine are standing aghast at the wonderful cures that he has performed.

and "Over 200 people are now in Nevada for treatment and every hotel and boarding-house in the city is well handled, and it keeps the members of the institution busy providing first-class accommodations for the visitors. So large is this institution becoming that some of their capitalists will have to erect large houses suitable for boarding-houses to accommodate Prof. Weltmer's students and patients.

"Prof. Weltmer, as is well known, also teaches the art of Magnetic Healing, and has all the time from 50 to 100 students from all parts of the country here receiving instructions in this wonderful science.

"The institution is in two blocks in the business part of the city; it is easy of access, and has every accommodation and comfort for the treatment of the sick; in fact, it is a model home for the afflicted, suffering ones; besides, for the school there are lecture-rooms, class-rooms, and every modern convenience that money can buy for both the treatment of the sick and the instruction of the science of Magnetic Healing. Prof. Weltmer and his business manager, J. H. Kelly, have invested over thirty thousand dollars in Nevada, much of which has been spent in the advancement of the good work in which they are engaged and for the comfort of those in their charge.

"Daily Prof. Weltmer receives telegrams and letters from discharged patients, from all over the country, thanking him for the great good he has done them and the wonderful cures he has performed, and in many instances patients of his have volunteered their testimonials to the newspapers of this city; an instance in point being Mr. Weddle, of Southwest Missouri, who said he had been a mass of disease for fifteen years, and who was entirely cured after a week's treatment with Prof. Weltmer. This is only one in-

stance in many, which comes under the observation of the reporter, as to the Professor's remarkable success.

"The Professor receives daily telegrams and letters from the sick from different parts of the country come to their relief, but so greatly is his time taxed at home and so large is his practice in the institution that he could not afford to attend such calls for less than \$300 a day, and of course that puts him out of reach of any afflicted ones who cannot come here for treatment in person.

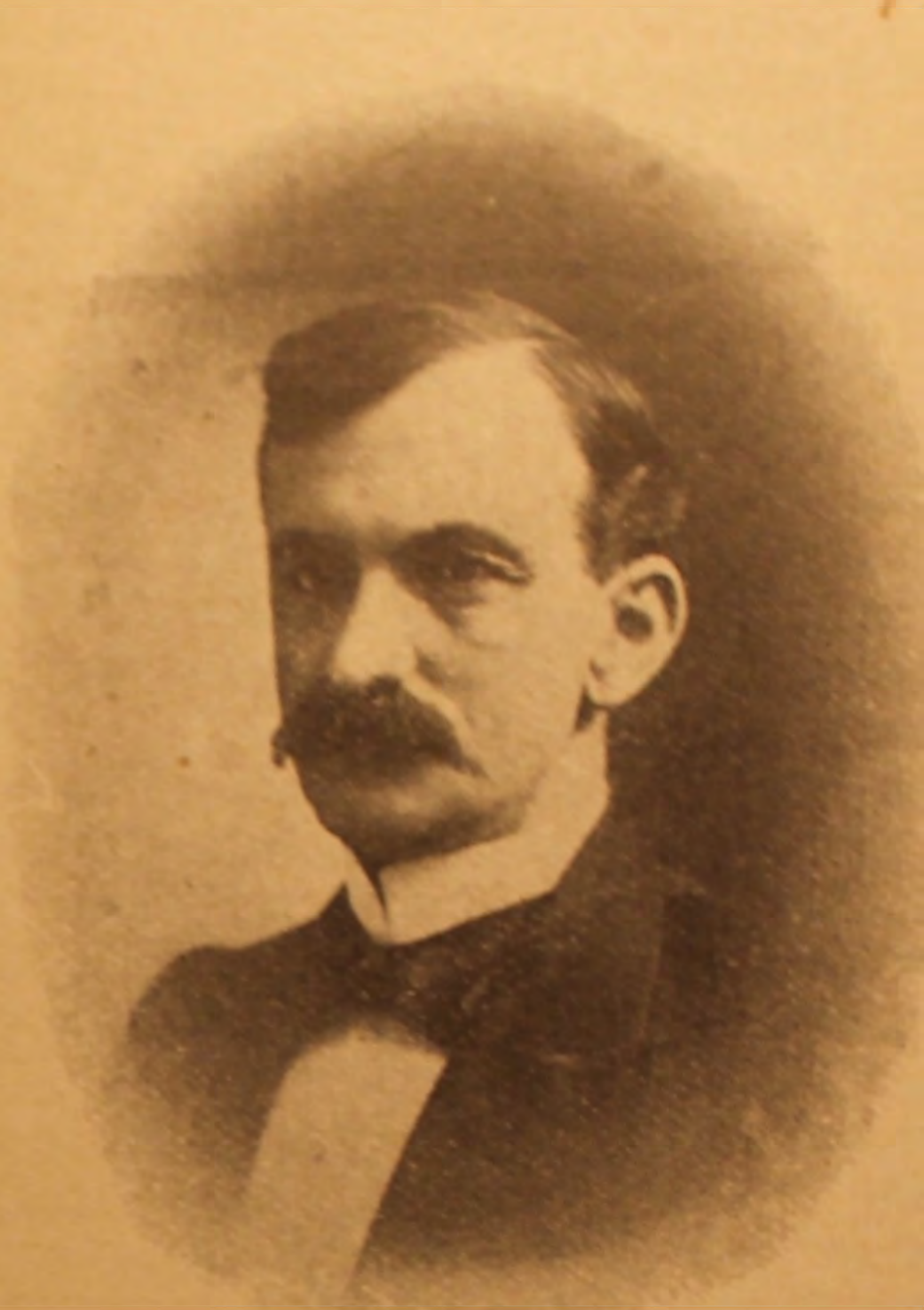
"Business Manager Kelly, with the aid of his large corps of assistants and typewriters, handles from 500 to 1,000 letters every day inquiring about treatment and instructions in the school, and the amount of business which passes under his supervision daily is remarkable and shows the growing popularity of the business of this institution.

"The students of Prof. Weltmer are of a high class intellectually and are generally highly educated people, many of whom are ministers, physicians, and from other professions.

"His patients are from among the wealthiest and most refined families in the country, embracing every commonwealth in the Union, and whether they come here for instruction or relief, all go away with words of praise on their lips for Prof. Weltmer and the good he has done them.

"He treats every known disease. Patients come to him whose ailments have baffled the skill of the best physicians for years, and return home in a few weeks entirely restored to health; then is it any wonder that his patients are friends of his and are not afraid to say so wherever found?"

Magnetic Healing, the Wonder of the Present Day, has its
Chief Exponent in Prof. S. A. Weltmer of this City.



(Nevada Daily Mail, May 16, 1899.)

Four years ago the art of treating people by magnetism was practically unknown to the civilized world, and it was not until Prof. S. A. Weltmer demonstrated that there was something wonderful in its curative powers and put his theory into practical use, that it became a popular, scientific, and successful treatment for the cure of the worst diseases known to the human race.

Since Profs. Weltmer and Kelly established a school of Magnetic Healing in the city of Nevada it has been attended with unparalleled success, and to-day the names of Prof. Weltmer and Prof. Kelly are familiar almost every, man, woman, and child in the United States.

When these gentlemen started their school of Magnetic Healing, there was much opposition and speculation.

lation as to the outcome of the so-called magnetic treatment, but the many wonderful cures performed dissipated all rumors to the contrary, and to-day they are enjoying a business that is prosperous, marvelous in its growth, legitimate, and a blessing to man- and woman-kind. Despite the criticisms heaped upon the founders of this Infirmary for the afflicted, it is rarely that a case can be cited where good has not been accomplished, and many a poor soul has been treated and regained what is more precious than all else on earth to them—good health.

The Weltmer Infirmary does not pretend to eliminate all ailments known to the human race, but they have performed here in the city of Nevada many cures that will go down in the history of medical and magnetic science as without parallel.

The success of the Weltmer Infirmary in Nevada is due alone to the vigorous and untiring efforts of Profs. Weltmer and Kelly, and while at the outset they encountered many obstacles, they to-day have the hearty co-operation and moral support of a vast majority of the citizens of Nevada and Vernon County. It is but just recently that the people have begun to realize the great amount of good these gentlemen are doing to afflicted humanity and the great benefit our city is deriving from their location in our community. Have you ever stopped to realize what the Weltmer Infirmary means to our city, saying nothing of the good it is doing? The institution now has an average attendance, including students and patients, of about four hundred, each of which must pay \$10 per week for treatment and an average of \$5 per week for board, not including anything of the amount they spend among our various merchants for the incidental expenses. It will be seen that Nevada derives an income every month from the Weltmer Infirmary of upwards of \$25,000, and 90 per cent of it is spent right here in our city; and in justice to the Infirmary and our city, we may truthfully say that all the people who come here to be treated are people of means and belong to some of the best families in the country.

Everything about the Infirmary is conducted like clockwork. Every department is under the direction of a man or woman who is thoroughly familiar with the duties. Each and every professor in the depart-

ment of healing is a graduate of the highest honors and each individual is under the personal direction of Prof. Weltmer and Prof. Kelly.

People who have watched the American School of Magnetic Healing grow from its infancy can testify to the good it has done and the cures it has performed. It would have been impossible for these gentlemen to have built up such a large and lucrative business without accomplishing practical results.

To-day they occupy two large and commodious buildings on South Ash Street, and yet it is with difficulty that they wait upon the people that crowd their place of business daily. It is only recently that they purchased the large dwelling just south of the Infirmary and have fitted it up in the most elaborate manner as a private business office, leaving the other building for use in treating patients and a lecture-room for the students.

It may be of interest to our readers to note the fact that it requires the services of thirty-five typewriters and stenographers to handle the mail matter of the institution every day, and it keeps them hustling to do it. The merry click of typewriters is heard from morning till night, and every day thousands of letters speed away to their destination, some on a mission of absent treatment and others to answer the numerous inquiries concerning the treatments of patients for various ailments.

They are giving absent treatment to patients in every part of the world, and they now have as patients in their Infirmary men and women from England, France, Canada, and Old Mexico.

Prof. J. H. Kelly, the gentlemanly business manager, in conversation with the reporter of the *Mail*, handed us a letter from the wife of the Italian minister to Munich, Bavaria, and she expressed her intention of coming to our city in the near future to avail herself of the great benefits derived from Magnetic Healing. This was only one of the many letters he showed us from foreign lands.

The reporter asked Mr. Kelly what the indications were for Magnetic Healing in the future. He said: "Our business is increasing daily, and if we were so disposed, we could have more people here in twenty-four hours than would be possible for us to handle,

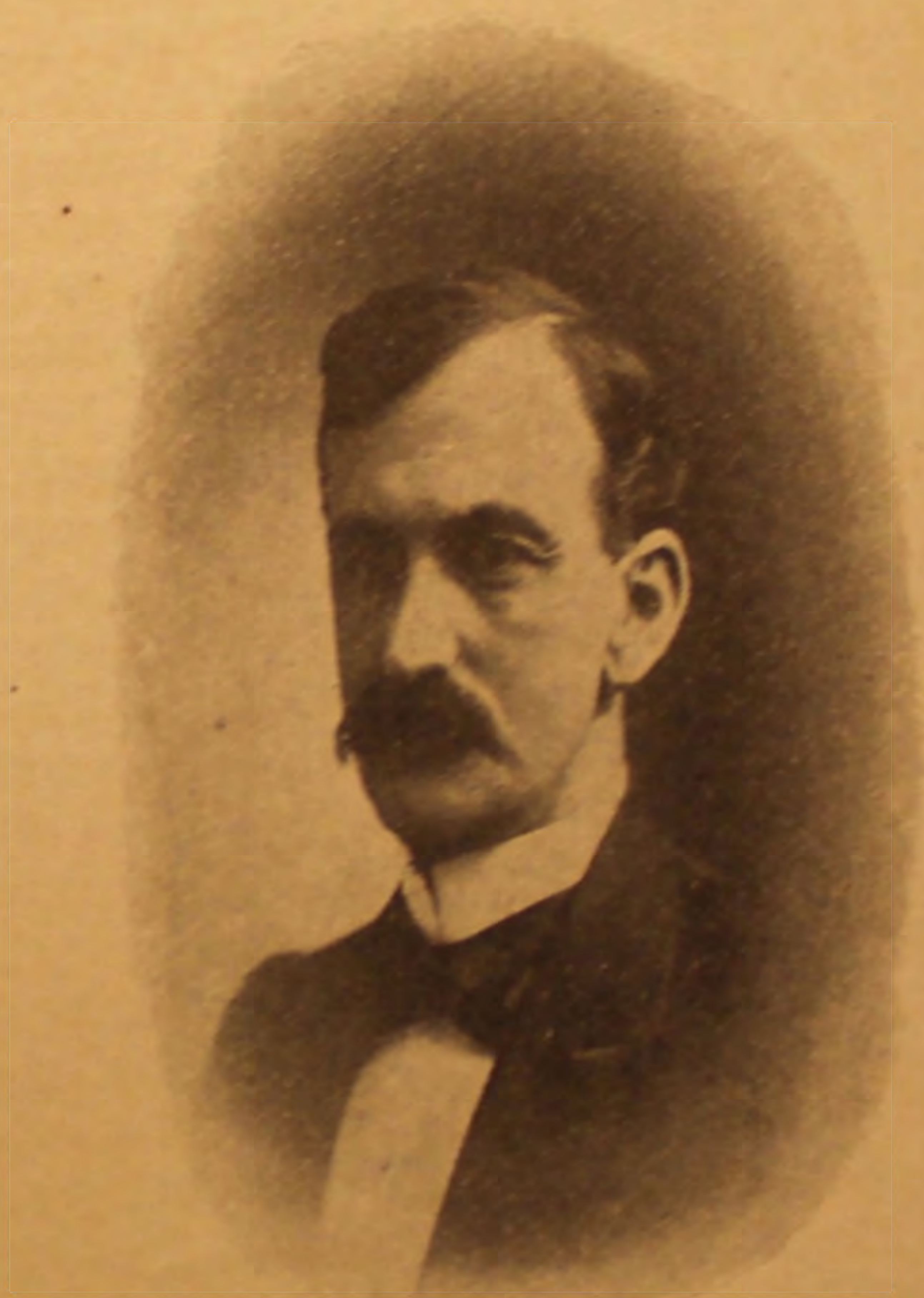
with our present capacity. We receive hundreds of letters daily from the afflicted, and as many from those who praise us for the marvelous cures we have performed, and we are more than convinced that we are doing a great good and that Magnetic Healing is yet in its infancy. During all our career in this city we have never yet treated a patient who was dissatisfied with the benefits received for the amount expended. Every patient who visits our Infirmary will be treated with the utmost courtesy, and our price is the same to everyone. It is particularly gratifying to Prof. Weltmer and myself to know that we have the hearty co-operation of the community in which we live. While we are doing much to relieve the sick and distressed, we have an eye to the welfare and interest of our city, and we will never lose an opportunity to improve it."

There are few people who are not aware of what Prof. Weltmer and Prof. Kelly have done for our city. Besides the many substantial improvements they have made, they have been lavish in their expenditure of money to relieve the distressed, when called upon, and have responded liberally to every call for aid in maintaining and building up the enterprises of our city.

There was never an enterprise located in our midst that is conducted on more broad and fair principles than the American School of Magnetic Healing, and the success it has attained in performing cures and advertising Nevada throughout the world is due alone to the untiring and zealous efforts put forth by the gentlemen at its head, Prof. S. A. Weltmer and J. H. Kelly. These gentlemen have received numerous offers of large sums of money to locate their Infirmary in other towns and cities, but they have preferred to remain in a city that has the brightest outlook of any place in southwest Missouri and cast their fortune among the best people in the world. Nevada ought to be proud of the American School of Magnetic Healing and that it is conducted by broad-minded, intelligent, progressive gentlemen.

WELTMERISM.

The New Era in Healing.



(From *Carter's Monthly*, May, 1899; written by John Carter, Editor.)

Ever since the birth of man, the theory has prevailed that man was born but to suffer and to die, and the chief thought of all those great men who have the interest of the human race at heart has been to study out plans to alleviate pain and extend life. The chief end of mankind has always been happiness, but without health happiness is impossible. Wealth, fame, and position are but hollow mockeries unless the bodily condition of the possessor is such as to enable him to enjoy these blessings. A man may be the possessor of millions, but if he is broken down in physical

health, he would gladly change places with the man at the plow or the delver in mines, if the change would insure him the same robust health as these men possessed.

Man has been the constant study of man, but even yet his inner self has been revealed to but few. The universal desire for health has made the practice of charlatans a lucrative business, and thousands have been beguiled by their glowing advertisements to consult them concerning bodily ailments. So often has the public been deceived by these pretenders that it naturally looks with suspicion upon any new principle that promises to heal the diseased. When a new science or method of healing the diseases of mankind has been discovered, the public naturally desires to know the fundamental principles upon which the science is based. Honest investigation of these principles is necessary before the public can receive enlightenment, and this article is the result of an investigation of a new and scientific principle of healing that is at the present time attracting world-wide attention.

Doubtless there are but few of the readers of this article who have failed to hear of the "Weltmer Method" of Magnetic Healing. The thousands of wonderful cures effected by this remarkable man have challenged the admiration and respectful attention of even those who may differ from him as to the force brought into play to effect these cures. Weltmerism has only been given to the world for two years, but in that time some seventy thousand people have been treated, either personally or by mail, for physical, mental, or moral disorders. The remarkable cures effected led the writer to investigate for himself the principles underlying the system. Desiring to be in close touch with the outward workings of the new science, I accepted the cordial invitation of Professor Weltmer to visit his institution, the American School of Magnetic Healing, at Nevada, Mo. I found such abundant truth of the new science as to amaze me. Nothing was hid, and in talking to a number of the hundreds who were in attendance to receive relief from bodily ailment, I was as much astonished by the simpleness of the treatment as I was with its wonderful efficacy. So strongly was I impressed with the potency of the "Weltmer Method" of Magnetic Healing that I felt it

my bounden duty to do my part in publishing to the world the truth concerning this great principle. I feel certain that if the readers of these pages will investigate for themselves with an honest desire to learn the truth, they will be convinced of the honesty of the purpose of Professor Weltmer, and see abundant proof of the power of the new science.

