

[ Easy Money ]

# "Fishing for Suckers"

"  
Advertising Schemes That Get  
Money from the Innocent,  
Gullible and Unwary

## "Bait"

Photos of the Nude  
*"The Kind Men Want, but Seldom Get"*

Rich, Rare and Racy Books  
*"The Warmest Stuff Ever Put in Print"*

The Mail Order Mint  
*"Making Money in the Mail Order Mint  
Is Easy When You Know How"*

" \$ "

Boston  
George Thomas Watkins  
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George Thomas Watkins

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Club of San Francisco

**T**HERE has been more fraud perpetrated through the classified pages of the American press than through all other classes of advertising combined. . . . Through fake Want Ads the gullible and unwary, the weak and the sick, the country yokel and innocent maid are often led to dens of iniquity, and financial, moral or physical disaster follows fast in the wake of the rotten medical, personal, massage, clairvoyant, matrimonial, mining or thieving business opportunity advertising.

[*In The Fourth Estate*, May 27, 1916]

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## Preface

There is an almost universal desire in all of us to have "lots of money." The desire to get it easily and quickly has afforded the get-rich-quick promoter his chance to "fish for suckers." Indeed, this branch of the piscatorial art has so large a following of these "anglers" that the government is compelled to employ considerable "machinery" in order to keep these covetous "fishermen" from making "suckers" where none were before. The classified advertising columns of newspapers and magazines have been the medium through which much of the glittering "bait" has been cast to catch the unwary and innocent "fish."

But the "love of money" is only *one* among many forms in which the "average human" shows his likeness in gullibility to his finny brother. Another *lure* which attracts the attention of many is "*photos* (of women)—*the kind men want, but seldom get.*" In the same class is the "*rich, rare and racy book.*"

The following pages contain the amusing experiences of one who has been curious to know some of the "schemes back of the ads"—curious to see the "kind of photos men want, but seldom get"; to read some of the books, so-called, that are "rich, rare and racy"; to learn the "naked" truth about what happened to Estelle; to learn what was the "warmest stuff ever put in print" by reading "Fast Life in Chicago," with the story of "how Olga got broke in" and "Kittie's thrilling experiences with a rounder"; to learn the "moral" from the startling truths revealed in "From the Ballroom to Hell"; why only men should read "Cousin Maud," "A Woman's Blighted Life," "The Pace That Kills" and heed the warning in "A Bad Woman's Influence," and—*others!* how any intelligent person, without experience, in

spare time, may earn \$15 to \$25 a week corresponding for newspapers and magazines; how to "go on the stage"; how to learn a trade in a few hours that will net \$5 and more a day; how to learn to paint pictures in one lesson with oil paints; how to "make \$2000 easy money quick" for two one-cent stamps; how to write "song poems" for publication; how to get a life job with Uncle Sam, with sure work, big pay, easy hours, long vacations and steady advancement; how to make money in grain; how to win at cards and dice; how to be a movie actor and draw a large salary, have pleasant work and travel; how \$15 invested in some "great oil field" may make \$1500; how \$10 a day may be made tacking signs; how to obtain a \$35 watch for 55 cents; how to get 25 cents apiece for names and addresses; how to be a detective at \$300 a month and travel all over the world; how to be a prospector (with a \$50 "dip" needle); how to make a steady income knitting at home; how to get a big mail every day of samples, circulars and advertising matter; how to make \$100 a month mailing postcards, without capital or hard work; how to get a wife with \$50,000 in the bank; how to raise ginseng, mushrooms and Belgian hares in the back yard, and last, but not least, how a "fortune can be made in the mail order business," without capital and at home during spare moments in the evening!

In plain view a little pea is rolled under one of three little shells. He who is vain of his eyesight, but ignorant of the game, is sure he knows under which little shell the little pea is rolled. It looks like "easy money." If he who reads this book be not as vain of his reasoning powers as one who is vain of his eyesight, this contribution to the literature of advertising will not be without interest, and—amusement.

G. T. W.

## A View of the Subject

**I**S it safe to say no one believes grapes can grow on thorns or figs come from thistles? Then why have millions of men and women for centuries kept right on getting "stung" for their surprising credulity in other matters just as impossible?

In the olden time the honest manufacturer of bricks was careful to place the right amount of "straw" in his clay, thereby giving strength to his product, and, likewise, assuring himself of "repeat orders." His wicked contemporary made bricks without "straw," selling them, no doubt, at the same price as the honest manufacturer, and, in all likelihood (he was mean enough!), advising his credulous customer to go ahead and build his bungalow on the sand where the waters washed around the foundations twice in twenty-four hours.

Now he who reads this book should see that "one can not gather grapes of thorns nor figs of thistles," no matter how alluring the promise of profits may be—the promise of sure cures, something for nothing, easy money, a fortune in the mail order business, get-rich-quick, certain kinds of photos and books, and other bait at which "suckers" usually bite.

It is often boasted that the American people are a nation of newspaper readers, and as such possess in a high degree a sense of the importance of education and knowledge of affairs of the world, yet it is a sad commentary on their common sense that millions of dollars, so government reports say, are filched from the pockets of thousands of persons every year by unscrupulous advertisers.

Surely it "pays to advertise," and surely the object



of advertising is to make money, but when advertising appeal is a promise of "something for nothing" or that which the laws of the nation forbid surely it is time the buyer should beware.

If fraudulent schemes can succeed in reaping a rich harvest of golden dollars each year through the medium of advertising and the mails, heralding all sorts of wild cat mining, oil land, stock and investment snares, so-called "mail order" businesses, home work fakes, magic powders or perfumes for winning a person's love, divining rods for locating buried treasure and "lost" mines, "mental science," anti-fat and anti-lean prescriptions, lucky stones and rabbits' feet, not to mention too seriously "gold bricks" and "green goods," it gives ample proof of the "pulling power" of that immeasurable factor in civilization since the invention of movable types, the magic influence of a well directed and liberal use of Printers' Ink!

But what else does it prove?

It proves there must be an astounding lack of common sense, a surprising degree of credulity and a vast amount of gullibility on the part of a large proportion of our population on matters of money, health, medicine and religion. But the greatest of these weaknesses is gullibility; in other words, the expectation that something can be had for nothing—and that they are going to get it!

The value and importance of practical and efficient advertising to the life of a newspaper or magazine, and to the advertiser as well, need no brief in their behalf—this is a fact plain enough to all who are really alive and in possession of that amount of education and knowledge of affairs of the world set down in a previous paragraph; but, as George French says in his "Advertising: The Social and Economic Problem," "Advertising has bred up a variety of methods of getting money without fairly

earning it, and those methods will be held tenaciously by the unscrupulous and greedy."

