BEFORE THE SOLICITOR FOR THE POST OFFICE DEPARTMENT.

POST OFFICE DEPARTMENT)
)
vs)
)
ADVANCED THOUGHT)
PUBLISHING COMPANY)
and)
THE YOGI PUBLICATION)
SOCIRTY.)

Washington, D.C.,
Friday,
April 4, 1919.

ROY L. WHITMAN
Shorthand Reporter
316 Columbian Building
Washington D.C.

The return of the Postmaster at Chicago, which I have not before me at this time, will show that this citation was duly served and it will show further that the Advanced Thought Publishing Company is receiving daily about 200 letters, and the Yogi Publishing Company is receiving about 15 letters. Now, ~~at~~ this point, Mr. Freeman, if you have prepared a written answer we would be very glad if you will offer it and read it to the court.

MR. FREEMAN: Well, if I may preface my remarks: The Advanced Thought Publishing Company has offices at 904 Masonic Temple, Chicago. It is conducted there like a book-store. In connection with that, of course, it has the mail order business.

By"book-store" I mean this: the books that this company sells are displayed on a counter to the public as they would be in a book-store and those interested can see and buy. The surprising thing is,(I am not a mystic, or a skeptic) there is a very large element of the public that is interested in those things, and at the times I have been there there were large numbers of people ~~xx~~ come in and inspect these various publications which are displayed for sale, and buy them if they saw fit.

The Yogi Publishing Company has offices in room 1422, I believe five floors above, in the New Masonic Temple. It is run by Mrs Ollie Gould, the wife of Mr. Gould who is here. Mrs Gould is not here representing the Yogi Publishing Company.

Before reading the answer, which contains something of the same matter, it seems to me that the suggestion regarding the Yogi Publishing Company must have been more or

Mr. Freeman. Do you know what the definition of crystal is?

Inspector Angier. I was just stating what he told me.

Mr. Freeman. I looked it up myself in the dictionary last night. It is a piece of clear glass.

Mr. Nash. Of which there are different kinds.

Mr. Freeman. There are many crystals. The instructions on how to see in a crystal was printed by him as he thought as a reproduction of some English directions that he had found.

Mr. Southerland. English or Indian?

Mr. Freeman. English.

Mr. Gould. That is the directions -- that is, we spoke of India about what was in that circular yesterday, but I do not want you to mix the two up.

Inspector Angier. Regarding the planetary hour indicator, he stated he did not know anything about it. A seer got up the circular and he printed it; and that he sells not over ten a month; and about 100 copies of the Zodiac book "Zodiac Mysteries" a month. I asked him who was Magnitus Incognito, one of the authors of the "Secret Doctrines of the Rauscrucians," but he declined to tell me. He also declined to tell me who published the book "Sex Force". He also states that he runs a magazine called "The New Thought Magazine" and that he has about 4,000 subscriptions; that he advertises in several magazines, frequently in the"Nautilis" and in the "Physical Culture" and other publications.

Mr. Southerland. Have you got a sample of that magazine?

Inspector Angier. Yes.

Mr. Freeman. I have got it here.

Mr.Southerland. I have not seen it introduced here yet.

Inspector Angier. We introduced it.

Mr. Freeman. I do not think, Judge, that there is anything in it that applies to this line either.

Mr. Nash. This is it. It belongs in Exhibit No. 9. You have a copy of it.

Mr.Southerland. I want to see that too. It belongs in Exhibit 9?

Mr. Nash.

Inspector Angier. Yes; and this is a copy of one of the advertisements from the same exhibit. In referring to the book of the Rauscrucians, I suppose you meant he would not tell you who published it?

Inspector Angier. I wanted to know who Magnitus Incognito was. I also wanted him to tell me who this famous Hindu was this Yogi Ramacharaka, and he stated that there was no such person; that there were several books under that name and that several were written by friends of his.

Mr.Southerland? By whom?

Inspector Angier. By friends of his, several friends of his.

Mr. Gould. I said, not "friends," but the work of several.

Mr. Nash. There is no such person as that known?

Mr. Gould. No, not pretended.

Mr. Nash. Well, we can take your testimony on that, Mr. Gould.

Inspector Angier. I also had an interview on the same date with Mrs. Arthur Gould. I do not know whether you would like me to go into that or not.

Mr. Nash. Of the same date?

Inspector Angier. Same date.

Mr. Nash. Same place?

Inspector Angier. No.

Mr. Nash. In her office?

Inspector Angier. In her office. Mrs. Gould stated that the Yogi Publishing Company was not incorporated, but had been in existence about 16 years; that it was founded by William Walker Atkinson, and that she had been in business, formerly working for a man named Sidney Plower, from New York and Chicago, and who had been put out of business by the Government; that she received about 15 letters a day.

Mr.Southerland. I do not understand who Atkinson was working for,

Inspector Angier. She had been working for Plower and then Atkinson started the Yogi Publication Society and then she went to work for Atkinson.

Mr. Southerland. And finally bought out the business?

Inspector Angier. But it was the same business Mr. Plower had. She was explaining to me how she got into the business.

Mr.Southerland. She finally bought the business from Atkinson?

Inspector Angier. She finally bought the business from Atkinson, yes.

Mr.Southerland. I notice Atkinson is the editor of the Advanced Thought Magazine.

Inspector Angier. Atkinson is now editor of the Advanced Thought Magazine, and works for Mr. Gould.

Mrs. Gould does not advertise, but does circularize, and the gross amount of her business will be between $4,00 and $5,000 a year.

Mr. Southerland. Gross?