In the perusal of this article let me ask the reader to lay aside all prejudice, and determine to give the subject in hand that earnest consideration its importance warrants. I realize that the subject of Magnetic Healing is unpopular with thousands of people who may read these lines, for public prejudice has wielded so strong an influence over the minds and hearts of the people that many of them are not willing to see the truth clearly, it matters not how reasonable, or how far-reaching in its good the principle might be. This selfishness of wrapping one's self around with personal prejudice is manifestly wrong, and is retarding the growth and development of the human mind, and consequently the human race. Any principle that will, by its workings, elevate and ennoble mankind, by the purification of mind and body, is of divine origin and should receive the support, or at least the consideration, of all those who seek to advance the kingdom of God upon earth.

Less than three years ago Magnetic Healing was comparatively unknown to the world. To-day the Weltmer Method is famous in all parts of the world. Professor Weltmer has made the science a subject of deep study for over twenty years, although it is but recently that he had made the result of his research public.

A little over two years ago Professor Weltmer went to Nevada, Missouri, to administer to the diseased in body as a magnetic healer. His success since locating in Nevada has been phenomenal. Thousands upon thousands of people, suffering from all kinds of diseases, have come to him for relief. Up to the present writing nearly twenty-four thousand people have received personal treatment from Professor Weltmer, receiving in all one hundred and forty thousand treatments. Now that the demand for this treatment is so enormous, it has become necessary to call assistants to his relief, some sixteen of whom are now employed

in the Infirmary. Counting the treatments given by these assistants, all of whom are regular graduates of the Weltmer Method, there have been over thirty thousand people treated. By far the largest part of the business is absent-treatment cases, which number over fifty thousand at the present time, and cover a territory extending into forty-two countries. Thus it will be seen that the Weltmer Method of Magnetic Healing has been tried by some eighty thousand people. The large per cent of cures of the number treated is remarkable. This per cent is just as large among the absent-treatment patients as among those who attend the Infirmary for treatment, thus showing the efficacy of conveying the mind force to any patient, though thousands of miles intervene between the healer and patient.

It has remained for Professor Weltmer to give to the world that which scientists of all ages have ever studied for. By his great discoveries, impossibilities of yesterday are realities of to-day, and place him in the front rank of great benefactors of the human race. The cures effected by him have perplexed the most eminent physicians of the United States and Europe. Nearly all the cases coming to the Infirmary for treatment are chronic cases, most of which have been given up by the physicians as hopeless. Hundreds of these same cases have departed from Nevada completely cured, which fact is carrying conviction to the minds and hearts of hundreds of physicians who have been interested in the condition of the patient.

Many of these physicians, though hedged about by the prejudices which abound with the medical fraternity, have come to the Weltmer Institute for special instruction and training in the Weltmer Method. Many of these physicians are now practicing Magnetic Healing exclusively, thus opening the way for the new science to take its place as a recognized factor in the healing of bodily diseases. The testimonials of these physicians would be interesting reading were it within the province of this article to present such proof.

Not only is the medical fraternity becoming interested in Magnetic Healing, but the truth of Professor Weltmer's teaching is forcing conviction to the hearts of many of God's ministers, who are supplementing

their preaching with the doctrine of healing, and are carrying relief to many of their congregations. So true to the teachings of the Master is the science of Magnetic Healing that it hardly seems possible that ministers of the gospel should hesitate to accept the new teaching as a direct message to them for use in their ministry. Those ministers who have investigated have gone away filled with the desire and purpose to use Magnetic Healing in their work for the Master.

To visit Professor Weltmer in his home is a boon and a privilege that all would appreciate. He is possessed of a quiet, refined, and scholarly disposition, and his strong personality is apparent the moment you commence to speak to him. His tastes are cultivated, and he has surrounded himself with all that is beautiful in art, literature, and music. He is a close student of literature, and the modern authors are his favorites; besides, they appeal to his practical nature. He is blessed with a wife and five children, and all the children possess, to a remarkable degree, the same wonderful ability as their father. Professor Weltmer's whole soul is in his work, and his conversation with me was animated with his earnestness of purpose. It was almost pathetic to hear him tell of the many difficulties he had encountered before success rewarded his efforts. He had studied medicine, preached the gospel, and taught in our public schools, but there was a longing in his heart for something that seemed unattainable; some power was striving within him to make himself known and understood. It was only after more than twenty years of study that the light shone into his mind, bright as the noonday sun. Then he understood the power within him, and since that time this power has been exercised for the relieving of pain and the uplifting of humanity. Wealth and honor is now his, but he only uses his wealth as a faithful steward of the One whose work he is doing.

I esteem it a privilege to have been enabled to visit this remarkable man, and see for myself the work he is accomplishing. He is bringing blessings to thousands, and his teachings alone, even if shorn of all results in the line of healing, would make the life of man better for having learned them. His doctrine

teaches man to think, and broadens his comprehension of God's infinite love.

More than twenty-five years ago Professor Weltmer was a sufferer from that dreaded and so-called incurable disease, consumption. Doctors and medicine failed to cure him, and he decided to cure himself, even after he had lost his voice. Being an assiduous investigator, he soon found the secret of regenerating the body, and in the short space of two months he had regained his health by simply relying on the God-given forces lying dormant within himself and in every creature born into the world. He decided to go deeper into these mysteries, and if his theories proved correct, to give the world the benefit of his knowledge. He was a man in poor circumstances financially, but by devoting all of his spare time to the study and perfection of his system, at the end of a quarter of a century he commenced to put into practice his discoveries, and found the fondest dreams of youth more than realized.

EYES OF THE AFFLICTED TURN TO NEVADA, MO.

**Weltmer's Method of Magnetic Healing At-
tracts the Sick and Suffering from
All Parts of the Country, and
Even Across the Water.**

**Bankers and Business Men of the Town Declare Their
Belief in the Merit of the Treatment.—Some
Testimony as to Cures.**

(*St. Louis Republic*, June 18, 1899; Special Corre-
spondence.)

Nevada, Mo., June 16.—Just now the eyes of the sick and afflicted in all parts of the world and especially in Missouri and adjacent States, are turned hopefully toward Nevada, whence reports of remarkable cures effected through the system of Magnetic Healing taught and practiced by Prof. S. A. Weltmer are emanating daily.

Victims of disease in its most malignant forms—sufferers who have tried all the remedies known to medical science—are flocking to the quiet little Missouri city to try as a last resort the treatment which so many declare has freed them from ailments that promised to end their lives or inflict life-long pain and inconvenience.

At the hotels, in the stores, on the streets—no matter where one goes in Nevada, he hears, as the principal topic of conversation, about Weltmer and his method of healing. It is natural to suppose that the spirit of skepticism would predominate, concerning this man and his reputed power to heal the ills that flesh is heir to, but just the opposite is true in the town where he lives and treats the sick. Of a score or more of the prominent business men of the community, whose stores and offices are located on the principal streets of the town, not one had anything but

praise to offer for Professor Weltmer, when they were asked for their candid opinion of his ministry among the afflicted. Even the druggists, who depend so much upon regular physicians in their pursuit of a living, and therefore for business reasons would be expected to decry anything which tended to encroach upon the field of the doctors, have a good word for him. One of them, C. G. L. Ritchey, said:

"From all I can learn, Weltmer and his assistants are doing a great deal of good. People from all parts of the country come into my store while they are under treatment, and tell me how they have been healed or benefited. While I have had no occasion to undergo treatment, I firmly believe in the method."

Colonel Harry C. Moore, a former president of the Commercial Club of Nevada, and the proprietor of one of the largest and most prosperous dry goods establishments in the town, declared, when he was asked for his views, that he considered the achievements of Professor Weltmer and the staff of healers who work under his direction nothing short of wonderful.

"Every day persons come into my store who are under treatment," he added. "Generally they are women. I have never heard one of them express anything but satisfaction with the results of the treatment. Many of them are boundlessly enthusiastic, and say that they have been healed of diseases which they never had hoped to get rid of. I believe Weltmer and those who are assisting him are accomplishing some marvelous cures."

This statement is expressed in the remarks of many others among Nevada's substantial citizens who are brought into personal contact with those who seek treatment at the Weltmer Institution. A very different opinion might have been obtained something more than two years ago, when Professor Weltmer and his business manager, Professor J. H. Kelly, arrived in Nevada on a mission of healing. They had started from Sedalia, Missouri, on a tour of Missouri towns. Nevada was the third place they had stopped. With very little money in their pockets, but a great deal of confidence in their ability to help the sick, they started out bravely to demonstrate their claim that they could heal disease in its most virulent form.

Success such as few men attain has followed the practice of their method of Magnetic Healing. To accommodate the demand for treatment, they have been compelled to open a sanitarium, in which fifteen healers—thirteen men and two women—are kept busy constantly. Before he had been in town two months, Professor Weltmer realized that he would not be able to attend to all the unfortunates who were coming to him for treatment. He established the American School of Magnetic Healing, with himself as president and Professor Kelly as secretary and treasurer, and entered actively into teaching the principles of his method.

Now there are never less than fifty or sixty in the class which is studying the Weltmer Method. Seven physicians are among the students at present. From 8 in the morning until 6 at night the building is thronged with patients and those who call to make inquiries. It is sufficient to arouse the enthusiasm of the most indifferent person to see the life and activity about the place. Faces that appear unusually bright and cheerful greet one on every side, and there seems to be an elixir of hope in the very atmosphere.

Probably the busiest spot on the place is Professor Kelly's office. Here nine or ten ladies are engaged from morn till night in answering letters and conducting the secretary's branch of the correspondence. From the moment that Professor Kelly arrives until he departs there is a stream of persons at his door, awaiting an audience with him. A page admits one at a time. In the course of ten minutes' chat with Professor Kelly there were not less than fifteen interruptions. One of those who came for a word with the secretary was Judge C. C. Fleener, of Nevada. For the benefit of the newspaper man, the Judge told his experience with the Weltmer method.

"I was wounded in the Mexican War at the battle of Buena Vista, and for fifty years suffered more or less with my eyes," said he. "Then I became afflicted with rheumatism, and between the two I spent half of what I was worth trying to get cured. When Professor Weltmer struck town, I told my wife I thought I'd have him treat me. She said it would be throwing away money, and tried to dissuade me. But I

hadn't had a good sleep for years and was in constant pain, so I was determined to let him try his Magnetic Healing on me. I figured that if it did not relieve me, I would surely be no worse off.

"I went to see him, and he examined me. Before he had finished, I felt better. When I started away, he said: 'You'll get a good sleep to-night.' I didn't believe him, but I knew he had benefited me. That night I went to sleep almost as soon as I touched the bed. The next morning my wife had to awaken me for breakfast. It was a thing she hadn't done for years. Another treatment or two, and I was entirely free from the neuralgia and the rheumatism, and I haven't felt either since.

"The doctor who had been treating me told me it was imagination that had worked the change, and that the Magnetic Healing was a humbug. 'Well,' I said, 'if it's imagination, then it's done more than you could do.' He hasn't said anything to me about imagination since."

Professor Kelly's desk is filled with letters from persons who have taken the treatment, and who testify, over their signatures, to the benefits they have derived.

One received in the early part of June, from Margaret L. Saunders, associate pastor of the Methodist Church at Coffeyville, Kas., is a fair specimen. She declares that after two physicians had told her that part of one of her lungs was solidified and that both lungs were in very bad condition, she went to Nevada feeling that she would never return to Coffeyville alive.

"I came with the expectation of being taken home a corpse, and I brought the necessary clothing in which to be laid out," she writes. "I told my mother what songs I wished sung at my funeral and whom I expected to act as pall-bearers upon that occasion."

After commenting upon being healed at the Sanitarium, she says: "I know that if by the power of God I could be cured, the same power is able to keep me healed. I am well and happy and know that I shall remain so."

Mrs. Ellen Huestis, mother of the writer of the letter, adds her testimony to that of her daughter, corroborating the story of the cure.

"We treat from 350 to 400 here at Nevada all the time, and 4,000 persons are taking the absent treatment, which is conducted by mail," said Professor Kelly, as he replaced the letter from Coffeyville in the envelope and picked up another. "Here is one from the Countess de Foresta, written from Munich, Bavaria. She tells us that she believes her little boy, who is under absent treatment, is improving. Persons correspond with us and receive treatment from all over the world. We have patients in almost every country. And many persons come from a great distance to be treated here. We have three who came from England.

"I have a letter here from A. T. Bartlett, an old soldier, who writes that he was discharged from the Army in 1862 because of a weak heart. We have treated him, and he declares that relief was immediate and that he is cured." This letter was from Sparksville, Ky.

"It must be taken into consideration, when the value of the cures effected by the Weltmer Method is weighed," resumed Professor Kelly, "that in nearly every instance the case has been pronounced incurable by physicians, and the sufferer comes here as a last resort. We make no exceptions in diseases. Everything yields to the treatment. I have seen tumors melt away in a week. Not an instrument is used, nor is a drop of medicine given. Kidney disease and rheumatism, defective eye-sight and even blindness—these and all other afflictions and ailments go down before the treatment. Men come here and are carried from the train. When they depart, they walk to the station.

"Citizens of Nevada will testify to the cures we have effected. The persons who come for treatment are not kept at the Sanitarium. We locate them with private families, or, if they choose, they may go to a hotel. In this way they come in contact with the people of the town and give free vent to their opinion of the treatment. Men who laughed at us and cried 'Fake!' a year ago are coming around to be our staunchest supporters.

"One of the best evidences of the permanency of the cures which we effect is found in the number of those who have begun to practice Magnetic Healing

since we have come here. They have been attracted from every quarter. Many of those who took the Weltner course of lectures are succeeding remarkably in their practice. Physicians realize the value of the method and are studying it. Seven are in the lecture class now.

"Nevada has come to believe in us, because there was no way out of it. When a man is healed of some terrible disease, he is very apt to spread the news and tell where he found the cure. That is the secret of the phenomenal demand for treatment which has arisen.

"In two years our practice has enlarged to such an extent that in addition to the Sanitarium building we occupy a two-story building as a general office. Thirty-five stenographers are employed by us to attend to our mail business. Letters come in such numbers that we find it necessary to ship a car-load of literature pertaining to the school and the treatment every month. We have in all about seventy-five employees. It seems to me that such a growth speaks more for the Weltner Method than volumes of testimonials."

The Sanitarium, or Infirmary, as it is also termed, is an imposing three-story structure, at 206 South Ash Street. It is well lighted and ventilated and is furnished to the utmost with a view to the comfort of the patients. Attendants are at every hand to minister to the wants of those under treatment.

THE TRIUMPH OF THE AGE.

The Remarkable Scientific Discovery of Prof. S. A. Weltmer Places Health and Happiness Within the Reach of All.

The Remorseless Ravages of Disease Immediately Arrested; Even the Hand of Death is Stayed,—The Wonderful Results Obtained through this Treatment Are Unparalleled in the History of the World.

After Years of Fruitless Search for Health, Hundreds and Hundreds of Well-known People of This and Other States Have Been Permanently Restored by This Mighty Curative Agent.

The mighty aggregation of phenomenal cures performed by Prof. S. A. Weltmer during the past few years have never been equalled in any age. People by the scores and by the hundreds and thousands, afflicted with every imaginable disease, have found found health and happiness through this marvelous method. Many who had almost completely wrecked themselves by the poisonous decoctions so extensively used by doctors, and after battling for years with the combined power of medicine and the grim destroyer, have been permanently restored by the Weltmer Method. The

statements in this journal are in every instance duly signed by the patient, and their correctness is guaranteed, and can be fully substantiated. We select but a few of these statements from many thousands, and will add that in no instance whatever is a single statement embellished in any way.

When starting into business, if you are in a town where you are a comparative stranger, the first thing for you to do is to get acquainted with some of the best people in the town, and especially some of the business men. If the town has a commercial club or business men's club, it is a good idea to get before this club and state what your business is, how you intend to conduct it, and ask them for their support on the ground that it will be a good thing for the town. If your business develops into any proportions, it will be of great benefit to a town; hence you have every right to ask for the support of the business men. You should call on the mayor and tell him just what you intend to do, and ask his opinion of the best place for your location, the ideas the people hold in regard to Magnetic Healing, etc., in order to prepare

yourself for the conditions which will immediately surround you.

You should tell all with whom you come in contact that you intend to conduct your business in a legitimate manner, in such a way that it will deserve the support of all the business men, and you should rigidly adhere to this intention, for by it you will get the support of those who will be in a position to do you a great deal of good.

You should obtain recommendations as to your character, business integrity, etc., from your home people, so that you can show these to the business men of the town in which you intend to locate. Such recommendations will go a long ways towards establishing confidence in the minds of those who do not know you. You should call on the different newspaper editors of the town, and state your business as referred to above; show them your recommendations from the editors of your home papers. You should dwell upon the fact that your business will require a great deal of printing, and that you intend to do all of your business with the offices in the town in which you locate. If your business is successful, you will have enormous quan-

tities of printing matter to procure, and this will go towards winning the good-will of the papers of the town.