Possibly there are few who have not heard of the "machine that made money," and the sickening denouement that followed when the purchaser tried to "work" the thing himself; of the cure for horse slobbering by teaching that animal to spit; of the "authorized" steel engraving of President Garfield for \$1 which turned out to be a 5-cent postage stamp; of the sure death to potato bugs by placing the insect on a block of wood and smashing it with another; of the "infallible instructions" on how to raise beets by "planting your feet firmly on the ground, take tight hold of the tops, and pull"; of the "absolutely sure" way to "double your money" by "converting the same into bills and fold them"; of the "sure system of winning at the races" which, for \$5, brought just two words, "Sell tips"; of the "only absolutely sure cure for drunkards that has ever been discovered," in which it was said, "Sign the pledge and keep it"; of "Three yards of fine silk for 25c," which was only 9 feet of silk thread; of "How to make an impression that has never failed," addressed to young women, who for their \$1 received the advice, "Sit down in a pan of dough"; of the "minister" who "chanced" upon some seeds of Jonah's gourd, of Bible fame, while on a visit to the Holy Land, and, desiring to distribute them among Bible students, on receipt of \$1 per seed, sent "de-natured" pumpkin seeds; of the "book for gamblers," which was a Bible; of the directions and materials for "drawing" a tooth without pain, which, for 50 cents, brought a piece of paper and a pencil; of "home work" schemers who advertise that \$15 to \$25 a week may be made at home, but first, please, send them from \$1 to \$50 for "machines" or "outfits"; of the inducement to copy letters at home at \$20 per thousand, which work was speedily dropped after remitting \$1 for an "outfit" consisting

of a pen and penholder; of the old, old style of "get-rich-quick" advertiser who could tell everybody "how to live without work" by advising "Fish for suckers, as we do," or like another who said, "Work like hell and never spend a cent"—and many, many others—all insincere, deceptive and fraudulent, and each in its own way designed to excite the curiosity and credulity of the gullible.

It is sometimes hard to decide which is the greater—the impudence of the quack or the credulity of his victims. The comparative ease with which the medical faker is able, by the most preposterous claims, to separate the trusting from their money indicates the enormous potentialities in advertising. It might be supposed that an individual who set out to sell, as a panacea for all the ills of the flesh, a piece of brass pipe with one or two wires attached to it, would, commercially speaking, have a hard and rocky road before him. But such a supposition would be incorrect. Not only would the enterprising faker find customers for his gas pipe but there would be such a demand for this most inane of "therapeutic" devices that two or three imitators would immediately enter the market.—*Nostrums and Quackery*, 1912, p. 295.

Curiosity is recognized as the "mail order man's chance." Many persons answer "blind" advertisements with no thought of sending any money—merely wishing to find out what the ad is all about. The American people have a great big streak of this characteristic in their makeup—one mail order man saying, "they are worse than crows, who, when they see anything curious that they do not understand, will keep nosing around closer and closer till they find out what it is." Recognizing that curiosity prompts a large percentage of inquiries, the advertiser "follows up" his "curiosity seeker" with letters and circulars that are calculated to excite further the agreeable expectation of getting "something for nothing."

"The habit of taking things for granted," says H. Addington Bruce, in a newspaper article, "The Cost of Credulity," "of accepting the statements of others without stopping to consider the grounds on

which they are based, is one of the commonest failings of mankind. It is also one of the costliest. Its cost is measured not merely in dollars and cents, but in human life."

Relying on the widespread tendency to credulity, the swindler boldly proclaims his "sure cures" and "get-rich-quick" schemes, and confidently awaits the response the mails will bring him. His confidence is seldom misplaced, if the truth has been told by Collier's, the World's Work, the Outlook, the Journal of the American Medical Association and many other publications which have sought to expose traps and pitfalls laid by quacks and fakers.

The wonderful growth of the motion picture business has stimulated the desire of many men and women to become scenario writers (or movie actors or actresses). It has also stimulated the desire of certain mail order persons to profit by this widespread ambition. The lure is held out that a fortune may be made in spare time, that experience or literary ability is unnecessary, that the demand for photoplays is far in excess of the supply. The most misleading part of the advertising of those who claim to show the way to this "easy money" is that "any one can do it." But the scenario editors of the leading moving picture producing companies seem to be unanimous in the opinion that "every one can not do it," that inspiration, the habit of observation, the plot-germ, the idea, can not be taught through the medium of the United States mail. Nearly all the ads of these so-called "moving picture companies" state that photoplays are "wanted," that \$25 to \$100 is paid for them, seemingly by the advertiser, but an answer to the ad usually brings the information that a book on "how to write photoplays" is for sale by them.

In regard to "writing for newspapers and maga-

zines" the above statement may well apply—any one and every one can not do it, no matter how assuring may be the promise of the generous sellers of "instructions" on "how to do it." To get a "steady income" of "\$15 to \$35 a week corresponding for newspapers" needs a bigger start than can be found in any \$1 or \$2 "book of instructions" that has come this way.

The "wise men of the east" certainly had nothing on the "wise men" of the west—when it comes to "getting the stuff." Did they ever know how to make \$50 a month, using only ten minutes a day? or how \$3000 yearly might be got out of a back yard? There was grain in those days, but is it recorded that any one of them knew of the "opportunity" for "taking" \$500 from an investment of \$10 in "puts" or calls? There was "oil" in those days, but where is it written that the "Jerusalem Co-Operative Oil Company" held out the lure of 10,000 percent interest on the shekels invested? It's a long way, and a long time, from Jerusalem (B.C.) to the United States in 1916, but we're here!—with "books of knowledge," "horoscopes," "gamblers' hands," "goldometers," "lucky stones," "marked cards" and "loaded dice" now happily within the reach of all! And, lest we forget, "skeleton keys," for 25 cents, that will unlock all common door locks!

LOOK! Skeleton keys; just the thing you need; unlocks all common door locks. Set, 25c.

A fine chance here for the amateur burglar to get some tools of the trade for only 25c.

MY VISIT to the spirit world, Paradise described; marvelous, up-lifting, inspiring; what loved ones are doing. Pamphlet, 25c.

A very small price for so much "marvelous, up-lifting, inspiring" information, indeed.



A LETTER written by Jesus Christ found just after death; a copy will be sent for \$1 paper; no stamps.

In plain language, this does not read on the level, else why so insistent on “\$1 paper; no stamps”?

THE GREAT SECRET—How you can make your lover or sweetheart love you; they just must love you; they can't help themselves. This secret is based on scientific principles and can not fail. Send 25c in silver.

The “scientific principle” is thus divulged for the two bits:

Your letter of recent date at hand, and in reply will say that to win the woman you love you must constantly think with your whole soul's intensity that you want her to love you; in addition to that you must not drink. Keep clean and neat in your dress. Be polite and attentive to her. Be generous, for women hate stinginess in men, but dearly love generosity. Be brave, for women hate cowards and love bravery. Be firm; women hate triflers. Walk with your head and shoulders well thrown back; be dignified; be courteous and every inch a gentleman. Flattery goes a long ways to win a woman, but don't overdo it. Don't be bashful, as women hate bashfulness in men, but love bold men. Yours for suckers, Prof. X.