You should make arrangements with the principal papers to have a write-up, and if you can convince them that you are deserving and that there is a probability of your business amounting to something, you will be able to procure your write-ups free. Your write-up is of great importance, as it is an announcement to the public that you are in town prepared to begin business; it tells who and what you are, what you can do, etc. For this reason you should use great care in the reading matter of your write-ups; stating as clearly and explicitly as possible everything in regard to yourself and your business that the public needs to know. The sample write-ups which are given herein are some that have proved very successful, and while they cannot be used *verbatim* for anyone else, they give an idea of what is needed. A write-up that will do for one man would probably not do for another; hence you should write them yourself, or have the editor of the paper write them for you.

DOES ADVERTISING PAY?

The following is taken from a pamphlet issued by the Sawyer Publishing Co., Waterville, Maine, and shows the result of legitimate advertising:

“The road to wealth seems to be the one that most people aspire to, yet few get on that road. The great mass of population, after a few years of vain trying, lose their ambition and become reconciled to the status of the lifelong toilers.

“The road to riches is very narrow, which in plain English is this—there are very few lines of business or professions that lead to wealth.

“Stock operators (erstwhile gamblers in shares) sometimes achieve great riches. But only the cleverest of people can win at that game, and the pathway to success is strewn with suicides and victims of mental disorders, representing those whose brains could not stand the excitement of the ups and downs of the business.

“Some manufacturers become rich, also coal, ice and gas merchants, also real-estate dealers and money-lenders.

“But the real up-to-date road to wealth

lies in those interests which depend upon advertising for their promotion. We could call off the names of successful advertisers by the hundreds from memory, and if we have time or inclination to go into statistics, we could show many merchants in every city who owe their success primarily to advertising.

"To-day, the most fertile portion of the field is that which is known as mail-order advertising. We cannot, however, point to a long list of wealthy men who attribute their success to mail trading, for the simple reason that it is a new business, comparatively.

"Some of those who have made fortunes in the short existence of the business (within twenty years) are E. C. Allen, Dr. R. V. Pierce, R. W. Sears, P. O. Vickery, Montgomery Ward and partners, the proprietors of *Youth's Companion* (whose mail-order premium department has been its main stay), H. A. Gripp, the proprietors of *Christian Herald* (whose real success has been with premium merchandise), Dr. John H. Woodbury, C. E. Ellis (on premium merchandise), Prof. F. C. Fowler, R. L. Spencer, Sidney Thompson (World Mfg Co.),

Mr. Conant (Blaine), F. M. Lupton (on cheap books and notions), and dozens of others. Five years hence we can give you a list of fifty who have accumulated fortunes during the next sixty months in mail-order trading. Mind you, we are talking now about fortunes of \$50,000 and upwards. The number of mail-order advertisers who are actually making over \$5,000 a year is greater *pro rata* than in any other line of business.

“We are not talking theory, but practice and result. The great money-making field of to-day, for bright men, is in mail-order advertising. The fellow who cries, ‘It’s overdone,’ would make the same cry all the louder if he tried to make headway in any other line of business, and the wail is not to be considered.

“Here in the United States and Canada we have very nearly one hundred million (100,000,000) people. You can reach them all. Pay no attention to the cynic who calls attention to the babies in arms and Italians who can’t speak any English except, ‘Buy-a-banan’a-centa.’ Even these are reachable, for if they cannot read your ad, you may find agents by mail who will reach

them. The baby needs certain commodities, likewise the Dago, and every other human being.

“Just remember this: If a profitable mail-order business could be established in a week, everybody would rush into it, and the result would be about as disastrous as the condition suggested at the opening of this pamphlet.

“To get established in a paying mail-order business requires brains and time. Some money is also needed; yet, if that is not plentiful, the business can be started on a very small scale and gradually developed. Personal attention and a clear head are essential, all the while. Just a little speculation is occasionally needed, but not much. Don't get into the plunging mania, as that has swept away several excellent mail-order enterprises.

“In starting a mail-order business, everything will seem to move along slower than you expected it. You may find your ad ('ad' is not yet allowed as a word by Webster, but soon will be) does not yield as plentiful results as are desired, and some altering is necessary. Perhaps your circular matter needs revision in parts. Nu-

merous perplexities and awkward conditions arise at the outset, and must be remedied.

“Here is a critical period.

“Timid would-be mail-order dealers often find they are making slow progress, become discouraged, and drop out of the race. That’s the way in every walk of life. Some people expect to succeed because they are good-looking, or because their ancestors came over in the ‘Mayflower,’ but find they don’t get ahead much. Prepare beforehand for a mighty mean spell between the experimenting and the establishing. It may take two months to get things right, it may take two years. If you don’t feel that you can exercise patience, don’t start. If you jump right into success with your ad, you will be like one of the few winners in a lottery.

“. After you have decided, go ahead carefully and intelligently. If you operate skilfully, you should be able to pay expenses during the second half of the first year’s business. In the second year you should make some financial headway. By the end of two years, having started with \$1,000, you should be making from \$5,000

to \$10,000 a year, with constantly increasing profits. We have already said we are not talking theoretically, but from the knowledge of the way dozens of others have succeeded.

"Be careful about the way you describe things, be prompt in filling orders, etc. The Government maintains a branch of the United States Attorney-General's office for the Postoffice Department, also a detective bureau. These two offices must be kept busy. Men are employed in them for the purpose of detecting and stopping what they deem to be advertising frauds. By peculiar laws that have crept on the statute-books they are given a power second only to that of the Czar of Russia or the military of France; that is, they can break up a mail-order business by a stroke of a pen, and appeal from their actions is like the appeal of those who have fallen under the ban of the Czar or the French Army chiefs. We do not criticise the well-meant motives of prosecuting and detective forces of the postoffice service; we simply call attention to their self-boasted and practiced power, and say that the person who wishes to stay in the mail-order business

must be strictly correct in descriptions and methods. Upon the whole, we believe this is a good thing for the business, as it tends to assure the public of the genuineness of the claims and methods of those who are engaged in it. Just as we are led to believe in the reliability of our banks, so are the public taught to believe that mail-order advertising concerns must be honestly operated, otherwise they would not exist. Therefore, in starting a business in this line, aim to criticise your advertisements, circulars, and *modus operandi* as strictly as you would criticise the management of a bank in which you had several thousand dollars on deposit."

THE BEST PAPERS TO USE.

There are nearly twenty-five thousand mediums in the United States and Canada through which you can advertise. Whether or not each and all will pay you, is a question for you to decide; but as you cannot enter all these mediums at once, the thing for you to do is to select the best at first, and as your advertising begins to prosper enlarge the field. The best way to do is to

place your advertising in the hands of a general agency. There are many advantages in this, as the agent will be known to all the publishers, and he has a complete system with thorough and experienced operatives for carrying out all contracts with the different publications, seeing that the advertisements are inserted properly and attending to the thousand and one details which accompany all forms of advertising. The agent will be competent to advise you as to what mediums will probably pay best to start in. He can secure you lower rates than you can get yourself, and he can also write the ads. for you. For this he will charge you a commission of 10 or 15 per cent, but it is money well invested, as he understands thoroughly what he is doing, and may save you thousands of dollars.

To make it perfectly clear to the reader how it is that he can secure the services of an advertising agent and still secure his advertising as cheaply or even cheaper than he could were he to place it alone, we give the following illustrations: We will assume that you desire to place a fifty-line ad. in *Ainslee's Magazine*. By consulting the table given on page 76, you will see that

if you place this ad., it would cost you \$37.50. This is at what is termed "card rates." The agent usually receives a discount of 15 per cent from the publisher, and we will assume this is the discount allowed to agents by *Ainslee's*. At 15 per cent discount, the agent pays \$31.87 for the ad. For placing it he charges you 10 per cent, or \$3.19; this plus the cost of the ad. brings the totals cost to \$35.06 (\$31.87 plus \$3.19.) Had you placed the ad. yourself, it would have cost you \$37.50, besides the time and trouble attending to it; with the agent's services you have avoided all this trouble, have received probably better service than you could have obtained alone, and have saved in money \$2.44. You should by all means transact business through an agency if possible. This will take a good deal of work off your hands, and will give you some time for the office work which will most assuredly occupy every available moment. You should use great care in selecting your agent; and be sure to get one who stands well in the advertising world, as he will be able to give you better rates and better service in every way. If you desire the names of agencies, write to several

advertisers and ask them who their agent is, stating that you are about to enter the mail-order field and desire to select an agency. You will receive the names of several agents in this way, and then, by communicating with them, or calling upon them personally, you can decide which one you will deal with first.

The best thing you can do is to place everything in the hands of the agent, simply limiting him to the amount of money you desire to spend. Place your case in his hands as you would were you consulting a lawyer about a lawsuit. Tell him your true situation, financially and otherwise. He will then decide upon the space to be placed in each medium, the number of mediums, etc., according to the amount of money you have to invest.

It is best to lay your ads.; that is, have a check letter so that you can tell how each medium pulls. For instance, you would say, "Address Jno. Jones, Saginaw, Mich. Dept. 4." Department 4 referring to the paper in which this ad. appears. In another paper you can have Dept. 3; in another, Dept. 2, etc. By having a book in which you keep a record of the papers in which you adver-

tise, and in it placing the number of inquiries you receive from these papers, at the end of the month you can see which paper has pulled best, and thus gain some idea of its value to you as an advertising medium. The paper which gets the most inquiries, however, is not always the best medium. You may receive fifty inquiries from one paper and a hundred from another, but get more money from the fifty inquiries of one than from the one hundred of the other. This, of course, must be taken into consideration.

Below is given a large list of magazines and monthlies, their place of publication, circulation and rate per agate line, taken from a recent number of the *Mail Order Journal*, Chicago. Fourteen agate lines make an inch; hence by multiplying the rate given by 14, you will find out how much a 1-inch ad., a column wide, will cost you for one issue. To the beginner, many of these rates may seem exorbitant, but these publications can charge these rates only because the ads. contained in them are profitable to the advertiser.

Name.	Place.	Circulation.	Date of cl's'g.	Rate Line.
Ainslee's Magazine.....	New York, N. Y.....	140,000	1st	80 75
Agricultural Epitomist	Indianapolis, Ind.....	300,000	15th	1.00
American Boy.....	Detroit, Mich.....	90,000	10th	.50
American Business Journal, Beaver Springs, Pa..	Beaver Springs, Pa..	20,000	25th	.10
American Farmer.....	Indianapolis, Ind.....	250,000	1st	.50
American Girl.....	Cincinnati, O.....	100,000	20th	.50
American Homes.....	Knoxville, Tenn.....	15,500	12th	.20
American Monthly Herald..	Beaver Springs, Pa..	24,500	25th	.10
American Queen.....	New York, N. Y.....	300,000	1st	1.50
American Woman.....	Augusta, Me.....	1,000,283	5th	4.00
Atlantic Monthly.....	Boston, Mass.....	15,000	1st	.30
Argosy.....	New York, N. Y.....	136,012	20th	.75
Babyhood.....	New York, N. Y.....	15,000	20th	.30
Badger.....	Milwaukee, Wis.....	35,000	26th	.20
Black Cat.....	Boston, Mass.....	150,000	1st	.60
Boyce's Monthly.....	Chicago, Ill.....	1,000,000	15th	3.00
Broadway Magazine.....	New York, N. Y.....	105,000	5th	1.00
Canadian Magazine.....	Toronto, Ont.....	25,000	15th	.20
Century.....	New York, N. Y.....	110,000	30th	1.75
Chautauquan.....	Cleveland, O.....	65,000	8th	.50
Cheerful Moments.....	New York, N. Y.....	300,000	15th	1.25
Clifton Monthly.....	Waterville, Me.....	100,000	15th	.40
Colored American Magazine, Boston, Mass.....	Boston, Mass.....	14,678	18th	.15
Comfort.....	Augusta, Me.....	1,170,121	15th	5.00
Cooking Club.....	Goshen, Ind.....	23,170	20th	.10
Co-operative Magazine.....	Chicago, Ill.....	100,000	20th	.25
Columbian.....	Boston, Mass.....	refused	10th	1.50
Conkey's Home Journal....	Chicago, Ill.....	200,000	20th	.80
Cosmopolitan.....	New York, N. Y.....	350,000	1st	2.00
Cosmopolite.....	New York, N. Y.....	50,000	15th	.35
Delineator.....	New York, N. Y.....	641,538	10th	3.00
Designer.....	New York, N. Y.....	213,665	13th	1.00
Donahue's Magazine.....	Boston, Mass.....	47,300	12th	.80
Elliott's Home Magazine...	Chicago, Ill.....	50,000	25th	.25
Everybody's Magazine.....	New York, N. Y.....	100,000	1st	.60
Everywhere.....	Brooklyn, N. Y.....	30,000	20th	.20
Every Month.....	New York, N. Y.....	50,000	10th	.30
Facts and Fiction.....	Chicago, Ill.....	75,000	25th	.20
Family Circle.....	Minneapolis, Minn...	200,000	28th	.75
Family Physician.....	New York, N. Y.....	100,000	25th	.50
Farmers' and Planters' Guide.....	Baltimore, Md.....	15,000	28th	.10
Farm News.....	Springfield, O.....	100,000	20th	.50
Fashions.....	Philadelphia, Pa....	225,000	10th	1.25
Fashion World.....	New York, N. Y.....	250,000	15th	.50
Farm Journal.....	Philadelphia, Pa....	467,525	10th	
March.....				3.00
Jan., Feb., April, Nov., Dec.....				2.50
May, June, July, Aug., Sept., Oct.....				2.00
Farm and Trade.....	Nashville Tenn.....	20,000	5th	.10
Farmers' Wife.....	Winona, Minn.....	11,000	25th	.05
Garden and Farm.....	Chicago, Ill.....	60,000	15th	.30
Gentlewoman.....	New York, N. Y.....	400,000	15th	1.50
General Information.....	Binghamton, N. Y...	10,000	21th	.25
Gloss of Fashion.....	New York, N. Y.....	200,000	12th	.75

Name.	Place,	Cir- cula- tion.	Date of Cl's'g.	Rate Line.
Good Housekeeping.....	Springfield, Mass....	25,000	10th	.30
Good Literature and Peo- ple's Home Journal.....	New York, N. Y.....	846,000	10th	2.50
Gray Goose.....	Franklin, O.....	40,000	15th	.20
Gunnell's Monthly.....	Toledo, O.....	25,000	22d	.25
Harper's Magazine.....	New York, N. Y.....	150,000	5th	1.75
Happy Home.....	Columbus Junc'n, Ia.	30,000	25th	.10
Hearthstone.....	New York, N. Y.....	800,000	18th	2.25
Heidelberg Teacher.....	Philadelphia, Pa....	10,500	15th	.12
Home Circle.....	East Orange, N. J..	100,000	20th	.40
Homefolks.....	Chicago, Ill.....	50,000	25th	.30
Home and Flowers.....	Springfield, O.....	130,000	10th	.50
Home Cheer.....	New York, N. Y.....	104,800	1st	.30
Home Courier.....	Cincinnati, O.....	141,857	20th	.50
Home Life.....	Chicago, Ill.....	300,000	25th	1.00
Home Magazine.....	Washington, D. C....	200,000	18th	.75
Home Magazine..	New York, N. Y.....	75,000	10th	.50
Home Monthly.....	New York, N. Y.....	400,000	20th	1.50
Home Queen.....	Waterville, Me.....	400,000	18th	1.25
Home Talk.....	New York, N. Y.....	125,000	10th	1.00
Home Visitor.....	Philadelphia, Pa....	200,000	20th	1.00
Household.....	New York.....	103,162	15th	.65
Household Companion.....	Boston, Mass.....	26,500	20th	.15
Household Guest.....	Chicago, Ill.....	515,416	25th	1.75
Household Journal.....	Philadelphia, Pa....	100,000	20th	.50
Household Realm.....	Chicago, Ill.....	50,000	25th	.25
Housekeeper.....	Minneapolis, Minn..	165,342	10th	.65
Housewife.....	New York, N. Y.....	100,000	10th	.50
Hours at Home.....	New York, N. Y.....	200,000	18th	.85
Illustrated Companion.....	New York, N. Y.....	331,750	15th	1.25
Illustrated Youth and Age.....	Nashville, Tenn.....	50,000	25th	.25
Inland.....	St. Louis, Mo.....	100,000	15th	.50
Junior Munsey's.....	New York, N. Y.....	185,000	23rd	1.00
Kvinden og Hjemmet.....	Cedar Rapids, Iowa..	70,000	15th	.15
Ladies' Home Journal.....	Philadelphia, Pa....	928,000	15th	6.00
Ladies' Journal.....	Toronto, Can.....	24,150	5th	.30
Ladies' Magazine.....	Toronto, Can.....	20,000	18th	.22
Ladies' World.....	New York, N. Y.....	479,500	1st	2.00
Land of Sunshine.....	Los Angeles, Calif..	9,500	25th	.11
Lane's List.....	Augusta, Me.....	724,222	25th	2.75
Leisure Hours.....	Philadelphia, Pa....	25,000	15th	.40
Leslie's Popular Monthly.....	New York, N. Y.....	183,014	25th	1.00
Ledger Monthly.....	New York, N. Y.....	100,000	25th	.23
Little Folks.....	Boston, Mass.....	50,000	10th	.50
Lippincott's Magazine.....	Philadelphia, Pa....	45,000	1st	.75
McClure's Magazine.....	New York, N. Y.....	360,000	1st	2.00
McCall's Magazine.....	New York, N. Y.....	250,000	10th	1.00
Mayflower.....	Floral Park, N. Y..	301,295	1st	1.25
Mail Order Monthly.....	St. Paul, Minn.....	250,000	28th	1.00
Metropolitan Magazine.....	New York, N. Y.....	135,000	6th	1.00
Met'opolitan and Rural Home.....	New York, N. Y.....	500,000	20th	2.00
Midland Review.....	Chicago, Ill.....	25,000	25th	.15
Missouri Valley Farmer.....	Topeka, Kas.....	100,000	5th	.40
Modes and Fabrics.....	New York, N. Y.....	325,000	25th	1.25
Modern Priscilla.....	Boston, Mass.....	60,000	1st	.40
Modern Culture.....	Cleveland O.....	70,000	7th	.50
Modes.....	New York, N. Y.....	70,000	15th	.40