Another “professor,” who had “wonderful powers” when his hand was crossed with gold, sent to remitters of \$37.50 a “gambler's hand,” to wit:

I take pleasure in sending you my gambling hand and all that goes with it. When you get it sew it up in a piece of soft leather and carry it in your pocket with your money. Let no one handle it, and keep it as dry as you can. I will send you nine candles to use one at a time—Monday, Wednesday and Friday nights. Light one and set it down on a brick. Do not touch it for one hour; then throw ashes on the floor and press your feet on them.

WIN AT CARDS and dice; absolutely impossible to lose if you follow instructions. Protect yourself. Circular 10c. *Men only.*

The “instructions” are contained in a book purporting to “expose” all the secret systems, methods, tricks and devices for cheating with dice, dice tops, cards, hold-outs, reflectors, magnets, etc., at craps, poker, faro, roulette, chuck-luck, billiards and pool,

and other games; schemes for beating slot machines; race track systems, and many other gambling secrets. The book is said to be sold only for "your protection against gambling and gambling devices," and not for unlawful purposes !

THE CHANCE of a lifetime; if you have a hundred dollars or so to invest, let me tell you how to become independent for life.

A FORTUNE—Buy Indian Lucky Stone, *guaranteed* to bring health, happiness, business success or return and get your money back within 15 days. Price \$1.

Sooner or later, one who answers many ads relating to "lucky stones," "divining rods," "magic needles" and so-called "miracle-working" articles from the Holy Land, wherein "guarantees" are given of "health, happiness and business success," is going to get his hopeful letters of inquiry returned to him by order of the Postmaster General, who also directs that the word "FRAUDULENT" (in red ink) be stamped on the face of the envelope.

FACTS WORTH KNOWING—One dollar will bring you the Hindoo Lucky Stone; wonderful; every one wants it.

LUCKY EGYPTIAN METAL, with your name cut on. *Guaranteed.*

Puzzle: What's "guaranteed"?

LOADED DICE, \$2 per pair. Marked cards, \$1 per deck.

Marked cards and loaded dice ! What for ?

UNDERGROUND TREASURES—How and where to find them guaranteed. Particulars for stamp.

The ad says, "How and where to find them *guaranteed,*" but the circular describing a "miner's compass dip needle" says "This (the needle) is a substantial and reliable instrument designed for locating Iron. And owing to the well-known fact that the buried money and valuables which have been recovered have generally been found in a heavy Iron pot or kettle of some kind, this Dip Needle will evidently prove valuable to persons looking for such treasures. Un-

derstand, we are not contending that money or jewelry will attract it, but are reasoning that few people would bury valuables in cloth, paper, wood, tin or other perishable containers, but would use a heavy Iron vessel to protect it. And in which case only the instrument we are offering here would reasonably assist in locating it." The price of the "needle" is \$20.

MAGIC NEEDLES—Goldometers, etc., for treasure seekers. Millions of wealth under your feet. Prospect for mines and lost treasure.

RODS and miners' dip needles sold. Fortunes made prospecting. We furnish instruments (free). Simply give us one-fourth of all finds you make. We have everything for the prospector. Circulars, 10c.

A letter asking for circular was returned by order of the Postmaster General.

For those in love—or about to be—there are offered in many ads "Lovers' Perfume," "Lovers' Powder" and "Lovers' Sachet," to "win sweethearts" and "make them go wild over you." Thus:

LOVERS' SACHET—Win sweethearts, either sex; used personally or in correspondence; *never fails*; without delay; double strength; makes them go wild over you! Powder and directions for use, 25c.

This class of comedy is tough on the vest buttons.

Samuel Hopkins Adams, in the New York Tribune, July 16, 1916, under the head, "Mail Order Tricksters Hooked by Government," says, instead of landing a well known species of "fish," which Barnum credited with a remarkably high birth rate, some wily anglers got landed themselves. The story of the "love pulmotor" is here given:

Artificial respiration is a great thing, but what would you think of a Love Pulmotor? No such thing? All right, read this advertisement. It goes even further—it promises not merely to revive but to create love—undying love:

AN EMBROIDERED SILK HANDKERCHIEF full of new, sensational, suggestive and Oriental perfume; mag-



netic, ideal and mysterious. The same is diffused sweetly and stimulates and reciprocates the affections and makes love irresistible. If you offer the odor of this exquisite perfumed handkerchief to a young lady of your acquaintance she will become attracted with deep affections toward you; if accepted as a present, a mysterious force will compel her to love you unconsciously, keeping always the affection because of the sensational perfume. It can be sent, together with full instructions, for the sum of \$1.25.

This advertisement sold handkerchiefs, but not satisfaction. It lacked one feature of good merchandising. It carried no guarantee. Perhaps there was a reason. The handkerchief is as poor in quality as its advertised description is rich in adjectives. It is about as potent to make love irresistible as would be a confidential eulogy to your best girl of her dearest enemy. Can you imagine a lovelorn swain waving that love inspiring bit of silk in mysterious, magnetic circles about the head of his heart's desire and watchfully waiting for its Oriental power to develop a dollar and a quarter's worth of limitless affection? If you can imagine that you would have bought the mystic handkerchief. The postoffice inspector who investigated this advertiser had no imagination. He was better acquainted with cupidity than he was with Cupid. He reported, presumably after an unsuccessful test, that "the handkerchief possessed no virtue whatever for the purpose for which it was purchased."

**ARE YOU ON?** We'll show you how to get the money without being ashamed to take it.

**DON'T START A MAIL ORDER BUSINESS**—Be a promoter and start others. Make \$25 to \$50 weekly. Send a dime for sample and plan.

That's the stuff! Be a promoter and start *others*. But perhaps you would prefer to originate your own plan of starting others—there certainly would be "more in it for you."

**COULD YOU USE MORE MONEY?**—Send 25c for plan of mail order business that brings dimes and quarters in nearly every mail.

**LEARN ABOUT THE MAIL ORDER BUSINESS**—We positively guarantee success. Write today. Your golden opportunity. Send 25c for complete plan.

**WHY LOOK FOR A POSITION?**—Capitalize your talents. You can make \$100 to \$200 a month.

I HAVE ONE OF THE MOST SIMPLE and easy propositions for making big money in the mail order business, all or spare time. Absolutely no capital required. Let me show you how. Complete instructions for silver dime.

This species of advertising has reached its flood and, seemingly, its ebb set in, for many newspapers and magazines are now excluding advertisements offering to start any one in the mail order business, to furnish or to sell mail order plans, mail order secrets, or a course of instructions in the mail order business; circular distributing schemes; securing names and addresses or mailing lists for mail order houses; detective schemes, offering to teach by mail any one and every one how to become a detective; publishers of song poems, charging a fee for setting to music, printing and creating a demand for songs; home work schemes of all kinds—writing at home, knitting, sewing at home, and all other home work schemes.

*Note.*—The italics used in the ads reprinted in this book are by the author—the emphasis apparent.

“MINIATURES,”  
one advertiser says, “Don’t show  
much,” but adds that in the  
originals you will get a  
“SURPRISE.”

*S’il faut que quelque chose tombe,  
Mieux vaut la chemise que les seins!*

“AS men we know that it is natural for men to  
love this kind of art—of beautiful girls in *nude*  
and *semi-nude*. Where is the man who doesn’t?”

\* \* \*

*Any man who gazes upon a nude form with lust  
is a degenerate and needs to be pitied. Only cowards  
blush at the sight of the nude form.—Mlle. Porter.*

## Photos of the Nude

*"Kind men want, but seldom get"*

**B**EAUTY in woman holds a unique and romantic place in the world's history. From the golden locks of that Helen who "launched a thousand ships and burnt the topless towers of Ilium," or the "raven tresses of the Nile" for which Marc Antony flipped away a kingdom, to the radiant faces on the latest magazine covers of today feminine loveliness has been the inspiration of many masterpieces of every art. Its present-day commercial value in advertising, not only as an attention-getter but to show the beauty or utility of the thing advertised, is well known. Indeed, it can truly be said that woman's keenness for the exploitation of her charms is one of the oldest and still one of the most persistent forms of advertising—and hard to beat! The popular picture postcard of recent years has been one of the greatest disseminators of female loveliness. Its range of subjects has embraced all forms of art and many forms of impudence. Pretty women have ever attracted men—the saint and the sinner. And pictures of pretty women, whether clothed in the apotheosis of femininity or revealed in the flesh of youth (particularly the latter), are often sought by some men. Now let us look into some kinds of advertising that contain the startling assertion (or is it the gift of inspiration?) that there are pictures of women which men want, but seldom get!

Photos, "the kind men want, but seldom get," as many advertisements read, touch the imagination as

quickly as any appeal made to the young man. The erotic element in youth prompts boys (and many of their elders as well) to answer this class of advertisements in the hope of getting photographs of pretty young women in "rich, warm poses," just "before bath," "rare as you wish," "men's favorite poses," "real stunners," "bashful Venus undraped," "hoochee-coochee girls," "female loveliness at bath," "daring," "stunning," "fascinating," "bewitching," "nature poses," "red hot photos," "snapped in her den," "little Miss Mabel alone," "spicy," "peppery," "front views," and so on in a profusion of suggestive phrases.

The seductive appeal is everywhere apparent in the "copy" of this branch of the "fine art of advertising," its "persuasiveness" seldom being equaled as a "puller" of dimes and dollars from the youth whose mind is seduced by the insinuation that "our photos are the kind men want, but seldom get."

The kind men want, but seldom get!

Although the *implication* contained in the above seven words surpasses anything to be found in Edouard Fuchs' "Element Erotique dans la Caricature" or John Grand-Carteret's "Images Galantes" or "Decollete et Retrousee," books possessing great historical and artistic interest, one is constrained to believe that the "visions" aroused in some minds by this "attention-getter" might even equal the realistic illustration by Giulio Romano for Aretino's "Sonnetti Lussuriosi."

Perhaps the reader would like to be left to his own reflections—for a while!

The erotic element in human nature is an essential force—it is a fundamental principle. It is not an evil thing in itself—it is only debasing when serving

ignoble ends. "There is nothing essentially impure about the sex feeling," says Dr. Frank Crane, writing on "Sex." "On the contrary, the most beautiful, the most refining, the most conserving and wholesome elements of a man's or woman's experience are due directly and indirectly to this natural instinct. . . . When shall we get over the long error of medievalism that 'all desire of the flesh hath in it something of evil'?"

The intent of the phrase, "kind men want, but seldom get," is obvious. But seldom, indeed, are the "photos" that come from the "studios" of those who offer them anything more than harmless pictures of sometimes comely models whose poses are far from suggestive of "spice," "pepper," or other "warmths," yet giving the beholder an inkling of their endearing young charms—sometimes! *Honi soit qui mal y pense!*

One of the earliest of the photo ads a "certain party" recalls (at a time when he believed he could admire the "nude in art" at its true value) was the following:

THREE genuine photos from life! "Out of sight!"  
Cabinet size. Sent *sealed*, \$1.

O! the disillusion! The three "genuine photos from life" received gave good evidence that some poor, old family photograph album had suffered theft!

Though expectations were thus rudely crushed by one to whom had been given confidence, and a one-dollar bill, it was not long before another advertiser beckoned to the novice to buy a set of "photos from the nude"—not from *life* merely, this time. There could be no mistake—the ad said so—"photos from the *nude*." The appeal was thus:



PHOTOS of the *nude!* Set of 10 photos, sharp and clear, brilliant in execution, daring in pose, absolutely unique; a veritable panorama of exquisite delights! Prospectus and sample on request to *gentlemen only*.

Here, surely, was a sample, at least, of what was in store. In due time the sample and prospectus arrived. It was an alluring and seductive promise of "*scenes impudiques des lubricites, des voluptes egrillardes et spirituelles, du nu et des décolletes piquants, dans tout l'impudence de l'impudicite,*" or words and meaning to that effect, (with apologies to O. Uzanne), which few "gentlemen" could resist (as afterward proved). The "sample" photo, though provokingly small, visually "backed up" the glowing promise of the prospectus. To enjoy the possession of these "exquisite delights" it required the remittance of \$5, a paltry sum when compared with what one might expect for his money. But Uncle Sam got wind of the fact that nothing whatever was sent in return for the \$5—it was a skin game, pure and simple—not exactly "pure," but very simple in operation, as it was said more than 10,000 "gentlemen" responded quickly to the "appeal" of that prospectus!

But that was more than 25 years ago! Skin games of today have their prototypes in those of yesterday. In this world where everything must change with the passing years it is only natural that the faker, in whatever line he seeks to play his cunning hand, should adopt new methods of deception in catching the unwary and credulous—yet always playing upon the gullibility of those he wishes to entrap.

The following are some types of the "photo" ads of recent years. In many of them, it will be noted, there is the insinuation that the "goods" are for "men only"—and though you may have believed that "a thing of beauty is a joy forever," and that the lines of the Venus de Milo, typifying the perfect female

figure, are the essence of beauty, it would never do, seemingly, for any one but man to gaze, and then in privacy, with wondering eyes, upon so much "female loveliness unadorned" as a "bashful Venus" in a pose both "rich and warm" in artistic conception and true to life in photographic detail!

*Regalez-vous, messieurs!*

### IMAGES GALANTES

SIX PRETTY GIRLS IN SWIMMING—Nudes, semi-nudes, skin-tight suits, all different, photographed from life; daring poses; every one a peach! 3 for 25c.

Not so many years ago it was noised about by some reformers that photos of the nude (in "spicy," "daring," "stunning" and other "attractive" posings) were the cause of the moral destruction of thousands of young men. In recent days other reformers and moralists declare that filmy waists with georgette sleeves, expansive "V" necks, and the lovely revelations of female legs smartly fitted in fine silk stockings of novelty stripes and colors beneath diaphanously thin skirts are corrupting and destroying our morals—even more responsible than anything else for "waves of immorality" and the "downfall of young men." The *debacle* must now be almost complete, after all that's been heard about the "one-piece," *sans* stockings, at Palm Beach, Galveston and the California beaches, where, "they say," pink one-piece suited, full-bosomed, knee-dimpled Venuses of the "perfect 36" from the cities vie with other mermaids in their unveiled charms of nature (*sans tout!*).