[illegible]

[illegible]

Name.	Place.	Circulation.	Date of Clk'g.	Rate Line.	Value Line.
Modern Stories.....	New York, N. Y.....	327,000	18th	1.25	1.75
Modern Woodman.....	Chicago, Ill.....	614,464	15th	2.00	1.50
Munsey's.....	New York, N. Y.....	605,000	25th	3.00	1.10
New Ideas.....	Philadelphia, Pa.....	170,218	15th	.75	1.50
National Illustrated Mag.....	Washington, D. C.....	20,000	25th	.25	1.50
National Magazine.....	Boston, Mass.....	60,000	10th	.20	1.20
New England Magazine.....	Boston, Mass.....	20,000	10th	.20	1.10
New Ideas Woman's Mag.....	New York, N. Y.....	59,167	20th	.50	1.40
Nickleil Magazine.....	New York, N. Y.....	82,000	7th	.50	1.30
Nichols' Monthly.....	Chicago, Ill.....	500,000	25th	1.75	1.80
Normal Instructor.....	Danville, N. Y.....	100,000	15th	.25	1.75
Northwest Magazine.....	St. Paul, Minn.....	20,000	20th	.22	1.60
Old Homestead.....	Cleveland, O.....	15,000	10th	.11	1.20
Our Daily Magazine.....	Indianapolis, Ind.....	10,000	25th	.10	1.10
Outing.....	New York, N. Y.....	50,000	1st	.75	1.00
Opportunity.....	St. Paul, Minn.....	50,000	10th	.20	1.00
Overland Monthly.....	San Francisco, Calif.....	20,000	18th	.35	1.00
Patent Record.....	Baltimore, Md.....	40,000	15th	.25	1.15
Park's Floral Magazine.....	Libonia, Pa.....	254,288	20th	1.25	1.40
Paragon Monthly.....	New York, N. Y.....	400,000	6th	1.50	1.50
Pearson's Magazine.....	New York, N. Y.....	125,000	20th	1.25	1.40
Penny Monthly.....	Youngstown, Ohio.....	25,932	25th	.10	1.15
People's Home Journal and Good Literature.....	New York, N. Y.....	846,000	10th	2.50	1.40
People's Popular Monthly.....	Des Moines, Ia.....	50,000	25th	.20	1.35
Popular Fashions.....	New York, N. Y.....	500,000	21st	2.00	1.00
Postmaster's Advocate.....	Washington, D. C.....	25,000	28th	.15	1.00
Review of Reviews.....	New York, N. Y.....	161,250	1st	1.25	1.00
Royal Neighbor.....	Chicago, Ill.....	104,702	15th	.20	1.15
Sawyer's Trio.....	Waterville, Me.....	1,200,000	1st	4.00	1.20
Scribner's Magazine.....	New York, N. Y.....	150,000	1st	1.50	1.10
Social Visitor.....	Boston, Mass.....	50,000	15th	.25	1.00
Songs and Stories.....	Chicago, Ill.....	50,000	10th	.25	1.05
Southern Farm Magazine.....	Baltimore, Md.....	12,000	20th	.12	1.00
Southern Planter.....	Richmond, Va.....	10,000	25th	.10	1.00
St. Nicholas Magazine.....	New York, N. Y.....	60,000	20th	1.00	1.40
Star Monthly.....	Oak Park, Ill.....	100,000	20th	.50	1.30
Strand Magazine.....	New York, N. Y.....	200,000	1st	1.25	1.30
Success.....	New York, N. Y.....	270,000	10th	1.50	1.00
Success with Flowers.....	West Grove, Pa.....	75,000	15th	.50	1.00
Success.....	Waterville, Me.....	100,000	20th	.30	1.00
Table Talk.....	Philadelphia, Pa.....	20,287	15th	.40	1.00
Teachers' World.....	New York, N. Y.....	40,000	15th	.18	1.00
Toilettes.....	New York, N. Y.....	25,000	1st	.75	1.00
Trained Motherhood.....	New York, N. Y.....	15,000	15th	.40	1.00
Unique Monthly.....	New York, N. Y.....	100,000	15th	.40	1.00
Up-to-Date Farming.....	Indianapolis, Ind.....	100,000	1st	.40	1.00
Ureada Magazine.....	Martin, Michigan.....	10,000	20th	.10	1.00
Vickery & Hill List.....	Augusta, Me.....	1,501,920	5th	6.00	1.00
Vick's Family Magazine.....	Rochester, N. Y.....	20,000	1st	.15	1.00
Virginia Farmer.....	Emporia, Va.....	40,000	10th	.25	1.00
Wayside Gleanings.....	Clintonville, Conn.....	10,000	25th	.28	1.00
Western Home Monthly.....	Winnipeg, Manitoba.....	20,000	20th	.15	1.00
Welcome Friend.....	New York, N. Y.....	100,000	20th	.20	1.00
Welcome Guest.....	Portland, Me.....	200,000	20th	1.50	1.00
What to Eat.....	Chicago, Ill.....	44,000	28th	.25	1.00
Winner.....	St. Louis, Mo.....	500,000	20th	1.75	1.00

Name.	Place.	Circulation.	Date of cls'g	Rate Line
Wide World Mag.....	New York, N. Y.....	75,000	1st	.85
Woman's Home Journal....	Boston, Mass.....	refused	10th	1.00
Woman's Farm Journal.....	St. Louis, Mo.....	250,000	5th	1.00
Woman's Home Companion	Springfield, O.....	250,000	25th	2.00
Woman's Home Monthly....	St. Louis, Mo.....	25,000	15th	.15
Woman's Ideas.....	Philadelphia, Pa....	100,000	25th	.50
World Events	Danville, N. Y.....	25,000	27th	.10
World Monthly.....	New York, N. Y.....	125,000	27th	.40
Word and Works	St. Louis, Mo.....	45,000	10th	.20

"WANT" ADS.

TO BE PLACED IN THE "WANT" COLUMNS OF
DAILY OR SUNDAY PAPERS.

WANTED.—Men and women of intelligence to learn a profession that will net them \$25.00 a day for the rest of their lives. Address: Prof. A. J. Adams, Detroit, Mich. Dept. S.

WANTED. The names of those who are willing to work for \$20.00 a day. Address: Prof. A. J. Adams, Detroit, Mich. Dept. A.

WANTED —Hustling men and women to learn the best paying profession of the day. Address: Prof. A. J. Adams, Detroit, Mich. Dept. X.

WANTED.—One person in each community to learn a profession. Independent income guaranteed. Address: Prof. A. J. Adams, Detroit, Mich. Dept. C.

WANTED.—By men and women in every community, an independent income. I can teach you how to obtain it. Address: Prof. A. J. Adams, Detroit, Mich. Dept. J.

The Same Ad. Set up in Different Type, Showing Relative Sizes.

Health—The Greatest of Blessings.

Even though a man were as rich as Croesus and had reached the highest pinnacle of fame, what would all these be compared with the happiness and contentment which come with perfect health? The dyspeptic, who cannot realize one moment's pleasure even though his larder contained the finest of food, would be willing to give up his wealth to eat in peace the plainest of food. Magnetic Healing, the new method of healing disease, places within the reach of every man that most desirable of all things—health. Disease in all its forms yields before it as if by magic, pain disappears, and in its stead come peace and quiet. This new system of healing is truly the marvel of the century, and of all its exponents none are meeting with greater success than Prof D A Adams, Lansing, Michigan. If you are in bad health, write to him and he will tell you how to recover your health. Full particulars, free. Address Prof D A Adams, Lansing, Michigan. Department M.

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Thousands of testimonials are pouring in upon Prof. Adams from every State and Territory in the Union. A few are given below to show the wonderful benefits the sick and afflicted are receiving:

Miss Jennie Small, Owlet Green, Texas, writes as follows: "I will always remember you with a grateful heart and pray that you may live long to bless suffering humanity. I am well of chronic constipation of five years' standing, of piles of over three years' standing, also an affliction of the spine for over ten years, rheumatism and headache. You may use this statement if it will benefit anyone."

Mr. Frank Williams, Columbus, Ga., under date of July 11th, writes: "Your method of treatment has cured me of lumbago, also an attack of cramps in the stomach, which I have been subject to for many years."

Mr. J. H. Brown, Litchfield, Ill., writing to us August 4, 1901, reports that our treatment has removed a wen from his head of twenty years' standing. This was accomplished in one month's treatment.

Mr. Jno. T. Jones, Berwick, Pa., writes the following: "I have been a sufferer for two years with a pain in the small of my back, and I tried everything without getting relief, and for one year I have had a pain around my heart which was so bad I thought I could not live. I took medicine several times a week, but nothing did me any good until I tried your treatment. Now there is not a pain in my body: I will verify this statement at any time."

Mrs. Fannie E. Bailey, North Platte, Neb., was a great sufferer with a complication of diseases. Nothing seemed to benefit her till she tried the Adams method of treatment. She is now well, and considers Magnetic Healing a truly wonderful science.

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The phenomenal cures made by Prof. A. J. Adams, the eminent scientist of New Orleans, La., have astonished physicians and scientists throughout the world, for in a marvelous manner he dispels all diseases and gives permanent health, vigor and strength to all who desire it. His work is indeed blessed and wonderful.

His power comes from the fact that he has discovered the secret of the soul. This wonderful man has so perfected his method that it now reaches all classes of people, for it annihilates space and cures patients at a distance in the privacy of their own homes without the knowledge of anyone. If you are in any way sick and will write to Prof. A. J. Adams, telling him your leading symptoms, he will, through his psychic power, diagnose your case and send you full instructions free of charge. No matter what your disease or how despondent you may feel, there is hope for you.

Hundreds of women who suffer the many irregularities common to their sex have been cured through Prof. Adams' method after they have been told their cases were incurable. The same can be said of men who were debilitated from early indiscretions. Indigestion, stomach troubles, catarrh, weaknesses of all kinds, and, in fact, all diseases succumb to this wonderful man's method of healing.

Remember, it makes no difference how hopeless your case may seem, or how many may have pronounced it incurable, Prof. Adams can help you, and it costs you absolutely nothing to receive his diagnosis and instructions. Prof. Adams will also send you, free, full particulars in regard to the treatment and a list of many who have been cured by it, proving beyond all doubt the wonderful efficacy of his method.

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It has the endorsement of men and women of national reputation, such as United States Senators, Congressmen, Mayors, etc.

Prof. A. J. Adams, who is attracting the attention of the scientific world at the present time, is *the leading exponent* of this new science. His cures are numbered by the hundreds and the sick and afflicted from all parts of the country are turning to him for relief from their sufferings.

The most difficult and so-called INCURABLE DISEASES *yield to his treatment as if by magic.*

By Prof. Adams' method of home treatment patients are cured within the privacy of their own homes without the necessity of going to him in person. While this method is far superior to other forms of treatment, it is also very much cheaper—so cheap that anyone who desires treatment can afford to pay for it.

Below are give a few testimonials out of the hundreds on file in Prof. Adams' office, to show what this wonderful healer and this wonderful science are doing.

Mrs. C. Williams, Dallas, Tex., says: "I am so thankful to have heard of your method of curing diseases. Through it I have been cured of pain in the back from which I have suffered for twenty years. May God grant that the good news be carried to the ends of the earth."

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This great science is the grandest thing in all the universe, bringing as it does to the sufferer relief from pain and disease. One of the many great advantages which this science has over all others lies in the fact that it is a drugless system of healing. Physicians have long since begun to realize that drugs are in nearly every case harmful and they have prescribed less each year—but it remained for the Magnetic Healer to learn that if all drugs were discarded and the life-giving Vital Magnetism substituted instead, a system of unrivaled efficacy would be the result. That this new system of drugless healing is WITHOUT A RIVAL is attested by the thousands of remarkable cures that have been made during the past few years.

One of the most successful promulgators of Magnetic Healing in the world is *Prof. A. J. Adams, of Detroit, Mich.* His fame as a healer extends from the Atlantic to the Pacific, and from the Great Lakes to the Gulf of Mexico. *His cures are the talk of thousands.* Testimonials from those he has cured are received daily, and his business has increased until he has little time that he can call his own. All those who are ailing in any way should write him. He will send you full particulars of his wonderful method, free. Write to-day—do not delay; it may be dangerous. Address, Prof. A. J. Adams, Detroit, Mich. Dept. H.

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scale by mail became a possibility. To-day there is no form of business which cannot be conducted, in part at least, by mail, and no business can be more successfully conducted in this way than Magnetic Healing. The attraction of mail-order business lies in the fact that instead of talking to your customers, spending much time with each one individually, you talk by means of letters and literature of different kinds to several thousand people in all parts of the country, and if your literature is composed properly, it will be almost as effective as a personal interview.

The location of a business of this kind will have little to do with its success, as you are not thrown in contact with your patrons, but deal with them by mail, and you have, instead of your immediate vicinity, the whole world for your field of operation. There is scarcely a limit to the possibilities of a mail-order business, but the reader is warned that he must be willing to work and plan as he never did before, and he must possess patience, perseverance, and a goodly supply of hope, as returns are likely to be very poor at first. Many persons start in the mail-order bus-

iness only to give it up just as success is within their grasp. They see others succeeding and becoming wealthy very rapidly, while they seem to be getting poorer every day. This has been the experience of thousands who, had they but had the requisite amount of patience, might have been wealthy and successful.

In taking care of your inquiries, you should decide just how you will treat them. First, you need a letter. If you are not embarking in the business upon a large scale, you can use a typewriter, writing a personal letter to each inquirer. If you place much advertising, however, your inquiries will come in so rapidly that it will be impossible to write a personal letter in answer to all them. For this reason you should have a reproduced letter; that is, a circular letter printed in typewriter type, leaving a space at the head of your letter so that the name can be inserted. The typewriter ribbon should be of the same color ink with which the letter is printed.

Great care should be exercised in composing your letters, as they constitute your

can have letters reproduced from the pen. We give below a few samples of testimonials:

WOULD NOT PUT HIMSELF BACK FOR \$50,000.

A. S. Blackburn, of Cleveland, Ohio, Gives Strong Recommendations to the Smith Course in Magnetic Healing.

Cleveland, O., January 2, 1901.

Prof. A. L. Smith, Conrad, Tex.

Dear Professor:—I received your Courses in Magnetic Healing and Hypnotism and have read and studied them, and I must say I find them very plain and everything fully explained, so that no one need fail. I have several other Courses on the same subject, but I like your Course the best of all. I suffered many years with very poor health, and lost all I had paying doctors' bills, etc., but since I have been studying the science of Magnetic Healing, I have gained perfect health in every way; and now weigh 195 pounds. I would not put myself back two years in health and knowledge for \$50,000. I am enjoying the best of health and am making a success of business now, whereas I failed in both before I knew anything about the science of Magnetic Healing. By the study of this science any one can have health, happiness, and success.

Yours truly,

A. S. Blackburn.

WONDERFULLY SURPRISED

When He First Tried the Treatment on Himself.

Council Bluffs, Ia., January 28, 1901.

Prof. A. L. Smith, Conrad, Tex.

Dear Sir:—I have received your Course in Magnetic Healing and Hypnotism O. K. I have been treating myself for asthma and similar diseases, and must say that I was wonderfully surprised when I first tried the treatment on myself. I realize I am getting better slow but sure. I am determined I will succeed, let come what will. I have been successful among my own relatives and friends in curing headache, toothache, sore throat, and neuralgia, so that gives me more determination to go on unto perfection. My disease has been, you might say, all my life. I have heard people say I would not live two months. They have told me they expected to hear of my death any day, and I am alive yet, and am in hopes I will live several years yet.

Yours for business,

C. L. Hill.

NOT AN ACHE NOR A PAIN LEFT.

Mrs. Carrie Black, of Cleveland, O., Writes that She Can Scarcely Realize the Blessing She Has Received through Magnetic Healing.

Milwaukee, Wis., June 3, 1901.

Prof. A. L. Smith, Conrad, Tex.

Dear Professor:—I can hardly realize the blessing that has come to me from God through your method of treatment. I haven't an ache nor a pain left. I have been cured of kidney and womb trouble of many years' standing, and I suffered intensely. I had been treated by at least twenty doctors, but no cure and but little relief was given by them.

Yours thankfully,

Mrs. Carrie Black.

"Your Method of Magnetic Healing Heals the World." So
Testifies L. A. Woods, of Omaha, Neb.

Omaha, Neb., July 1, 1901.

Prof. A. L. Smith, Conrat, Tex.

Dear Sir:—Your method of Magnetic Healing heals
the world. I do hereby testify that through your meth-
ods of healing I have been cured of the bleeding piles
in the worst stage, the truth of which I will testify
to by mail or personally to anyone anywhere in the
world. I give you this statement to publish for the
benefit of suffering humanity.

Yours sincerely,

L. A. Woods.

WELL PLEASED.

Denver, Colo., May 25, 1891.

Prof. H. A. Smith, Austin, Tex.

Dear Sir:—I have received and read your Mail Course in Magnetic Healing and am well pleased with it, as it is the plainest of all the Courses I have on this subject. I am fully satisfied that I fully understand what you teach, as I have treated a number of persons for different ailments and have been successful. I also cured myself of kidney, stomach, and liver troubles and sleeplessness, for which I am indeed thankful.

Yours very truly,

P. A. Jones.

[illegible]

EXACTLY AS REPRESENTED.

**Would Not Take Ten Times the Cost of Instructions for the
Knowledge Gained from Them.**

Cincinnati, O., June 21, 1901.

Prof. A. L. Smith, Conrad, Tex.