American "mermaids" are not going to listen to any old prudish suggestions—neither are the photo makers! Since there's no "standard" for anything we wear except what frivolous fashion dictates, bathing suits and bathing girls, plus stunning figures, will ever be alluring—especially the one-piece suit *a la* Kellermann. "A bare leg is no worse than a bare



arm," says Mlle. Porter, and she further asserts, with reference to the nude, that "any man who gazes upon a nude form with lust is a degenerate and needs to be pitied. Only cowards blush at the sight of the nude form." You see, beauty must be served!

That good photos of pretty bathing girls are "charmners" no one will deny, but the nub, the rub, or the hub, or whatever you call it, is that one is often "stung" when he seeks to invest in a collection of this kind of "art."

With the great popularity of "swimming for women" has come the bathing girl in all her glory—in "stunning" suits and in newspaper pictures. From Old Orchard to Palm Beach, Galveston and Corpus Christi, and from San Diego to Seattle, she is the observed of all observers. Once her greatest problem was to be alluring and proper at the same time—but that problem has now been solved by the "new freedom" for bathing girls, who, *a la* Mabel Normand, decide that beauty's business, first, last and all the time, is to be charming. Let the critics be proper!

BEDROOM SCENES—Girls swimming and on bank nude; retiring, in bed; nude bunch in the woods. 6 for \$1.

Very misleading. Four photos are reproductions of familiar paintings, the other two being *from life—mais sauf et sain*.

"I'M READY," dainty, fascinating vision of female loveliness; kind men want; can't describe here! 10c.

Distance lends enchantment! "I'm Ready" (postcard) is a young woman in a bathing suit, of course, but the "symmetrical scenery" is obscured by too much suit.

BEAUTIFUL GIRLS in bewitching poses, "true to nature." Sent sealed. Men only.

A "nifty" bunch of "beach and diving beauties" in one-piece bathing suits. Also some "gems of art" in

which the photographer is said to have done his best to show "rich, warm beauty of female loveliness."

RARE, fascinating female beauty poses; "chicks" in negligee; six different, extraordinary photos, 25c.

Clever photographic reprints of imported postcards of an unusually attractive young woman whose poses glorify the unmentionable fascination of unadorned parts.

GENUINE imported photos of beautiful and shapely models in unconventional poses; finely finished. Gratify that desire! Six, \$1. Men only.

"Unconventional poses" may be either "on purpose"—or not. (Yes? Thank you!) The phrase, "Gratify that desire," is what got the above ad into this book. However, the photos reveal, not "*scenes impudiques des lubricites*," but the endearing young charms of female loveliness in *decollete*, *retrouse*, *dishabille* and *negligee*.

REAL PHOTOS FROM LIVE BEAUTIES—Guaranteed against disappointment. Sample and 10 miniatures, 25c.

The sample is a reproduction of an imported photo and the miniatures, as the advertiser says, "don't show much," but adds that in the originals you will find a "surprise."

MYSTIFYING AND ASTONISHING POSES of girls and boys before marriage! Best and latest out.

! ! !

POSTCARDS YOU LIKE—Front views! Strictly new, rich and warm! State age.

How old are you? (Because, they're front views!)

RAVISHING!—We certainly have the fruit that beats them all! "She's without togs—a beaut and a thriller!" 50c coin or stamps brings her. Men only.

THREE real eye-opener poses of girls; red hot, peppery kind. "Little Miss Mabel" in two realistic nature poses.

Now, just what do you think would be a "real eye-

opener pose" of a girl?—or one of the "red-hot, peppery" kind? You lose!

HUNDRED WAYS OF KISSING GIRLS and other things; something real good. B. Girls' Club.

"Ten kisses short as one, one long as twenty; a summer's day will seem an hour as short, being wasted in such time-beguiling sport."

In George Moore's "Sister Teresa" we learn that "women can be as *bad* as men." If it is "bad" for women to sell photos, "the kind men want," then the following ads are those of "bad" women—at least women's names were signed to them:

FIVE SPORTY CARDS of shapely girls in stunning poses that show clearly their rich, warm beauty. Sent sealed.

FIVE POSTCARDS, 10c (silver). Kind men want, but seldom get. Miss R.

"Going some when a MISS can advertise sporty pictures. They may be harmless, but the intent is there just the same, as only those interested in spicy or sporty poses will answer."—Mail Order News.

PHOTOS—"Nude in Art," not a stitch on them! Exciting poses. Sent securely sealed. Men only.

RED HOT! Four beautiful bathing girl pictures. Better than "September Morn"!

MISS MERRY WIDOW before the bath, two poses.

ORIGINAL BATHING BEAUTIES—The kind you have always wanted. (Very daring! Naughty!) 10 for 25c silver (no stamps).

100 BATHING BEACH GIRLS, in assorted, bewitching poses.

25 BEAUTIFUL POSES of California Bathing Girls, 10c.

"Gazing far down in the valley below he spies the pretty maidens bathing in the stream!"—From the song of "The Oom-yah Bird."

Once we regarded a couple of weeks in the mountains or woods as an ideal vacation. But after this it's the bathing beach for us. O! you bathing girls!

## Rich, Rare and Racy Books

*"The warmest stuff ever put in print"*

**M**EN who buy books that are advertised as "rich, rare and racy" do not do so because of ignorance and inexperience. It is the expectation of getting something "off color" that prompts them to part with their money.

Like the makers of "photos of women, the kind men want but seldom get," the publishers of "red hot, classy, full-of-ginger" books in "unvarnished language," that make "no attempt to dodge anything," where the "real, genuine, undiluted naked truth" is blurted out in every line, all the while "teaching a deep moral lesson," also appeal to the erotic element in men. As the evil will ever find in books the wickedness they themselves bring, and the holiest of printed books make the wicked think wickedly, so the vilest of them can not make the lover of righteousness do wrong. In other words, books will not make fools of people who are fools by nature, or "ain't quite right in the head," to quote the editor of the *Bingville Bugle*.

As a contribution to a "*bibliotheca americana curiosa*" (or "the hundred worst books") the following titles, taken from the advertising matter, with the accompanying "notes," made up from the "descriptive literature," should make a good beginning.

Publishers of this particular line of "books" are quick to seize upon a new field for their operations, and, following the exposures in recent years of "white slave" cases and the reports of numerous vice commissions, have resorted to these subjects as a fruitful

supply of "raw" material. Consequently, if you "grab the opportunity before the books are out of print" you should soon have a fine collection of—*junk!*

The postal authorities have ruled that no matter how harmless a book or picture may be, if the advertising of it is designed to cause a false impression the advertiser is liable to charges of obtaining money under false pretenses. (Of course the advertiser has no control over the imagination of any one who reads his advertisement.)

With the book advertisements shown farther along it would be difficult to prove, perhaps, that the advertisers were giving the wrong impression as to the character of the "books"—certainly the impression sought is apparent enough.

A "certain good man" some years ago is said to have sold several thousand copies of a cheap edition of the Bible at \$2 a copy by using an ad something like this:

EVERY SPORT ought to read this book, the most fascinating of all the ages; full of fascinating matter; 400 pages. Sent in plain sealed wrapper for \$2.

It is hardly possible that any "sport" who answered the ad expected to receive a Bible—rather, one may reasonably presume, said "sport" believed he would get the "naked" truth about something or somebody. In this case the advertiser certainly gave the reader a "false impression" of the character of the book he had for sale.

THE WHITE SLAVE GIRLS OF CHICAGO—A *rare* book. By "One of the Girls," who has been there and knows how it is herself.

The "authoress" does not mince matters. There are no ifs, ands or buts about it. In "plain English" you may read and understand her story, from the time she was "insulted by a handsome, well dressed, but worthless, brute," and later "parts with her honor



rather than give up her child," and hundreds of other startling incidents in the "everyday life of the white slave girls," on, on to the end.

THE TRAGEDIES OF THE WHITE SLAVES, or the Tragedies of Ten Girls. True stories exposing the methods in trapping girls. Guaranteed to *please* you.

"Boys, if you want to read something *real lively*, order this book sure and read how Minnie was lured into a life of shame, how the girl from Iowa had a big time, and *what happens* in the 'red light' district of the big city every night in the year."

CHICAGO BY NIGHT. What to see and how to find it. Made more realistic by 45 illustrations.

An "eye-opener" to every *young man* intending to visit the Windy City, especially if he contemplates "taking in the sights." Gives "reliable information" concerning places of amusement and some "hilarious resorts" not so public. Everything made plain in this "great work."

IN THE ARMS OF LOVE.

A thrilling "romance" of a "young, talented and very *amorous young girl*" and her lover, a "*mismatched married man*."

CRIMES OF THE WHITE SLAVERS. Real life in "red light districts" of large cities.

You will not believe "such things" possible till you read them in this book. "*Fascinating descriptions*" of how girls are led astray and wives induced to be untrue to their husbands.

FRAM DANCE HALL TO WHITE SLAVERY. The most thrilling, sensational white slave story ever put in print.

"If you once start to read it you will not stop until you have finished it, as it will thrill you through and through from beginning to end"! Girls' own true stories of how they started attending dance halls for mere pleasure and companionship, and there met by white slave dealers and lured into a life of shame.

FIGHTING THE TRAFFIC IN YOUNG GIRLS. Illustrated by 32 pictures of "darkest Chicago."

The "startling, stirring confessions" of "Daisy" and "Kitty."

THE FATE OF ESTELLE, the Typewriter Girl—*Real spicy*. Sealed.

If you enjoy truth that will make your hair stand on end, read this book. "It points a moral of which every girl should beware"!

TWENTY CONFESSIONS OF TWENTY DIVORCED WOMEN—A thriller from cover to cover. Under sealed wrapping.

"Before you marry" you are advised to read these "confessions." Why?

HELL AT MIDNIGHT IN SPRINGFIELD—What's doing after dark in the red light district of the capital city of Illinois.

The table of contents too "strong" to quote—here!

WHAT HAPPENED TO OLGA—The life story of Florence, the prettiest girl at the White Front, the Fountain of Youth, the greatest vice resort on earth.

If that is not enough, there are eight other *warm* stories added.

CONFESSIONS OF A YOUNG GIRL, who thrilled "society" with her frank confessions; full of ginger.

"Seize this momentous opportunity and reap an experience which no other volume can afford." Her soul is burning with an absorbing passion, "madly longing for her lover's embrace." Evidently a jinx steps in somewhere, for all this "transcendent happiness" is soon "staggering under the weight of a nameless horror."

THE ART OF PLEASING MEN—A book for ladies.

The woman anxious to get married will here find "some unfailing methods of catching a husband," and "how to get another when he has been gathered to his fathers." "Any woman who can not catch a hus-

band by the rules laid down in this book does not deserve one."

SEPTEMBER MORN, FAMOUS NUDE CARD and book, "Secrets of the Harem." 10c. Catalog, 2c.

The "secrets" of the harem seem very commonplace affairs after reading this "book." The catalogue announces that photographs of "beautiful women in *suggestive and semi-nude poses, and girls in various stages of undressing,*" etc., may be had, and also assures you that the models employed for these photos are the "most beautiful women in the world." A "trial order" brought—disillusionment.

BOYS—BUILD A BETTER BABY. Sexation in its freer love relationship is "Religion of the Future." Book free in English or French. Sealed, with "Law of Bi-Sexual Birth," only 10c. Both with books, "White Slavery" and one on "Drugless Healing," with fancy colored plates, postpaid, 25c. Japs are immune, so remember that prevention of disease is perfection of health. Do I get your goat? Address, Bessie X.

Now what do you think of that?

THE LOVERS' CASKET.

This is "some" casket! And all for 10c! It contains "secrets for lovers," one of the secrets being "how to win the true love of as many of the opposite sex as the heart may desire," and this secret is said to be worth \$5 to any one; ten funny stories you may learn to tell and create roars of laughter at evening entertainments; you can be the wonder and envy of all your friends when you have learned to perform tricks with cards; twelve gay and festive love letters; a book on love and courtship will help you smooth the way to happiness; seventy-eight rib-tickling "new" jokes and conundrums; twenty-one "rip-roaring, bright and snappy monologues"; thirty-nine experiments in magic; a "complete marriage guide" in which many "mysterious things are truthfully and



vividly explained"; seventy-one toasts that are "corkers"; fourteen "vivid" pictures of a "young couple in all sorts of antics before and after marriage" which you shouldn't miss; forty-two flirtation cards; two hundred and ten riddles and conundrums; the "Gipsy Fortune Teller," and one hundred and twenty-nine "Money Making Secrets" that will make you rich—worth \$500 to you!

NATURE'S WAY IN LOVE, COURTSHIP AND MARRIAGE. Nothing like it has ever before been published.

"Were a price put upon this book proportionate to its value few could afford to buy it," but that all men, old and young, rich and poor, may own a copy, just answer ten questions and if in the judgment of the advertiser he thinks you need the book he will send it. As the book explains to a "scientific certainty just what will win a woman's love," and, having won it, "hold it forever and against all comers," why hesitate to answer any of the ten questions? (especially the last four: Q. 7, Mention all your ailments. Q. 8, What treatment have you had? Q. 9, At what expense? Q. 10, What result?).

## The Mail Order Mint

*"Making money in the mail order mint is easy  
when you know how"*

**H**OMELESS wanderer and searcher after honest employment! When your pockets are empty turn to the Want Ads—the by-paths to easy wealth! There you will find "green fields" and "running brooks," the "land of milk and honey," "rich" gold mines, "flowing" oil wells, "producing" orange groves, 100 to 10,000 percent interest on your "investment," "1000 secrets on how to get rich," "\$10 a day without capital," "barrels of money," "slathers of greenbacks," "showers of gold," "mountains of silver," "money sticking out everywhere" (and easy to get), all this bewildering array of "unheard-of opportunities" entreating you to get your share—without capital, without work, and without worry!