My dear Professor:—The instructions you mailed me on Magnetic Healing were received in due time. Everything is exactly as represented. I am meeting with most flattering success, as every person I treat is relieved as if by magic. I have completely cured one young man of acute rheumatism, who had been given up by the doctors. I would not take ten times the amount paid for your methods on account of the knowledge gained. My friends are astonished at the wonderful cures I perform daily. Many thanks to you for the instructions you have given me.

Your grateful student,

Mrs. H. A. Barnes,
435 Adams Street, Cincinnati, O.

HAD NOT WALKED FOR TEN YEARS.

Covington, Ky., August 2, 1901.

Prof. A. L. Smith, Conrad, Tex.

Dear Sir:—I am indeed very thankful for what your methods of treatment have done for me. The people here say I do not look like myself. After six treatments I could walk several steps; I walked outdoors on the porch, which I had not done for ten years. Everybody is surprised at my improvement. I am better; the bloat is nearly gone and the tumor is smaller, and I believe I will get well, as I am already greatly benefited. May the blessings of God be with you in this work is my prayer.

Yours truly,

Jas. G. Underwood.

**Mr. William Jones, of Dundee, Colo., Was a Complete Wreck,
but through Our Method of Treatment is Now a New Man.**

Dundee, Colo., August 27, 1901.

Prof. A. L. Smith, Conrad, Tex.

Dear Sir:—I am delighted beyond measure with your method of treatment. The past two years I was a complete wreck, but through your method of treatment I am a new man; a wonder to myself and neighbors. My trouble was a complication of diseases that doctors could not cure. God is the light of the world, and God is in this wonderful science.

Yours very truly,

Wm. Jones.

**"I Am Rapidly Approaching a Condition of Perfect Health,"
Writes J. C. Miller, of Greenville, Ohio.**

Greenville, O., January 6, 1901.

Prof. A. L. Smith, Conrad, Tex.

My dear Sir:—I feel it my duty to write to you in regard to the benefit I have received from your method of treatment. I have for years been afflicted with kidney and liver diseases, and heart trouble. I took any amount of medicine and sent for your treatment as a last resort, and, thanks to your method, my health is now better than it has been for years, and I am rapidly approaching the condition of perfect health.

Yours truly,

J. C. Miller.

COMPLETELY CURED.

Johnstown, Pa., September 1, 1901.

Prof. A. L. Smith, Conrad, Tex.

Dear Professor:—I write to tell you what your method of treatment has done in my case. For over six years I have been troubled with terrible periodical headaches, but since taking your treatment for one month I am completely cured. I have taken your lessons in Magnetic Healing, and have succeeded in curing members of my family without the slightest failure.

Yours very truly,

Mrs. Anna Fuller.

Be very careful to have all of your literature written in as concise and forcible style as possible. Your literature represents you, and in it you should state what you desire in just the same way you would were you talking to the person in question.

In order to keep track of your patients and to keep your lists of names so you can send new literature from time to time to them, it is necessary that you have a card system, or some form of indexing system. We give herewith an explanation of the card system which has proven itself to be the best possible system for use in the Magnetic Healing business.

The cards should be $3 \times 4\frac{1}{2}$ inches, and can be obtained at a cost of from 25 cents to 50 cents per thousand. We will assume that you have received, on the first day inquiries begin to come in, 75 letters. The first thing to do is to note on a slip of paper the number of inquiries you receive from each paper, which you can tell from the department number upon the envelope. Envelopes that have no department number should be classified by themselves under the head of "Miscellaneous." If you have 25 letters from Dept. A, in your

advertising-book which is ruled as shown in the illustration (page 108) place the date and the number of inquiries received. Having placed the number of inquiries, etc., in your advertising-book, the party's name who sends in the inquiry is carded (*i. e.*, is copied upon a card) and placed in your card-case. For example: I will assume that you have received an inquiry from A. L. Henderson, Springfield, Ill., and the paper in which he saw your advertisement bears a department number or letter B, and you received his letter November 1, 1901; you then make out a card as follows:

HENDERSON, A. L.,

Springfield, Ill.

Nov. 1, '01.

Dept. B.

Treat each of your inquiries in the same manner, and send to them your literature at once.

The card-case should consist of drawers which are made in such a way that the

cards will be fitted in them snugly, but with enough spare space so that they can be inserted and withdrawn with ease. Each drawer should represent a State, and the cards therein should be filed alphabetically. A. L. Henderson's should be placed in the drawer assigned to Illinois, and in the drawer under the letter "H." When an order is received, you should mark upon the outside of the envelope what it is that has been ordered, and immediately send it. If it is absent treatment, send absent treatment; or if it be a course of instruction, send it. If it is absent treatment, you should mark the card of the inquiry first. We will suppose that A. L. Henderson ordered treatment December 15, 1901. His card would then appear as follows:

HENDERSON, A. L.,

Springfield, Ill.

Nov. 1, '01.

Treatment ordered Dec. 15, '01.

Dept. B.

You will then make out a treatment card showing hours of treatment, disease, etc. Mr. Henderson's treatment card will appear as follows:

Hours of Treat.
6 a. m.
9 p. m.

HENDERSON, A. L.,

Springfield, Ill.

DISEASE: Rheumatism.

Date, '01.			Days.	Expires, '02.		
Dec.	15		30	Jan.	14	

When he writes reporting the progress of his case, you should make a note of it on the *back* of his treatment card.

Upon the first card you will find the check number or letter of the medium from which the inquiry is made, and you should then, in a little book which is kept for the purpose, give this medium credit for the order. By this method, after a few months' business, you will have a check upon the returns of each medium, and will be able

to tell just what papers pay you and what do not. The advertising-book shows the number of inquiries received, and the receipt-book shows the amount of money received from each medium.

If after thirty days' time you receive no order from an inquiry, you send a second letter, which should be worded somewhat as follows:

Dear Sir:—A few weeks ago I received a letter from you asking for information in regard to my method of healing, etc. I at once replied to your letter and sent you literature describing my method, and telling of the wonderful cures that are being made by it, but up to this writing I have heard nothing further from you; hence this letter.

If you are suffering from pain and disease and wish to be cured at the earliest possible moment, I have a method of treatment that I believe will bring about the much desired result in a comparatively short time. Every known dis-

ease yields to my treatment, and I have restored by it hundreds who had given up all hopes of ever being cured. Enclosed herewith you will find testimonials which will give you some idea of what the treatment is doing for suffering humanity, and I trust after reading them you will send in your order for treatment, and you will never regret having done so.

Hoping to have the pleasure of serving you in the near future, and assuring you I believe I can cure you, I am,
Yours truly,

The literature enclosed in the second letter should be different from that sent in the first letter. Always endeavor to give your inquiries new information. Endeavor to make each letter as different from the other as possible.

If no order is received within thirty days after the sending of the second letter, a third letter should be sent. It should be short and to the point. All letters in the

mail-order business should decrease in length as they increase in number, but they should increase in strength. In other words the longer you write to an inquiry the more forcible you should make your letters, but the shorter they should be.

The third letter should be something like the following:

Dear Sir:—Some time ago I received a letter from you in regard to my method of healing, terms, etc. I took pleasure in giving you the desired information and enclosing literature relative to the treatment. Not hearing from you again after waiting a reasonable length of time, I again wrote you and sent you some additional literature; but even this has failed to bring a reply from you.

Do you want to be relieved of your pains and sufferings and enjoy the blessings of health? This I know you want, and you can have it if you will but take my treatment. No matter of how long standing

your case may be, I can give you relief. Delay no longer, for delays are dangerous; but send for treatment at once, and you will bless the day that you did so. You will see by the enclosed testimonials that my method of healing reaches every known disease, and by it I am making cures daily that are truly marvelous.

Hoping you will decide to place your case in my hands, I am,

Yours very truly,

LAWS IN DIFFERENT STATES REGULATING MAGNETIC HEALING.

It is impossible to give in a book of this kind the full law of each State in regard to practicing healing of any character, as it would require a large volume for this purpose alone, but the principal points of each law are here given.

Alabama.—No person shall be permitted to practice any regular system of medicine without a certificate of qualification in anatomy, physiology, chemistry, and the

mechanism of labor, from one of the board. The penalty for violation is a fine from \$25 to \$100.

Arizona.—Diplomas of physicians must be regularly issued from medical colleges lawfully organized and recorded with the recorder of the county where they are practicing. Diplomas which have been purchased or revoked by the college issuing them, or by act of the legislature, constitute no authority to practice. These conditions do not apply to persons who were examined in the medical service of the great Rebellion, or to persons living fifteen miles or more from the residence or office of any regular physician; but any person may practice medicine or surgery gratuitously. Violation of the statute declared to be a misdemeanor.

Arkansas.—The courts of each county are authorized to appoint three medical examiners; two of whom must be graduates in medicine. No reference may be had to the school of practice. There exists no provision for the revoking of a certificate or for an appeal. The penalty is a fine of \$25.00 to \$100. Each day of practice constitutes a separate offense.

California.—The statute defines that any person shall be regarded as practicing medicine within the meaning of this act who shall profess publicly to be a physician and shall habitually prescribe for the sick, or shall append to his name the letters "M.D." The act does not apply to students of medicine under a preceptor nor to those who render gratis services in an emergency, itinerant vendors of drugs, and those who profess to cure disease, injury, or deformity by drugs, nostrums, manipulation, or other expedient, are required to pay a license of \$100 a month. The penalty for violation is a fine of \$50 to \$100 or imprisonment from 30 to 60 days.

Colorado.—Magnetic healers can practice in Colorado without interference.

Connecticut.—The provisions of the act do not apply to licensed pharmacists, dentists, etc., nor clairvoyants, who use no drugs in practice, nor any person practicing massage, the Swedish movement, cure, sun cure, mud cure, Magnetic Healing, or Christian science, nor to any other person who does not prescribe medicines of any kind, poisons or nostrums, as treatment.

Delaware.—There are two boards of medi-

and examinations. Each board is required to submit to the council, a week prior to its meeting for examination of candidates, questions for thorough examination in anatomy, physiology, hygiene, chemistry, surgery, obstetrics, pathology, diagnosis, therapeutics, practice of medicine, and materia medica. The council shall select from the list thus furnished the questions for the examination. If candidates belong to some other school of practice, they are examined by the council and some reputable practitioners of that school from standard textbooks. Diplomas from medical colleges confer no right to practice medicine, but are awarded in order to entitle the applicant to an examination.

District of Columbia.—Applicants for examination must be graduates in medicine, and must apply to the board of superintendence for a license.

Florida.—Applicants must produce a diploma from a recognized college. After which it is the duty of the board to whom they have applied to examine them thoroughly in anatomy, physiology, surgery, etc.

Georgia.—The applicant who desires to

practice a system different from that recognized in his diploma must appear before the board that represents that system. If, however, he desires to practice a system not represented by any of the board, he may choose a board for himself by which to be examined. Certificates entitling the holder to the right to practice this system is granted only after passing a satisfactory examination, and no applicant who has been rejected will be licensed by either of the other board.

Idaho.—A diploma from a respectable and reputable medical college or university in good standing admits the holder to examination, and an appeal in case of judgment, or an application for revocation, may be made to the courts of the State. The grounds for ejection or revocation are unprofessional, dishonorable, immoral, or criminal conduct. Applicants who have passed examination by other State boards having substantially the same requirements as regards to proficiency may be licensed without examination. The penalty is a fine of \$50 to \$100 or imprisonment from ten days to six months.

Illinois.—There have been many changes

in the medical enactments of this State since the General Assembly began the work of legislating to regulate the practice of medicine. Candidates must be graduates from a medical college or institution in good standing, as may be determined by the board, and undergo an examination, which should be of a character sufficiently strict to test their qualifications. Those who desire to practice any other system or science of treating human ailments, who do not use medicine internally or externally and who do not practice operative surgery, shall be examined sufficiently to test their qualifications as practitioners. Those who pass examination successfully shall be licensed accordingly; but only those who are licensed to practice medicine and surgery in all their branches may use any drug or medicine, or perform any surgical operation, or announce themselves as physicians or doctors. The certificate must be recorded within three months after its date from the office of the clerk of the county in which the holder resides or practices. Itinerant venders of any drugs, nostrums, ointments, or appliants of any kind for the treatment of diseases or injury or

advertises treatment are required to pay a license of \$100 a month, to be collected by the board in the name of the people. The penalty for violation of the provisions of this enactment is a fine of \$100 for the first offense, and \$200 for each subsequent offense.

Indiana.—A board of registration and examination is appointed by the governor, consisting of physicians of good repute, who are not teachers or professors in any medical colleges. Each of the four schools having the largest electoral representation is entitled to have at least one representative on the board, but no school of practice may have a majority of a member. Certificates are issued upon diplomas from medical colleges in good standing, as determined by the board. When the colleges are below the required standard, a supplemental examination may be made in order to determine the fitness of the candidate. The penalty for violation of the statute is a fine not less than \$25 or more than \$200.

Indian Territory, Cherokee Nation.—The principal chief is authorized and required to appoint a board of physicians, three in number, residents of the Nation and grad-

uates from some well-authenticated medical college. Their duty is to examine all who desire to live in the Territory and to practice medicine. If the examination is satisfactory, they give the candidate a certificate to that effect. Upon the presentation of this certificate the United States Indian Nation is requested to grant the holder a permission to reside in the Cherokee Nation one year for the purpose only of practicing medicine, and to renew the permission annually during good behavior.

Choctaw Nation.—The principal chief is authorized and required to appoint a board of physicians, to consist of two persons, citizens of the Choctaw Nation, who are regular graduates of some well-known medical college and residents of the Nation. Their duty is to examine all persons who are not residents who have come, or may come, into the territory of the Nation for the purpose of practicing medicine. If the candidate stands a satisfactory examination, or has a diploma which is satisfactory to the board, they grant him a certificate, upon which the principal chief authorizes the judges of the county court to give him a permit to practice medicine; but without

this action of the chief the court is prohibited from granting the permit. Any person who is not a citizen who practices medicine in the Nation in violation of the statute is publicly held as an intruder and dealt with accordingly.

Iowa.—In Iowa there are two forms of certificate, and also one of the license issued: first, a certificate upon a diploma from a medical college in good standing; second, a certificate from a successful examination before the board; third, a license for itinerant practitioners. Applicants holding diplomas are licensed after a knowledge of the genuineness of the instrument. Candidates who are not graduates are examined as to their knowledge of anatomy, chemistry, materia medica and therapeutics, obstetrics, pathology, physiology, practice, surgery, bacteriology, and medical jurisprudence. Itinerant physicians, whether living in the State or not, are required in addition to either of these certificates to procure a license annually from the board, paying for it \$250. All who publicly profess to cure or heal must comply with these requirements. All who henceforth attempt to practice medicine in

Iowa must be examined and must present evidence of having graduated from a medical college in good standing after having attended four courses of lectures in four separate years. A penalty for violation is a fine of not less than \$50 nor more than \$100, or imprisonment from ten to thirty days.

Kansas.—There is no board of medical examiners in Kansas nor requirement for the registration of physicians. It is unlawful, however, for any person to engage in the practice of medicine or in any of its departments within the State for reward or compensation who has not attended two full courses of instruction and graduated in some respectable school of medicine, or who cannot produce a certificate of qualification from some State or county medical society, and is not of good moral character. The penalty for violation is a fine of not less than \$50 nor more than \$100, and in addition for each subsequent offense thirty days' imprisonment.

Kentucky.—The State board of health is directed to issue a certificate to any physician who desires to begin the practice of medicine in the State who possesses any of

these qualifications: First, a diploma from a reputable medical college legally chartered under the laws of the State. Second, a diploma from a reputable legally chartered medical college of some other State or country, endorsed as such by the State board of health. Satisfactory evidence from the person claiming the same, that such person reputably and honorably engaged in the practice of medicine in Kentucky prior to February 23, 1864.

Louisiana.—Only holders of a diploma from a medical college in good standing as determined by the board are entitled to be examined. They must also possess a good primary education and be of good moral character. Itinerant venders of drugs, remedies, or appliances of any kind intended for the treatment of disease or injury, or who by advertising or other method profess to cure or treat diseases or deformity by any drugs, nostrums, manipulation, or other expedient, in the State, are punished by a fine of \$20 to \$100 for each offense, or by imprisonment from ten to thirty days, or by both fine and imprisonment.

Maine.—All physicians in practice on payment of \$2.00 are entitled to regis-

tration and to receive a certificate accordingly, which must be publicly displayed in their office while they are engaged in the practice of medicine. Any person not entitled to registration may be examined upon the payment of \$10, and if found qualified, will also receive a certificate. All applicants for registration must be of good moral character and possessed of a reasonable amount of knowledge in the branches of the science which he desires to practice. No official attention is given to the possession of a medical degree. This act does not apply to clairvoyants or to persons practicing hypnotism, Magnetic Healing, mind cure, massage, Christian science, so called, or any other method of healing, if no poisonous or dangerous drugs are employed, nor surgical operation performed, provided such persons do not violate any of the provisions of this act in relation to the use of "M.D." or the title of doctor or physician.

Maryland.—The applicants must be of good moral character and possess a common-school education as well as the degree of doctor of medicine, or a diploma or a license conferring the full right to practice

all the branches of medicine in some foreign country, but they must have studied medicine three years and attended three courses of lectures in different years in some legally incorporated medical college or colleges. The penalty for practicing medicine in violation of the statute is a fine of \$50 to \$200 for each offense, or imprisonment until the fines and costs are paid, and also to be debarred from recovering compensation for services.