It is said that the sight of some foods makes the mouth water. Equally efficacious, so far as results are concerned, is the sight of an ad that makes the mind's eye see visions of wealth and luxury through the investment of "two bits" (sometimes two "bones") in a "golden key" that unlocks the "secret door" that leads straight to the tremendous heaps of yellow gold coins that lie in the high, vaulted treasure chambers of the mysterious "mail order mint."

"Making money in the mail order mint is easy when you know how" is the sweet burden of many a promoter's song. Its dulcet refrain is heard from Eastport's rocky shore to San Diego's silvery tide. It carries a message of "deliverance" from wage slavery under tyrannical bosses for a thin pay envelope; it also

carries the "warning" that old age is steadily creeping on, that tomorrow we may lose our job, and then, with only a heavy heart and enfeebled hands, we shall see the wolf of want come right into the house and gobble up every one of us!

But, hold! A "Moses" is at hand!

First let it be said that the "easy money" mail order promoter is not a mere "deliverer" only. He is more than that! His extraordinary knowledge of finance and business, of human nature and its needs, of the desire of every one to be independent, amply qualify him to be the one and only one in this great nation of down-trodden wage slavers who can free them from the eternal grind and put cash-producing "plans" or "courses" of "instructions" in their hands that will start the dollars rolling in by the operation of any one of his many marvelous masterpieces of money making mail order schemes!

The Perfect Day must be near!

Keen visionists of the future may already see that this nation is destined to become a humming hive of mail order dealers—if only the toiling masses of meal ticket chasers once realize they have but their bone-warping shackles to lose, will banish fear and take advantage of the "tremendous and unlimited" possibilities of money making offered by those who are impatient to start them in business.

"In the wildest flights of all your dreaming," said one of these super-benefactors of mankind, "you never dared hope for the quick success that should come to you if you will immediately send for my great mail order course," the price of which was \$100 at the start, but later reduced to \$3 down, \$97 to be paid when the operator had cleared \$2000 in the first six months! Still later it was reduced to the "measly sum of \$1," which included free of charge the very scheme with which the originator of this mail order

wizardry claimed to have made “\$650,000 in eighteen months”!

Yet, strange as it may seem, these “benefactors” have had their prototype in years gone by. Fifty and sixty years ago there appeared in New York newspapers the following among the Want Ads:

A FORTUNE FOR \$1—No excuse for poverty. Directions will be sent to any one enclosing \$1, postpaid, to the subscriber, which will enable them, with the smallest amount of capital to realize from \$15 to \$30 per week.

BECOME ABSOLUTELY INDEPENDENT—Send \$1 and the astounding secret will be sent you.

\$5000 A YEAR CLEAR—No investment required. This is a marvelous plan, new and perfectly legitimate, paying the originator more than \$100 a week. Not a cent of capital invested. Full details of operation mailed in plain envelope on receipt of \$5.

Of all the schemes for making money without work the mail order business has been touted the most. The fascination of taking “real money” from the morning’s mail is glowingly described to one who sends a stamp or a “silver dime” for “particulars.”

The fact that some ads have been run two to five years, in a half-hundred mediums, must mean that the proposition pays—pays, at least, the persistent advertiser. But it does not mean, necessarily, that the proposition is a *good* one. It will be noticed there is a striking similarity in the “copy” of many of the ads farther on—often identical. There is a suspicion that some of the “mail orderites” are “chasing their tails.”

A “scheme” may be either legitimate or fraudulent, according to the intent of the advertiser. Any way, the “scheme’s” first business is to get attention—to excite curiosity. For instance:

LOOK! LOOK! LOOK! Money! Money! Money!  
Key free.

The ad was answered; and, the “key” received, if

such it is, read, in part: "\$500 genuine money for \$100; \$1000 genuine money for \$200," and so on. But do not be surprised if you should receive \$500 in *Villa specie* for your 100 good U. S. dollars.

25 CENTS starts you in the mail order business selling plans and instructions; over 500 percent profit; \$2 worth for 25 cents; start now.

This "start in business" consisted of 20 circulars.

SEND ME 25 CENTS and I will send you copy of an ad pulling me 300 quarters a week; article to fill orders and place to secure article for 10 cents prepaid to customer.

In plain English, I think, this means, "Work the suckers the way we do." At least that's the way it looks after an examination of the "business literature" received.

AN AD THAT BRINGS THE QUARTERS—I will send you copy of an ad that has pulled as many as 1000 quarters in one month; will also tell you where to place the ad; full information and sample of article to sell, 25c.

And this the same.

MAKE \$50 UP PER WEEK—I show you how; no canvassing; no mail order scheme.

For 25 cents you can get a copy of the "Roadman's Guide," in which you may look for the "\$50 up per week."

WHY WASTE SPARE TIME?—Receive 30 to 50 letters daily, dime in each; possibilities unlimited; will send complete plans for stamp.

Sure enough, "complete plans" came by return mail. But why tell everybody and anybody for two cents how to make a metal polish?

\$3000 A YEAR—No canvassing, no soliciting, not a mail order business; no advertising, printing, mailing or peddling—and no humbug! 500 to 700 percent profit! Working for wages is a joke! My plan, 25c, tells how.

DIMES!—Dimes in every mail; money comes so easy it will stagger you! Complete instructions 15c.



Instructions tell how to place an ad similar to the above in classified columns. In answer to each inquiry send “12 Gay and Festive Love Letters Reading Two Ways” and the price per hundred of the letters, and your customer will see the possibilities of money making in this way and will be anxious to “increase his income” in the same way you are doing!

AN AD that brings 350 dimes per week; copy of ad, sample of article and where to buy, all for 10c.

You guessed it—“12 Gay,” etc.

SEND DIME and 2c stamp for my great money making formula; you can positively make \$30 daily.

Make a “poultry tonic” in two-pound packages and *sell* 65 of them a day at 50 cents per package—that will “positively make \$30 daily.”

LET ME show you how to start a business of your own that will not cost you one cent.

Send \$5 for a formula; with it will come 24 copies of “24 Ways to Make Money” (formulas), which you must *sell* to friends at 25c each, “making \$6.” With the \$1 profit on the sale of the booklets to friends you then “can start a business of your own” without it costing you a cent! Fine!

START a business of your own; I will tell you how and send complete instructions for 25c.

“The only way to make a success of any business is to go to it in earnest,” comes with the “instructions” for making a silver polish.

HOME SEWERS WANTED—Send 25c for sample work and instructions.

The sample is a canton flannel article which you are to stitch together and return for “inspection.” If you wish further “instructions” please send the advertiser \$5 for a “trial shipment” of five dozen of the “articles.” Your profits are to come out of sales you make in your neighborhood.

It is this sort of “home work” ads that once

prompted this Post Office report upon a "work at home" scheme: "This money comes from the poor and ignorant, as a rule, as they are the class attracted and duped by the advertising and literature."