Massachusetts.—Applicants must furnish satisfactory proof of being twenty-one years of age and of good moral character, and everyone who is a graduate and has received a degree of doctor of medicine from a college or university having power to confer degrees in a commonwealth is entitled to be registered at once. Examinations must be in whole or in part in writing, and of an elementary and practical character. This act does not apply to clairvoyants or to persons practicing hypnotism, Christian science, . . . or any other method of healing, provided such persons do not violate any of the provisions of Section 10 of this act. This section includes the penalty as already stated, specifying

the offender as "an applicant not being registered as aforesaid who shall advertise or hold himself out to the public as a physician or surgeon in this commonwealth, or appends to his name the letters 'M.D.' or uses the title of doctor, meaning thereby a doctor of medicine."

Michigan.—All men and women engaged in practice must apply for registration and must have complied with one of the following conditions: First, that he or she has already been registered with the county clerk under the laws of 1883. Second, that he or she shall present a certificate of registration or a copy of such certificate which has been issued in some foreign country where the requirements are the same as in Michigan. Third, that he or she shall satisfactorily pass an examination in anatomy, physiology, chemistry, pathology, therapeutics, toxicology, histology, hygiene, public health laws of Michigan, practice of medicine, surgery, obstetrics, gynæcology, disease of the eye and ear, bacteriology, and medical jurisprudence. Examinations must be in writing and preceded by a fee of \$10. The questions, except in therapeutics and practice of medicine, shall be such

as all may answer alike, and there must be an average of 75 per cent of correct answers. Fourth, the license from another State of this Union where the requirements are similar and where reciprocal..... shall be equivalent to a license from the board. Fifth, if an applicant holds a diploma from a reputable college having a three-years course of eight months or a four-years course of six months in each year in Michigan, or in any of the United States, he is entitled to registration. The penalty for practicing medicine or surgery without having complied with this act is a fine of \$100 or imprisonment for ninety days, or both fine and imprisonment.

Minnesota.—Applicants for a license to practice medicine and surgery in any of the branches must submit to an examination at a regular meeting of the board. They must also present evidence of having attended three full courses of lectures at a medical college recognized by the State board of medical examiners of at least twenty-six weeks; no two courses being within the same year. The examinations are required by the board to be in writing and in the English language. They last

two and one-half days, two hours being given to each subject. The board may refuse or revoke a license for unprofessional, dishonorable or immoral conduct, in which case the applicant may appeal to the governor. The penalty for practicing without having first obtained a license is a fine of \$5 to \$100, or imprisonment of from ten to ninety days, or both fine and imprisonment. The practice of medicine is set forth to include the appending of the letters "M.D." or "M.B." to the name of the individual, or prescribing or recommending for the use of any person any drugs or medicine, or other agency for the treatment, cure, or relief of any wound, fracture, or any bodily injury, infirmity, or disease. The act, however, does not apply to dentists.

Mississippi.—Chaper 104 of the Annotated Code requires every person who desires to practice medicine to obtain a license from the State board of health. His application must state his name in full, his place of residence and postoffice address, his age, the time spent in medical study, name and address of the preceptor, the courses of medical lectures attended, and name of the medical schools attended, if graduate, and

the name of the medical college, and time spent in hospital, the time, if any, spent in practice of medicine, the school or system of practice chosen, and references as to personal character. Examination relates to his learning in the following branches: anatomy, chemistry, obstetrics, materia medica, physiology, pathology, surgery, and hygiene. All examination as to learning are upon written questions and answers, and distinction shall not be made to the applicants because of the different systems or classes of practice that may be chosen. The license must be signed by each of the members of the board who approves of its issuance. The name of place, and residence and postoffice address of the recipient, and qualifications as to learning and moral character. Every person receiving a license must file it within sixty days of its date in the office of the clerk of the circuit court of the county in which he resides; otherwise it will be void.

Missouri.—The revised statute of Missouri places medical matters in the hands of the State board of health. This board consists of seven members (four of the old school, two homeopathic, and one eclectic

physician), and gives certificate to graduates of medical colleges in good standing, having a course of instructions, signed by at least four members, which are conclusive of the holder's rights to practice medicine in the State. If an applicant is not a graduate, he must submit to such examination as the board may require. The examinations may be in whole or in part in writing, and must be of an elementary and practical character, but sufficiently strict to test the qualifications of the candidate as a practitioner. If the examination is satisfactory, the board issues a certificate to that effect, signed by at least four of the members, which is a license to practice medicine in the State. The board may refuse certificates to individuals guilty of unprofessional or dishonorable conduct, and revoke them for like causes after giving the person inculpatated an opportunity to be heard in his defense before the board. Any itinerant venders of any drug, nostrum, ointment, or appliants of any kind intended for the treatment of disease or injury, and who shall in any way publicly profess a cure or treat disease, injuries, or infirmities by any drug, nostrum, manipu-

lation, or other expedient, must pay to the State a license of \$100 a month, and in case of violation of this condition is punished by a fine not exceeding \$500 or by imprisonment not to exceed six months, or by both fine and imprisonment. Any person practicing medicine or surgery without complying with the provisions of the statute may be punished by a fine of \$50 to \$500, or imprisonment of thirty days to a year, or by both a fine and imprisonment for each and every offense. There has not always been harmony between the board of health and the courts, legislature, and governor. Judge Noonan, of St. Louis, declared certain sections of the statute to be unconstitutional, and the legislature has once or twice had to make appropriation for the board. The diplomas of the colleges in Kansas City have been rejected by the board, and an order was secured from the circuit court, requiring it to accept them. The osteopathic college also had a controversy and won its case.

In 1896 a graduate of the College, of Indiana, was refused on the ground that the institution was not in good standing. The Supreme Court, however,

declared that good standing in the statute simply meant good reputation, and granted him a peremptory right to obtain a certificate. At the last legislature a law was passed prohibiting the practice of Magnetic Healing and Christian science, but many of the best lawyers declare this law to be unconstitutional. Healers in the State thus far have not been prosecuted under the new law.

Montana.—Applicants wishing to practice medicine or surgery or any of their departments in the State must present the board with his or her diploma, to be verified as to its genuineness. If the diploma is found genuine, and is issued by a medical school legally organized and in good standing whose teachers are graduates of legally organized schools, which facts said board of examiners shall determine, and if the person presenting and claiming such diploma is the person to whom the same was originally granted, at a time and place designated by said board, at a regular meeting of said board, such applicant shall submit to an examination. He must also present evidence of having attended four courses of lectures of at least six months each. Up-

on a hearing the board may refuse a certificate to anyone who may publicly profess to cure or treat disease, injury, or deformity in such a manner as to deceive the public. The person practicing medicine or surgery without certificate is liable on conviction to a fine of \$100 to \$400, or imprisonment from thirty to ninety days, or both fine and imprisonment. Any person shall be regarded as practicing medicine who uses the letters "M.D." and who professes to be a physician or surgeon, or who shall recommend, prescribe, or direct for the use of any person any drug, medicine, appliant, operatives, or other agencies, whether material or immaterial, for the cure, relief, or palliation of any ailment or disease of the mind or body, or for the cure or relief of any wound, fracture, or bodily infirmity, or any other, expedient for having received or with the intention of having received therefor, either directly or indirectly, any bonus, gift, or compensation.

Nebraska.—Candidates for the practice of medicine must present their applications to the board with an affidavit that they are lawful possessors of the same and have had a full course of study required for the

degree and from the person there named. A medical college, in order to be considered in good standing, must require a preliminary examination for an admission to its course of study, and from the county for the degree of doctor of medicine, and an attendance of at least three courses of lectures of six months each, no two of them in the same year, and have a full faculty of professors in all the different branches of medical education. Any person not possessing the qualifications for the practice of medicine, surgery, or obstetrics as required, or who has engaged in such practice in disregard of the provisions of the State, is liable to a fine of \$50 to \$300 and costs for each offense, and stands convicted until fines and costs are paid. Itinerant vendors of any drug, nostrum, ointment, or appliances of any kind intended for the treatment of any disease or injury, or who shall by any method publicly profess to cure or treat disease or injury, or infirmities, by any drug, nostrum, manipulation, or other expedient, will be deemed guilty of a misdemeanor, and upon conviction will be fined \$50 to \$100, or imprisonment for thirty days to three months, or both, in

the discretion of the court, for the offense.

Nevada.—No person shall practice medicine or surgery in Nevada who has not received a medical education and a diploma from a legally chartered medical school which had *bona-fide* existence at the time the diploma was granted, a copy of which must be filed with the clerk of the county, and the certificate from the dean of the school, certifying to his graduation. The penalty for practicing medicine in violation of the statute is a fine of \$50 to \$500, or imprisonment for thirty days to six months, or both fine and imprisonment.

New Hampshire.—Statute provides for three separate boards of medical examiners of five members each, to be appointed by the governor, from each of the three State medical branches; the superintendent of public instruction is their agent, and all examinations of candidates are conducted through him. Only persons holding diplomas from reputable medical colleges are admitted to examination. All licentiates from other States with the standard equal to that of New Hampshire are licensed without examination. A discrimination is made in favor of applicants who graduat-

ed from medical colleges in New Hampshire prior to 1903. The medical statute had been enacted several years before, but was declared unconstitutional by the Supreme Court of the State.

New Jersey.—All persons beginning the practice of medicine in any of its branches in the State must submit an application to the board with satisfactory proof of good moral character and a competent common-school education, and must also have received a diploma conferring the degree of doctor of medicine from some legally incorporated medical college in good standing when it was issued him. A diploma or a license conferring full right to practice medicine in a foreign country, having studied medicine four years, including three full courses of lectures in different years in some American or foreign medical college or colleges incorporated prior to the granting of the diploma or license. Any person is regarded as practicing medicine or surgery who makes use of the words or letters "Dr.," doctor, professor, "M.D.," or "M.B." in connection with his name or her name, intended to be understood by it as a practitioner of medicine or surgery in any of

its branches, and who in connection with any of these titles or without them shall prescribe, direct, recommend, advise, apply by him or her for the use of any person or persons, any drug or medicine or other agency or application for the treatment, cure, or relief of any bodily injury, infirmity, or disease. The provisions in the act apply to persons professing and admitting to cure disease by means of the so-called systems of faith cure, mind cure, laying on of hands, and other similar systems. The penalty is a fine of not less than \$100 or imprisonment for not less than thirty days, or both fine and imprisonment, and double the penalty for each subsequent offense.

New York.—Candidates are admitted to examination by the regents upon paying a fee of \$25 and presenting satisfactory evidence: First, that they are more than twenty-one years of age. Second, that they are of good moral character. Third, that they have a general education required by law preliminary to receiving a degree of bachelor or doctor of medicine in this State. Fourth, that they have studied medicine not less than three full years, including three satisfactory courses in three dif-

ferent academic years in a medical school registered as maintaining at the time a satisfactory standing. Fifth, that they have either received a degree of bachelor or doctor of medicine from some registered medical school, or a diploma or a license conferring full right to practice medicine in some foreign country. Upon receiving from the State board an official report that the applicant has successfully passed the examination and is recommended for license, the regents, if they deem him qualified, issue a license accordingly to practice medicine. All license to practice medicine must be registered in the office of the county clerk of the county in which the holder intends to begin practice. Before he or she engages he must make affidavit that he is the person to whom it was issued; that he has complied with all the requisites of the State, and after examination that he paid no money for the license except the regular fees, and that no fraud, misrepresentation, or material mistake had been employed or incurred in order that the license should be conferred. In case of removal to any country, the certificate of registration must be shown to the county

clerk and indorsed by him. The penalty for violation of the medical statute is a fine of not exceeding \$250 for the first offense or imprisonment for six months, and for all subsequent offenses a fine of not more than \$500 or imprisonment for one year, or both fine and imprisonment.

North Carolina.—No person may engage in the practice of medicine except he has been licensed by the board. If found competent, the applicant will receive a license and diploma, conferring the desired authority. Five members of the board constitute a quorum, and four must have agreed in regard to the qualifications of the applicant. Two of the examiners can grant a temporary license, which will be valid until next meeting of the board. Any person who practices medicine without a license cannot recover any bill for services, and upon conviction for so doing will be fined \$25 to \$100, or imprisonment, at the discretion of the court, for each and every offense.

North Dakota.—The State board of medical examiners is appointed by the governor, and is composed of nine persons; eight of them practicing physicians in good

standing, and one a lawyer. The examination must be both practical and scientific, but of sufficient severity to test the candidate's fitness to practice medicine, surgery, and obstetrics. When desired, it may be conducted in the presence of the dean of any medical college, or the president of a medical society of the State. After examination, the board may grant a license to practice, but only by consent of seven members. A copy of it must be filed with the register of deeds where he or she may reside. The penalty for practicing medicine without license is a fine of \$50 to \$200, or imprisonment for ten to sixty days, or both fine and imprisonment.

Ohio.—The governor of Ohio is authorized to appoint, at the advice and consent of the senate, a State board of medical registration and examination, consisting of seven members, who are physicians of good standing in their profession. Representation is given to schools of practice by the State in proportion to their strength, but no one school to have a majority in the board. The penalty for practicing medicine and surgery in violation of the statute is a fine of \$20 to \$500, or im-

prisonment for thirty days to one year, or both fine and imprisonment.

Oklahoma.—No person is permitted to practice medicine in any of its departments in Oklahoma unless he is a graduate of a medical college, or unless upon examination before the board composed of county superintendent of public health and two other physicians selected by the Territorial board of health he is found proficient in the practice of medicine and surgery, and to have been actively engaged in the practice of medicine for a term of five years. Any person who professes to the public to be a physician and who appends the title "M.D." to his name comes within the requisitions.

Oregon.—Three of the board shall be regulars, one an eclectic, and one a homeopathist. Every person desiring to practice medicine and surgery, or either of them, in all its branches, must make a written application to the board for a license. He must accompany it with an affidavit, setting forth the actual time spent in the study of medicine and surgery, and when, whether such studying was in an institution of learning, and if so, give its name

and location, and if not, then where and under whose tutorship the study was prosecuted, the time the applicant has been engaged in actual practice, if at all, of medicine and surgery, or either of them, and where he was located, and his age at the time of making application. Any person practicing medicine or surgery without license or contrary to the statute is subject on conviction to a fine of \$50 to \$100, or imprisonment from ten to ninety days, or both fine and imprisonment. Any person will be regarded as practicing medicine who appends the letters "M.D." or "M.B." to his or her name, or who shall for a fee prescribe, direct, or recommend any drug or medicine or agency for the treatment of any wound, fracture, or bodily injury, infirmity, or disease.

Pennsylvania.—The medical council holds two State meetings at Harrisburg each year, and it holds subsequent meetings at such time and place as it may deem possible. The supervising of examinations is conducted by the medical examiners of all applicants for license to practice medicine in the commonwealth, and issues license to applicants presenting satisfactory and

properly certified copies of licenses from State boards of medical examiners and State boards of health of other States, who have successfully passed examination made by the State board of examiners of Pennsylvania. The examinations are in writing, and in conclusion the board is required to act upon them without unnecessary delay. Every applicant is required to present a written application for license to the medical council, with satisfactory evidence that he is of good moral character and more than twenty-one years of age; that he has obtained a competent common-school education and has received a diploma from a legally incorporated medical college or a diploma or license conferring full right to practice medicine or surgery in some foreign country, having concluded a study of medicine in at least four years, including three regular courses of lectures in some legally incorporated medical college, prior to the granting of the diploma or foreign license.

Rhode Island.—The State board of health issues upon application a certificate to any reputable physician who has practiced or who desires to begin the practice of medicine

or surgery in the State, who possesses a diploma from a reputable legally chartered medical college, indorsed as such by the board, or who gives satisfactory evidence of having been reputably and honorably engaged in the practice of medicine or surgery before 1892. Applicants desiring to engage in practice must present themselves before the State board of health and submit to such examination as the board may require. If the examination is satisfactory, a certificate is issued accordingly. Any medical services performed or attempted for reward or compensation in violation of the statute is punished upon conviction by a fine of \$50, and all subsequent convictions a fine of \$100 or imprisonment for thirty days, or by both, in the discretion of the court, and the offender is not entitled to receive compensation for services so rendered.

South Carolina.—The board examines all applicants who hold diplomas from any medical colleges or schools, and for each one successfully passing an examination issues a certificate to that effect. A record is kept of the proceedings and a registration of all applications for a license, to-

gether with the age of each, the time spent in the study of medicine, and the name and location of the institution granting degrees or certificates of lectures in medicine or surgery. All persons practicing medicine in the State without complying with these conditions or in violation of them are punished upon conviction by a fine not exceeding \$300, or by imprisonment of not more than three months, or both fine and imprisonment, at the discretion of the court.

South Dakota.—Any person who is a graduate of a medical college, and has taken three different courses of medical lectures of six months each, no two of them in the same year, who is of good moral character and not an habitual drunkard, upon the proof of such facts to the superintendent of the State board of health as the board shall require, and upon the payment of a license of \$5, shall receive from the superintendent a license, certifying that he is to practice medicine and qualified. The penalty in violation of the statute or practicing medicine without a license is a fine of \$25 to \$100, or imprisonment for a term not exceeding thirty days, or both fine and

imprisonment, in the discretion of the board.

Tennessee.—Any person wishing to enter upon the practice of medicine in any of its branches except dentistry must present to the board of medical examiners a diploma from some medical college in good standing. The board shall recognize any college that is recognized by the American Medical Association. If the diploma is genuine, or if the applicant is found worthy and competent, then the board issues a certificate in accordance to the facts, signed by all of the members, which is conclusive right for the holder to practice medicine in the State. The penalty for practicing medicine in violation of the statute is a fine of \$25 for the first offense and \$200 for each subsequent offense. Itinerant vendors of any drug, nostrum, or applications of any kind intended for the treatment of disease or injury, or who may in any way profess to cure disease or infirmity by any drugs, nostrums, manipulation, or other expedients, incur a penalty of a fine of \$500.

Texas.—A board of medical examiners is appointed for their judicial district of the State by a presiding judge, composed of

no less than three practicing physicians who are residents of the district and graduates from some medical college recognized by the American Medical Association. When the board shall be satisfied as to the qualifications of an applicant, they grant him a certificate of qualification. This entitles the holder to practice in any county of the State when it has been recorded in the office of the district court of the county in which the practitioner may reside or sojourn.

Utah.—The governor of Utah appoints biennially a board of medical examiners, seven in number, from the various recognized schools of medicine, to hold office two years, until their successors are appointed. In order to be eligible, they must be graduates of legally chartered medical colleges in good standing in the States in which they exist. The board has power to issue certificates to all who furnish satisfactory proof of having received degrees or diplomas from chartered medical schools in good standing, and passed a satisfactory examination before the board. Any person practicing medicine or surgery in the State without a certificate or contrary to the pro-

visions of the statute is to be deemed guilty of a misdemeanor.

Vermont.—Physicians are licensed in Vermont by the of the several medical societies holding charter from the General Assembly of the State. They are empowered to notify practitioners of the terms of the State, and to require them to comply with them within thirty days, but they may extend the time to ninety days. They give a certificate after an examination, setting forth the branches of the medical profession in which they have found the recipient qualified, and license him accordingly to practice those branches within State. The recipient must procure this certificate to be recorded in the clerk's office in the county in which he resides, or if he is not a resident of the State, it must be so recorded in the county in which it was obtained. The fine for violating the statute is \$50 to \$200 for the first offense, and \$200 to \$500 for each subsequent offense.

Virginia.—There is in Virginia a board of medical examiners appointed by the governor for a term of four years. The board examines all persons who make application or desire to commence the prac-

tice of medicine in the State, and when the applicant passes an examination satisfactorily as to proficiency before the board in session, the president of the board grants him a certificate to that effect. No application shall be rejected upon his examination on account of his adherence to any particular school of medicine or system of practice, nor on account of his views as to the method of treatment and curing of disease. A certificate, when granted, must be recorded in the clerk's office of the county or corporation in which the holder resides, before he may lawfully engage in practice. The penalty for practicing medicine or surgery in the State in violation of the statute is a fine of \$50 to \$500 for each offense, and forfeiture of all rights to compensation for his service rendered.

Washington.—There is a State medical examining board appointed by the governor, which consists of nine members, who are sworn to well and faithfully, and without partiality, perform the duties of such office according to the best of their knowledge and ability. Every person desiring to commence the practice of medicine or surgery, or either of them, must make appli-

cation to the board for a license. After receiving a license, the holder must file it with the county clerk in and for the county in which he resides, and if he locates in another county, he or she must procure a certified copy and file it in the office of the county clerk of that county. In case the license is revoked, the county clerk must make a memorandum of that fact. Any person practicing medicine or surgery in the State without having obtained a license or contrary to the provisions of the statute incurs a penalty of a fine of \$50 to \$100, or imprisonment for ten to ninety days, or both fine and imprisonment. A person comes within the scope of the enactment who appends the letters "M.D." or "M.B." to his or her name, or for a fee prescribes, directs, or recommends for the use of any person any drug or medicine or agency for the treatment, cure, or relief of any wound, fracture, or bodily injury, infirmity, or disease; dentists, however, are excepted.

West Virginia.—A board of health in West Virginia consists of two persons from each congressional district of the State, appointed by the governor. The board, at

such time as the majority deems proper, holds the examinations for the licensing or practicing of medicine. There must be not less than three of these in each year, and they are to be held in such places as are convenient for the candidates and for the board. No applicant for license to practice medicine in this State shall be rejected because of his or her adherence to any particular school or theory of medicine. Any person practicing or attempting to practice medicine or surgery or obstetrics in the State without having complied with the provisions of the statute incurs a penalty of a fine of from \$50 to \$500 for every offense, or imprisonment for one to twelve months, or both, at the discretion of the court. Any persons will be regarded as practicing medicine who shall publicly profess to be a physician or to prescribe for the sick, or who shall append to his name the letters "M.D."

Wisconsin.—The Wisconsin board of medical examiners is appointed by the governor. They must be graduates of recognized medical colleges, and representatives of the different schools of medicine. All persons commencing the practice of medicine or sur-

gery in any of their branches in this State must apply to the board for license so to do, and at the time designated by the board, or at the regular meeting, to submit to an examination in the various branches of medicine or surgery, or he must present a diploma from a medical college that requires at least three courses of not less than six months each before graduation, no two of the courses to be taken in the same twelve months. After examination or presentation of a satisfactory diploma, the board, if it finds the candidate qualified, will grant a license to the applicant to practice medicine in the State, but a license can be granted only upon the concurrence of five of the members.....The Board may by unanimous vote revoke the certificate of any registered person who has been convicted before the proper courts of a crime committed in course of his professional business. Every person who begins the practice of medicine or surgery without having obtained a license or contrary to the provisions of the enactment, or who, not paying a license, shall advertise or hold himself out to the public as a physician or surgeon or specialist in medicine or surgery in the State,

or who shall use the title of doctor or append to his or her name the letters "M.D." or "M.B.," meaning thereby doctor of medicine, may be deemed guilty of misemeanor, and be punished upon conviction by a fine of \$50 to \$100 for each offense, or by imprisonment for three months, or by both fine and imprisonment. Every person is regarded as practicing medicine who appends the letters "M.D." or "M.B." to his or her name intending to represent himself or herself as a physician or surgeon, or who for a fee prescribes or directs medical or surgical treatment for the cure or relief of any wound, fracture, bodily injury, infirmity, or disease.

Wyoming.—No person may practice medicine, surgery, or obstetrics in Wyoming who has not received a medical education and a diploma from some legally chartered medical school having genuine existence when the diploma was granted. It requires also that the person shall be identified by an affidavit of two citizens of the county, or by his or her own affidavit as to identity. The penalty for not complying with the statute is a fine of \$50 to \$500, or imprisonment for thirty days to six months,

or by both fine and imprisonment, for each and every offense. The filing or attempting to file a diploma or certificate as belonging to oneself which belongs to another, or forging affidavit of identification, is made a felony. The enactment only requires the constitution to show that the defendant has practiced medicine since it went into effect. The defendant is not entitled to an acquittal unless he or she shall prove having received a medical education, and holding a genuine diploma from a regularly chartered medical school.

VALUE OF GENUINE TESTIMONIALS AND HOW TO GET THEM.

Words of praise from your students and patients are a good thing, and should be used to a great extent in your advertising. Be careful to make arrangements with those who send you testimonials to have them published, so that they will answer favorably the letters of inquiry which they receive. If you publish their testimonials, they will probably receive a great many letters of inquiry in regard to you and your business, and unless you have made an

arrangements with them, they will pay little or no attention to them. The persons writing them will believe that you have used a fictitious name and that you are a fraud. Do not have your testimonials worded too extravagantly, and have them as short as possible, as they will occupy space which costs money. Whenever you have cured anyone, ask him for a testimonial, explaining to him that the words of those who receive benefit from your treatment have great weight with the public; but a great many who are cured by you will refuse to give you a testimonial.

HALF-TONE CUTS, ETC.

The use of half-tones and cuts of different kinds will prove very remunerative if properly used. Just what they will cost you depends upon the quantity you order. You will be charged by the size of the cuts, so much per square inch. The most satisfactory manner of securing cuts, after deciding upon what you want, is to write to some engraving establishment, stating to them just what you want and what size cut you desire. They will then give you prices.

etc., and also any suggestions that will be of assistance to you.

PROFESSIONAL ETHICS AND COURTESIES.

It is well for the beginner to observe all courtesies towards his fellow-healers. When locating in a town, you should become acquainted as soon as possible with the healers who are already there, if any should be located in the town, and you should explain to them just what you intend to do, asking them to extend to you what favors they feel free to grant, and explain to them that it is not your intention to attempt in any way to take any business away from them. Do not cut prices, and make arrangements with the healers who are in the town with you to stand by you in this, so there will be no warfare between you. Have a fixed price, and maintain that under all circumstances. Do not do any thing that you would not be willing for the other healers to do, and you will always observe professional ethics to the letter.

MAGNETIC SPECIALISTS.

Medical men take up different branches in their profession, and by becoming recognized as specialists receive larger fees than the general practitioner. Many magnetic healers do the same thing, and make a wonderful success of the work, as a general thing. Treating one class of disease only enables the healer to become very expert, and his success will be correspondingly greater. Specialists usually charge more than one who is not, and because of this large sums of money can be made out of it, once the business is established. The healer is advised to attempt specializing as soon as he has built up a business that is self-supporting. It is only fair to state, however, that it is harder to build up a business in this way than when all classes of disease are treated.

POSTAL RULES AND REGULATIONS.

Domestic mail matter—that is, mail matter sent in the mails from some postoffice within the United States to some other postoffice within the same—is divided into four classes, as follows:

First-class Matter.—Written matter; viz., letters, postal cards, and all matter wholly or partly in writing, whether sealed or unsealed (except manuscript copy accompanying proof-sheets or corrected proof-sheets of the same). All matter sealed or otherwise closed against inspection is also of the first class.

The following named articles are among those subject to the first-class rate of postage: autograph albums containing writing; bank-books, with written entries; bank-checks filled out in writing, whether cancelled or not; written visiting-cards; "old letters," whether sent singly or in bulk; stenographic or shorthand notes; diplomas, marriage, insurance, or other certificates filled out in writing; manuscript copy, when not accompanied with printed proof-sheets; typewritten matter, manifold copies of the same, together with imitations or reproductions thereof, or of handwriting not easily recognized as such; drawings and plans, containing written words, letters, or figures indicating size, price, dimensions, etc.; envelopes bearing written addresses; remailed postal cards wholly or partly in writing; printed assessment notices with

the amount due written or stamped in; printed price-lists containing hand-stamped or written figures; printed receipts with hand-stamped or written signature; printed blank forms, filled out in writing; printed cards bearing a written or stamped date, where the date is not of the card, but gives information as to when the sender will call, or will deliver something mentioned in the printed part of the card, or is the date upon which something is acknowledged to have been received; indented or perforated sheets of paper containing characters which can be read by the blind, when they contain actual personal correspondence.

RATES OF POSTAGE.

114. *On First-class Matter.*—The rate of postage is as follows:

1. On letters and other written matter, except that specially authorized to pass at third-class rates, and on sealed matter or matter otherwise closed against inspection, two cents an ounce or fraction thereof.

2. On postal cards, one cent each, the price for which they are sold.

3. On "drop letters," two cents an ounce

or fraction thereof, when mailed at letter-carrier postoffices, and one cent for each ounce or fraction thereof at offices where free delivery by carrier is not established.

Second-class Matter.—Periodical publications; namely, all newspapers and other periodical publications which are issued at stated intervals, and as frequently as four times a year, which bear a date of issue, and are numbered consecutively, are issued from a known office of publication, are formed of printed paper sheets, without board, cloth, leather or other substantial binding. To be entitled to entry in this class, such publications must be originated and published for the dissemination of information of a public character, or devoted to literature, the sciences, art, or some special industry, and must have a legitimate list of subscribers, and must not be designed primarily for advertising purposes, or for free circulation or circulation at nominal rates.

A Known Office of Publication.—"A known office of publication is a public office for the transaction of business of the newspaper or periodical, where orders may be received for subscription and advertising

during the usual business hours, and this office must be shown by the publication itself."

Newspapers and periodicals may have more than one office of publication, but can be entered and mailed as second-class matter at but one. This office must be designated by the publisher, and should be placed first in all printed notices relative to the place of publication.

No certificate of entry will be issued unless there is a compliance with this provision.

RATE OF POSTAGE.

The rate of postage on second-class matter when sent by the publisher thereof, and from the office of publication, including sample copies, when sent from a news agency to actual subscribers thereto, or to other news agents, is one cent a pound or fraction thereof.

The rate of postage on newspapers or periodical publications of the second-class, when sent by other than the publisher or news agents, is one cent for each four ounces or fractional part thereof.

Third-class Matter. — Books, pamphlets, circulars, and other matter wholly in print

(not included in second-class matter), proof-sheets, corrected proof-sheets, and manuscript copy accompanying the same.

Printed matter is defined by the statute to be "the reproduction upon paper, by any process except that of handwriting, of any words, characters, letters, figures, or images, or of any combination thereof, not having the character of an actual and personal correspondence, provided it is easy of recognition as such."

A circular is defined by statute to be "a printed letter, which according to internal evidence is being sent in identical terms to several persons," and does not lose its character as such by writing therein the date, name of the addressee or of the sender, or the correction of mere typographical errors.

The following named articles, when printed upon paper and containing no writing, are third-class matter: almanacs; printed legal blanks and forms of insurance applications; blue prints; printed books; canvassing and prospectus books and receipt-books; printed cards; circulars, catalogues, and assessment notices wholly in print; Christmas and Easter cards;

actual copy-books with printed lines and instructions for use; matter produced by the cyclotype, lithograph, mimeograph, electric pen, or other process easy of re-pro-duction; engravings and wood-cuts; labels; lithographs; printed maps (on paper); mu-sic-books and sheets of music; printed blank notes; photographs; printed plans and architectural designs; postage stamps, can-celed or uncancelled; postal cards, bearing printed advertisements, mailed singly or in bulk; press-books, wholly in print; print-ed proof-sheets, with or without manu-script; printed tags; printed calendars; United States Treasury notes; printed val-entines; press clippings, with name and date of paper stamped or written in; in-dented or perforated sheets of paper, con-taining characters which can be read by the blind, when not in the nature of per-sonal correspondence.

Books, bulletins, notes, reports, and plates are, by the Act of July 24, 1898, also mail-able at the third-class rate of postage. Ca-dets like books are included examples of whole or other parts in its natural condi-tion, seedling potatoes, beans, peas, cher-ries, and apricots. See, however, examples

of flour, rolled oats, pearled barley, or other cereals which can only be used as articles of food; or cut flowers, dried plants, and botanical specimens; or foreign nuts and seeds (such as coffee bean) used exclusively as articles of food, all of which are subject at the fourth-class rate.

102. *Permissible Additions to Third-class Matter.*—Upon matter of the third class, or upon the wrapper or envelope inclosing the same or the tag or label attached thereto, the sender may write his own name, occupation, and residence or business address, preceded by the word "from," and any marks other than by written or printed words to call attention to any word or passage in the text, and may correct any typographical errors. There may be placed upon the blank leaves or cover of any book, or printed matter of the third class, a simple manuscript dedication or inscription not of the nature of a personal correspondence. Upon the wrapper or envelope of third-class matter, or the tag or label attached thereto, may be printed any matter mailable as third-class; but there must be left on the address side a space sufficient for a legible address and necessary stamps.

RATES OF POSTAGE.

The rate of postage on third-class matter is one cent for each two ounces or fractional part thereof, sent to a single address.

Fourth-class Matter.—Merchandise—viz.: all matter not embraced in the first, second, or third class which is not in its form or nature liable to destroy, deface, or otherwise damage the contents of the mail-bag or harm the person of anyone engaged in the postal service, and not above the weight provided by law.

Under the head of fourth-class matter are included the following articles: artificial flowers, photograph albums; blank autograph albums; blank books with printed heading; bill-heads and letter-heads; blank books; blotters, printed or unprinted; coin, blank cards; printed playing-cards; Christmas and Easter cards, printed on other material than paper; samples of cloth; cut flowers; dried plants; botanical and geological specimens; blank diaries; envelopes, printed or unprinted; samples of flour, or other manufactured grain for food purposes; blank address tags or labels; dissected maps and pictures; proprietary medicines in original packages; metals; miner-

als; paper bags and wrapping paper, printed or unprinted; crayon pictures; oil or water-color painting; pen or pencil plans or drawings, if they contain no written words, letters, or figures giving size, dimensions, distance, price, etc.; blank postal cards in bulk packages; printed dress charts and printed patterns; stationery; samples of merchandise; wooden rulers containing printed advertisements; wall-paper; queen bees, when properly packed; dried fruit; framed engravings, drawings, or paintings; maps printed upon cloth; calendars or other matter printed upon celluloid; paper napkins; photographs retouched with India ink or water-colors; tintypes; daguerreotypes; electrotypes plates; and, in general, all articles not included in the other three classes of mail matter.

The rate of postage on fourth-class matter is one cent an ounce or fractional part thereof.

193. *Permissible Writing or Printing upon or with Fourth-class Matter.*—With a package of fourth-class matter, prepaid at the proper rate for that class, the sender may enclose any mailable third-class matter, and may write upon the wrapper or

cover thereof, or tag or label accompanying the same, his name, occupation, residence or business address, preceded by the word "from," and any marks, numbers, names, or letters for purpose of description, or may print thereon the same, and any printed matter not in the nature of personal correspondence; but there must be left on the address side or face of the package a space sufficient for a legible address and necessary stamps.

194. The tag or label, with the printing or writing authorized thereon, may be attached to the whole package, or separate tags or labels, bearing the same, may be attached to each of one or more articles contained in the package.

195. In all cases directions for transit, delivery, forwarding or returning shall be deemed part of the address; and the Postmaster-General shall prescribe suitable regulations for carrying this section into effect.

186. *Regulations as to Second-, Third-, and Fourth-class Matter.*—1. The space to be left on the address side should be sufficient for a legible address and for all directions permissible thereon, for postmarking, rat-

ing, and any words necessary for forwarding or return.

2. Watermarks or printing in light tints, not rendering the reading of the address difficult, will not be deemed an infringement upon the address space.

3. Postmasters will carefully examine packages before mailing, to ascertain that no matter chargeable as of the first class is included, and that the requirements of the foregoing statutes are complied with.