READ WISELY—Chance of a lifetime. For 25c in silver I will put you next to something that will place you above want as long as you live.

Here's a chance to pay off your debts—if you have any—and then take life easy.

WE PAY 25 CENTS EACH for farmers' names and addresses. Send 10 cents for contract.

Listen! The "desirability of this proposition" is very apparent ("*We pay 25 cents each*"), but the "contract" dulls the edge of the desire for so much "easy money" when it discloses the *modus operandi* by which the 25 cents "compensation" is to be acquired; that is, getting orders for printed stationery at \$1 per order and sending the company 75 cents, the party of the second part keeping 25 cents. That's the way to get "25 cents each for farmers' names," etc.

MEN AND WOMEN wanted to gather names of their neighbors for us; 10 cents a name paid. Send 10 cents for full particulars.

An answer to such an ad usually brings the information that \$1 must be sent for a "complete outfit" for compiling the names. "Instructions" which come with the "outfit" often require more "inside information" concerning the persons whose names are desired than the average individual can hope to get—and quits the job. One concern is said to have received nearly 200,000 letters, each containing a dollar, while "working" this scheme—but the promoter later went to jail for eighteen months.

\$25 WEEKLY collecting names and addresses. Send stamp for particulars.

This is a very easy way to get rid of a dollar. However, *emptor* gets "instructions" how to collect names

and sell them—but *not* how to sell them to the advertiser.

**SELL ME** your spare knowledge; average person has \$3000 worth; turn it into cash.

Still have my “spare knowledge” (whatever it is), because the three dimes sent for the method of disposing of the same were returned—the “plan” was out of print!

**WORK FOR YOURSELF**—Small ad pays me 150 quarters per week; ad and sample of article to sell, 25c.

The two-bit piece returned! Advertiser had quit the “business”!

**START YOURSELF EARNING \$5 DAILY**—No scheme or mail order plan, but a high grade business proposition. *Can be operated anywhere on \$2 capital.* Complete instructions for silver dime and 2c stamp.

A formula for a toilet preparation, which, it is said, can be put up for \$2. Then *sell* 28 bottles a day at 25 cents a bottle—and you have the \$5 per.

**I MAKE \$5 A DAY** with small mail order business; ad and sample of article used and full particulars for 10c.

Suggests selling the very same thing the advertiser does—a two-page sheet of instructions about compiling and selling names and addresses.

**DON'T BE A SLAVE** and work for others; earn \$1000 to \$5000 a year in your spare time; full particulars on receipt of \$1 cash.

**\$30 WEEKLY ON 25 CENTS CAPITAL**—No mail order scheme or medical formula; thousands can work without interference, any time, anywhere; don't let this offer slip by, but let a dime roll this way.

**AN AD THAT PULLS THE DIMES**—Also enough material to fill 25 dime orders, only 20c.

Once in a while the “dime pulling business” fails to work, as the following shows: “Dear Sir—I received your 10c in stamps. As yours was the only order I received there is no need to keep it.”

**LET ME** show you how to start a profitable business, without capital, complete for a silver dime.



ASTONISHING, FASCINATING—Millions of dollars made annually; \$100 weekly at home during *leisure moments*; absolutely no canvassing; *no experience necessary*; I will start you in this extraordinary business and *furnish everything*; don't worry about capital.

The business must have been too astonishing, too fascinating and too extraordinary. The Postmaster General ordered letter returned.

GOOD FOR \$250 PER MONTH—Once established, two days a month carries it along. Plan sent free, with two formulas, for 25c silver.

Advertiser says this business can be started with less than \$1 capital. "Do you know of any other business that will earn that much money for two days' work a month?" Nope.

WOULDN'T YOU like to have people everywhere sending you money by mail? You can receive 300 dimes weekly by mail without risk. Complete information, material, valuable sample, 10c.

After receiving the "dope" it looks like an invitation to thrash the same air with them.

YOU CAN MAKE A FORTUNE with \$1 capital! If you want to fill your pockets with gold, silver and greenbacks write me for plans and schemes for getting money quickly. Sent free!

As Poor Richard says, "The boldness of some men and the credulity of others is startling and wonderful."

MEN WANTED to work in a company store; \$100 a month and a pass worth \$25 will be sent one desiring to take the work.

As a "guarantee of good faith" please send \$10—and then you will have a long, long wait for a job.

MAKING MONEY IN THE MAIL ORDER MINT is easy when you know how; we'll gladly tell you all about it if you are in earnest; \$1 all you need at first; experience unnecessary. Send 10c for particulars.

"There is absolutely no limit in the mail order business." The "mere dollar" you need "at first" is

for a book which *may mean* the turning point for you “from failure to a glorious success in the mail order business.” That’s all.

I HAVE A SPLENDID PLAN that should net you \$5000 the first year; can be started without capital during spare time, without interfering with your present occupation.

How many wouldn’t drop their present occupation for \$5000 a year? Only one? Sit down—you’re rocking the boat.

DON’T WORK FOR OTHERS ALL YOUR LIFE—Start a mail order business of your own. You’ll never get rich working for others. Small ad that brings in 175 to 225 dimes weekly, and complete instructions for 10c. The very best plan for those looking for the coin.

It won’t be long before all that “mystery stuff” is torn off the mask of the “wise insiders” in the mail order mint, so many are bent on showing us how to get the money. So start a business of your own on a few dimes—and other dimes will come tumbling into your lap on every round of the postman!

ADD \$200 MONTHLY TO YOUR INCOME—You place small ads in newspapers and magazines and pull hundreds of dimes and quarters; no capital required; \$1 makes \$50 a week.

After investigation it doesn’t seem so easy. “There is so much output from the ignorant and the ‘suckers’ that it seems allowable that there should be some kind of a scramble for it. The blame is fundamentally with the people who go about with their purses open to the view of ambitious and thrifty collectors.”—George French, in his “Advertising: The Social and Economic Problem.”

MEN without trades, learn to clean wall paper, make \$8 a day; all secrets and instructions, \$2.

\$550 CLEAR in 90 days or less; congenial work in your own community; man or woman; no capital required; spare time may be used.

FRIENDSHIP or love easily won, or lost love regained; secret, 10c.

YOU can make more money in a week with your brain than in a month with your hands; ordinary ability required; either sex; particulars on request.

WHY look for a position? Start your own profitable business, without capital.

EITHER SEX—Address postal cards at home evenings; \$15 a week easily made; full instructions 10c.

There are a few easily definable classes, which may be set down at once, under the heading "Swindles," and so dismissed; promises to cure or relieve, by mail, any disease, malformation or abnormal physical condition, whether the method be by drugs, diet, mechanical appliances, medical treatment, baths, or "health foods"; mining, industrial, commercial or real estate propositions holding out the lure, whether guaranteed or not, of high percentages on an investment; *definite offers of salaried or guaranteed employment on any basis requiring the payment of money from employee to employer.*—Samuel Hopkins Adams, "The New World of Trade," Collier's, June 19, 1909.

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