4. Postmasters at the offices of address are required to examine such packages and rate up the same at first-class rates whenever the statute has been violated, and collect such postage on delivery. If the addressee feels aggrieved, he may deposit the extra postage with the postmaster, who shall give receipt therefor and send to the Third Assistant Postmaster-General a statement of the case and the reason of the charge. The postmaster will forward the statement in a penalty envelope, and will accompany it with any explanation necessary to an understanding of the case; and if, upon investigation, it appears that the violation of the law was unintentional and unimportant in char-

acter, the postmaster will be directed to refund the deposit.

MANNER OF WRAPPING MAIL MATTER.

198. *Second-class Matter.*—No newspapers shall be received to be conveyed by mail unless they are sufficiently dried and inclosed in proper wrappers (Postal Laws and Regulations, par. 306.) The wrappers should be such that they can be easily removed without destroying them or injuring their inclosures. If the wrappers cannot be easily removed, the matter is liable to postage at the first-class rate.

199. Third-class matter must be placed under band, upon a roller, between boards, or in an unsealed envelope, or closed so as not to conceal the nature of the packet or its contents, or it may be so tied with a string as to easily unfasten. Address cards and all printed matter in the form of an unfolded card may be mailed without band or envelope.

200. Fourth-class matter not absolutely excluded from the mails, but which from its form or nature might, unless properly secured, destroy, deface, or otherwise damage the contents of the mail-bag or

harm the person of anyone engaged in the postal service, may be transmitted in the mails when it conforms to the following conditions:

1. When not liquid or liquefiable, it must be placed in a box or removable envelope or wrapping, made of paper, cloth, or parchment.

2. Such bag, box, envelope or wrapping must again be placed in a box or tube made of metal or some hard wood, with sliding clasp or screw-lid.

3. In cases of articles liable to break, the inside box, bag envelope, or wrapping must be surrounded by sawdust, cotton, or other elastic substance.

4. Admissible liquids and oils (not exceeding 4 ounces, liquid measure), pastes, salves, or articles easily liquefiable, must conform to the following conditions: when in glass bottles or vials, such bottles or vials must be strong enough to stand the shock of handling in the mails, and must be enclosed in a wooden or papier-maché block or tube not less than three-sixteenths of an inch thick in the thinnest part, strong enough to support the weight of mails piled in bags and resist rough handling;

and there must be provided between the bottles and the wooden case a cushion of cork-crumbs, cotton, felt, asbestos, or other like substance, sufficient to protect the glass from shock in handling; the block or tube to be impervious to liquid, including oils, and to be closed by a tightly fitting screw-lid of wood or metal, with a rubber or other pad so adjusted as to prevent the leakage of the contents in case of breaking the glass. When inclosed in a tin cylinder, metal case or tube, such cylinder, case, or tube should have a screw-lid with a rubber or cork cushion inside in order to make the same water-tight, and should be securely fastened in a wooden or papier-maché block (open only at one end) not less in thickness and strength than above described. Manufacturers and dealers intending to transmit articles or sample in considerable quantities should submit a sample package showing their mode of packing to the postmaster at the mailing office, who will see that the conditions of this section are carefully observed.

5. In case of sharp-pointed instruments, the points must be capped or encased so that they may not by any means be liable

to cut through their enclosures; and where they have blades, such blades must be bound with wire so that they shall remain firmly attached to each other, and within their handles or sockets. Needles must be encased in metal or wooden cases so that they cannot by any means prick through or pass out of their enclosures.

6. Seeds or other articles not prohibited, which are liable from their form or nature to loss or damage unless specially protected, may be put up in sealed envelopes if such envelopes are made of material sufficiently transparent to show the contents clearly without opening.

7. Ink powders, pepper, snuff, or other powders not explosive, or any pulverized dry substance not poisonous, may be sent in the mails when enclosed in the manner prescribed herein for liquids, or when enclosed in metal, wooden or papier-maché cases in such secure manner as to render the escape of any particles of dust from the package by ordinary handling impossible, and of such strength as to bear the weight and handling of the mails without breaking; the method of packing to be sub-

ject to the approval of the General Superintendent of the Railway Mail Service.

8. Queen bees and their attendant bees, an insect known as the "Australian Lady Bird," dried insects and reptiles, may be sent in the mails when properly put up, so as not to injure the persons of those handling the mails, nor soil the mail-bags or their contents.

9. Hard candies or confectionery, yeast cakes, soap in hard cakes, when wrapped in strong paper boxes or heavy paper wrappers adequate to prevent all injury to other mail matter in the same mail-bag, are admissible in the domestic mails.

10. Pistols or revolvers, in detached parts, may be sent in the mails; but the mailing postmaster will carefully examine such packages, and will receive them only when they are harmless.

11. No specific mode of packing is prescribed for samples of flour; but they should be put up in such manner as to certainly avoid the risk of package breaking or cracking, or the flour being scattered in the mails; and if this be not done, the sample should be excluded.

201. Articles of fourth-class matter must

be so wrapped that their contents may be easily and thoroughly examined by postmasters, both with reference to the safety of the mails and the postal employees, and to the exclusion of matter chargeable as of the first class.

202. Whenever any packet of matter other than first class offered for mailing to any address within the United States is sealed or otherwise closed against inspection, or bears writing not permissible by law, it is subject to postage at letter or first-class rate, and will be treated as a letter; that is, if one full rate, two cents, has been paid, it will be rated up with the deficient postage at letter rates; if less than full rate has been paid, it will be treated as a short-paid letter.

UNMAILABLE MATTER.

224. *What Is Unmailable.*—Unmailable matter includes all matter which is by law, regulation, or treaty stipulation prohibited from being transmitted in the mails, or which, by reason of illegible, incorrect, or insufficient address of person or office, cannot be forwarded to destination or delivered to the person for whom intended. Unmailable matter is classified thus:

1. *Held for Postage.*—On matter insufficiently prepaid to entitle it to be forwarded. This includes domestic matter of the first class which was not prepaid at least one full rate, two cents, and all other domestic matter not fully prepaid.

2. *Misdirected.*—That is, matter without address or so incorrectly, insufficiently, or illegibly addressed that it cannot be forwarded to its destination. This includes “nixes,” the term applied to designate mail matter not addressed to a postoffice, or addressed to a postoffice without the name of the State being given, or otherwise so incorrectly, illegibly, or insufficiently addressed that it cannot be transmitted.

3. *Destructive.*—That which from its harmful nature is forbidden to be in the mails. Among these are: poisons, explosive or inflammable articles, live or dead (and not stuffed) animals, insects or reptiles, fruits or vegetable matter liable to decomposition, comb honey, guano, or any article exhaling a bad odor; vinous, spiritous and malt liquors, and liquids liable to explosion, spontaneous combustion, or ignition by shock or jar (such as kerosene oil

naphtha, benzine, turpentine, and other liquids of like character).

4. *Specimens of Cholera Germs*.—Disease germs, discharges of any kind from diseased persons, or other things of like character, no matter how securely put up. (Order Postmaster-General, June 1, 1893.)

5. *Coin and Jewelry*.—That matter, to-wit, coin, jewelry, or other precious articles, which by the provisions of the conventions with foreign countries are prohibited from being sent in mails to foreign countries.

6. *Obscene Matter*.—This embraces: every obscene, lewd, or lascivious book pamphlet, picture, paper, writing, print, or other publication of an indecent character; every article or thing designed or intended for the prevention of conception or procuring abortion; every article or thing adapted or intended for any indecent or immoral use; every written or printed card, circular, book, pamphlet, advertisement, or notice of any kind giving information, directly or indirectly, where, how, or from whom, or by what means any of the hereinbefore mentioned matters, articles, or things may be obtained or made; every letter upon the en-

velope of which, or postal card upon which, indecent, lewd, obscene, or lascivious delineations, epithets, terms, or language may be written or printed.

7. *Lottery Matter*.—That is, letters and circulars known to be concerning lotteries, so-called gift concerts or other similar enterprises offering prizes, or concerning schemes devised and intended to deceive and defraud the public for the purpose of obtaining money under false pretenses.

8. *Mutilated*.—That matter becomes un-mailable which is recovered from wrecked or burned mail-cars or vessels, or which has become so damaged by any other means that it cannot be forwarded to its destination. This includes all matter of value found loose in the mails, separate from the wrapper, label, or envelope containing the address, so that the direction cannot be known, and all matter which is recovered from depredations on the mails, which the Postmaster-General is required to restore to the owners when ownership is proved.

9. *Excess of Weight and Size*.—Those packages of domestic third- and fourth-class matter of more than four pounds, except single books exceeding that weight,

and official matter emanating from the Departments, and books and documents published and circulated by order of Congress, and of foreign matter which is in excess of the weight or size fixed by the treaty stipulation as the maximum for such matter. The limit of weight does not apply to second-class matter mailed in packages at the pound rate or at the rate of one cent for each four ounces.

10. *Scurrilous Matter*.—Matter upon the envelope or outside cover or wrapper of which, or postal card upon which, any delineations, epithets, terms, or language of an indecent, lewd, lascivious, obscene, libelous, scurrilous, defamatory, or threatening character, or calculated by the terms or manner or style of display, and obviously intended to reflect injuriously upon the character or conduct of another, may be written or printed.

320. A postal card with a statement of account written thereon may be transmitted in the mails when it does not contain anything reflecting injuriously upon the conduct or character of another, or a threat of any kind, or any other matter forbidden by law.

354. It is not a violation of postal law to send dunning communications by mail when the same are sent under cover of envelopes which do not bear thereon written or printed words or display of an objectionable nature.

BOXES AND BOX RENTS.

382. The Postoffice Department regulates the rent of boxes in postoffices.

383. An individual member of a firm is entitled to have the mail of his family placed in the postoffice box rented by the firm. If the box will not accommodate all the mail, the firm must rent another.

384. Postmasters must deliver mail to persons calling for the same in their order, whether they be boxholders or not.

386. It is provided by law that no box at any postoffice shall be assigned to the use of any person until the rent thereon has been paid for one quarter in advance.

387. Postmasters are prohibited from disclosing to the public the names of persons owning or renting boxes in their offices.

THE POSTAL GUIDE.

The Postoffice Department issues once a

year what is termed "The United States Official Postal Guide." This book, by authority of the Postoffice Department, contains an alphabetical list of all postoffices in the United States with county and State, a list by States and counties, showing the money-order offices, domestic and international; also, rates of postage; synopsis of postal laws, orders, rulings of the Department; information relating to postal matters and general regulations respecting foreign mails.

You should have one of these books to refer to, as a great many of the addresses will be difficult to read. You can obtain a copy by ordering it through your postmaster. The price of the Guide is \$2.00. You must by all means have your letters addressed correctly; otherwise you throw them away. The different postal regulations you must be familiar with, so that you may not violate the postal laws and get yourself into trouble with the postal authorities. The average man knows very little about postal regulations.

When you begin to transact foreign business, you will need the Canadian Postal Guide, which can be obtained for 25 cents

by sending this amount to F. Goldthrite, Superintendent of Department of Public Printing and Stationery, Ottawa, Canada. To obtain an English Postal Guide, send a shilling to the Secretary, G.P.O., London, England, for a copy of the British Postal Guide.

Send your mail to the postoffice regularly, and at the time which suits the office best. If you will do this, you will receive better and prompter service than if you sent it in small bunches and at irregular intervals. Remember that the trains do not all leave at the same time, but at different times each day, and if you desire prompt service, which you most certainly do, you must send your mail to the office in time for the postoffice employees to arrange it. It would be well to consult them as to the best time to send your mail to the office, and you should always send it at the time specified by them. When your mail gets large, you should classify all letters of the same class together, and all States together. You should also have all the letters turned the same way to facilitate canceling stamps. Be very careful in all this, as you can receive great benefits from recom-

mendations of postmasters, etc., provided you treat them courteously; otherwise, they can do you a great amount of harm.

At all times you should be very careful about violating postal laws. We give below a copy of the law of fraud orders, which will give you some idea of what the Postoffice Department judges a fraud.

"Section 2029. The Postmaster-General may, upon evidence satisfactory to him, that any person or company is engaged in conducting any lottery, gift enterprise, or scheme for the distribution of money or any real or personal property by lot, chance, or drawing of any kind, or that any person or company is conducting any other scheme or device for obtaining money or property of any kind through the mails by means of false or fraudulent pretenses, representations or promises, instruct postmasters at any office at which registered letters arrive directed to any such person or company, or to the agent or representative of any such person or company, whether such an agent or representative is acting as an individual or a firm, bank corporation, or association of any kind, to return all such registered letters to the postmas-

ter at the office at which they were originally mailed, with the word "Fraudulent" plainly written or stamped upon the outside thereof, and all such letters so returned to such postmaster shall be by them so returned to the writers thereof, under such regulations as the Postmaster-General may prescribe. But nothing contained in this section shall be construed as to authorize any postmaster or other person to open any letter not addressed to himself. The public advertisement by such person or company so conducting such a lottery, gift enterprise, scheme, or device, that remittance for the same may be made by registered letters to any other person, firm, bank, corporation, or association named therein shall be held to be *prima-facie* evidence of the existence of such agency by all parties named therein; but the Postmaster-General shall not be precluded from ascertaining the existence of such agency in any other legal way satisfactory to himself."

"Sec. 4041. The Postmaster-General may, upon evidence satisfactory to him that any person or company is engaged in conducting any lottery, gift enterprise, or scheme

for the distribution of money or any real or personal property by lot, chance, or drawing of any kind, or that any person or company is conducting any other scheme for obtaining money or property of any kind through the mails by means of false or fraudulent pretenses, representations, promises, forbid the payment by any postmaster to said person or company of any postal money-order drawn to his or her order, or in his or its favor, or to the agent of any such person or company, whether such agent is acting as an individual or as a firm, bank, corporation, or association of any kind, and may provide by regulation for the return to the remitters of the sums named in such money-orders. But this shall not authorize any person to open any letter not addressed to himself. The public advertisement by such person or company conducting any such lottery, gift enterprise, scheme, or device, that remittances for the same may be made by means of postal money-orders to any person, firm, bank, corporation, or association named therein, shall be held to be *prima-facie* evidence of the existence of such agency by all the parties named therein; but the Postmaster-

General shall not be precluded from ascertaining the existence of such agency in any other legal way."

It will be seen that according to the terms of this law the Postmaster-General has almost absolute authority, and he can stop you and your business at any time, no matter what it is, if he sees fit. In appealing to the law, you will find that you will get little satisfaction unless you have plenty of money to spend, as a suit with the Government is entirely different from one with an individual. If your office is visited by a Postoffice Inspector, show him just exactly how you conduct it, etc., keeping nothing from him, as you will in this way gain his good-will, and will also convince him that you are honest in your intentions. Most prosecutions for fraudulent using of the mails are made under the following provisions:

"Sec. 5480, R. S. If any person having devised or intending to devise any scheme or artifice to defraud or to be effected by either opening or intending to open correspondence or communication with any person, whether resident within or without of the United States, by means of the post-

office establishment of the United States, by inciting such other persons to open communication with a person so devising or intending, shall in and for executing such a scheme or artifice, or attempting so to do, place any letter or packet in any postoffice of the United States, or take or receive any therefrom, such person so using the postoffice establishment shall be punished by a fine of not more than \$500, or by imprisonment of not more than eighteen months, or by both such punishments. The indictment, information, or complaint may severally charge offenses to the number of three when committed within the same six calendar months, but the court thereupon shall give a single sentence, and shall proportion the punishment especially to the degree in which the abuse of the postoffice establishment enters as an instrument into such fraudulent scheme and device."

THE SELECTION OF PARTNERS.

The question as to whether or not one should select a partner is one that cannot be satisfactorily answered by any other

than those who are directly concerned. If it is possible to form a partnership with some one who is a good business man and who has capital with which to back the enterprise, it will be well to form an alliance of this kind. There have been cases of this kind where the partnership proved very advantageous indeed. If the reader becomes a successful healer, he can find plenty of capital to back him in his institution; but if he has anything like a good business, we would advise him to give much thought to the subject before making a change.

INCORPORATING.

Whether or not it is to the advantage of the healer to incorporate his institution depends altogether upon the circumstances surrounding him. If the business has been built up to large proportions, it would be well to incorporate it; or if it is intended to start upon a large scale, even though no business has been built up, it is well to incorporate, as the public will have confidence in you if you have a good-sized capital stock, and assume the liability of a

corporation. Incorporation is, however, a science in itself, and if the reader desires to incorporate, he is advised to consult a lawyer and have the advantages and disadvantages of incorporating explained to him. He will then be in position to decide for himself what it is he wants to do.

BLACKMAILERS.

A novice in the mail-order business is sometimes very much alarmed by receiving letters from blackmailers. Sometimes the letters are extremely well written, and the plan of the blackmailer quite shrewd, and, as a consequence, the reader may sometimes feel some alarm as to the outcome of the blackmailer's plan. There is but one way of dealing with the blackmailers, and that is to pay absolutely no attention to them whatever. Do not answer their letters, but if they seem particularly progressive, turn their letters in to the Postoffice Department, with the request that the matter be attended to. The probability is that you will never be troubled again with persons who have written you.

LAWS GOVERNING MAGNETIC HEALING.

In a few States laws have been passed with the intention of stopping the practice of Magnetic Healing, Christian Science, Mental Science, and allied sciences. These laws have usually been passed because of strenuous efforts on the part of the medical fraternity, who seem to realize that the old days of medicine are rapidly passing away. In some States there is no law regulating the science of healing, and in those States wherein such laws have been passed many magnetic healers are practicing. Whether or not a man can practice in a State where a law is in force prohibiting such practice will depend largely upon the community in which he practices. If the people in his vicinity are favorably inclined toward Magnetic Healing, he can practice without any trouble; but if he arouses the antagonism of the doctors and the people, he may be compelled to desist or fight the laws made by doctors.

The laws which have been passed regulating this science are, in our mind, undoubtedly unconstitutional, and we do not believe that any laws which have been

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