Inspector Angier. Gross, yes sir. She stated, regarding Reeder's circulars, that they were printed by the Advanced Thought Publishing Company, and that Mrs. Gould was running her business, the Yogi Publishing Company, from May, 1916, to October, 1918; that during that time her child was sick. He had a weak heart, and that she had not sold over 200 books of "Private Sex Lessons of a Physician." He stated she was running one other company, called the James J. Clark Company carrying a line of toilet private preparations, which she conducted at her home. That is the substance of the interviews up there.

Mr. Nash. Any other facts, Mr. Angier, that you discovered in your investigations that are material to this hearing?

Inspector Angier. I do not recall anything.

Mr. Nash. You may take the witness.

CROSS EXAMINATION.

Questions by Mr. Freeman.

Q. Did you make any investigation or inquiry, Mr. Angier, about the matter of refunds in those cases where people wrote saying they were not satisfied?

Inspector Angier. Yes.

Q. What about it?

Inspector Angier. Yes, I should have taken that up.

Mr. Nash. Do you want that taken up in detail?

Mr. Gould. Why, no.

Mr. Nash. Do you want him to go into it and explain it?

Mr. Freeman. Not in detail. He can just summarize it.

Inspector Angier. There have been a number of complaints, not a very great number of complaints, against this Company

A. Yes, we have three automatic presses.

Q. Is there any printing arrangement in connection with the Yogi Company?

A.Why, once in a while, we may supply her with some of her literature.

Q. I mean, is there in that business any means of printing books?

A. No, they have not any means of printing them.

Q.And when you were running that business you printed some of the matter for the Yogi Publishing Company as well as your own, didmmm you not?

A. Yes.

Q. Who is Dr. Reeder, Mr. Gould?

A.Why, Dr. Reeder is a man about whom I do not know very much. He is a man that makes a very good appearance, and he talks like a man who is very intelligent. When he came to my office he told me he was then contributing to some fifty different newspapers, and that mm naturally he had quite a standing and reputation, and that if m we published this book m it would, no doubt, have a very big sale.

Q.Where does he live?

A.Why, he lived in Chicago at that time.

Q.Where does he live now?

A. I believe he lives in Elkhart, Indiana.

Q. Do you know whether he is a licensed physician, or not?

A. I understand he is a licensed physician in Indiana.

Q. But not in Chicago. Do you know whether he was connected with the HealthDepartment of a newspaper there?

A. Yes. He was formerly writing for the health department of the "Inter Ocean" there, I understand.

you would get a commission on any of his remedies you sold?

Mr. Gould. We never had ~~xxxxx~~ an arrangement.

Mr. Nash. Now, is it not a fact that you get a commission on anything you sell of Dr. Reeder's?

Mr. Gould. Yes, he allows us one-third off. I would rather not sell it than to sell it, because there is no money in it and it is of no consequence at all.

Mr. Southerland. Let me ask, Mr. Freeman, whether or not the respondent in either one of these companies advertise in any way except by these circulars? Do they advertise any of the books at all in newspapers and magazines?

Mr. Freeman. I will have to have Mr. Gould answer that.

Mr. Gould. We do a little in the Nautilis magazine. We advertise our magazine. That is a magazine along our own line of thought, and we have at different times, tried to advertise our books in the "Review of Reviews" and "The Outlook" and "Physical Culture." and "Popular Mechanics."

Mr. Nash. Did you advertise "Sex Lessons" in that way?

Mr. Gould. No.

Mr. Nash. Advertise books on crystal gazing?

Mr. Gould. No. You see the most of our business, our books, are along the line of successful salesmanship and memory and mind power.

Mr. Southerland. When you get an answer to one of these advertisements you send the same series of follow-up letters that you send when they write to you directly, do you not?

Mr. Gould. Why, no. Now, for instance, a person interested in that kind of literature we may send them books of that nature. If they are interested in occultism we may

possibly be mislead.

Q. Do you sell any of Seward's remedies?

A. No, I do not sell any of Seward's remedies. I think perhaps we have had a couple of orders for his stuff, but we sent it to him to be filled.

Q. Do you advertise it; except insofar as they are referred to in the booklet you send out?

A. In that circular, and we have not been sending out any circulars, and it is not our intention to sell any more of Seward's books.

Q. Have you written any of these publications that you sell yourself?

A. Written them?

Q. Have you written any of them yourself?

A. I have written one.

Q. What is that?

A. Regeneration.

Q. You have not a medical training, have you, Mr. Gould?

A. Not from a medical standpoint.

Q. That is all.

(Here followed a long discussion regarding the theories advanced in Dr. Reeder's book, and a comparison of them with those advanced by Dr. Jackson, in 1861 in his work "The Sexual Organism and its Helpful Management")

MR. SOUTHERLAND: Well, now, has the respondent any proposition to submit about amending this business as it is now conducted?

MR. FREEMAN: Yes.

MR. SOUTHERLAND: By eliminating altogether the sale of this book "Sex Lessons of a Physician"; eliminating all the sale of this Planatory Hour Indicator; and amending ~~k~~ its literature with reference to the other matters, so as to make direct and truthful reports which are not in any way misleading?

MR. FREEMAN: Yes. Of course, that comes a little bit suddenly. It occurs to me, speaking of the Planatory Hour Indicator, I am inclined to think that there is not enough in it that Mr. Gould cares to consider the business.

MR. SOUTHERLAND: I wanted to include this thing by Seward "Astrology" in fact also.

MR. GOULD: I think we have discontinued that.

MR. SOUTHERLAND: You are probably aware, Mr. Freeman,-- ~~xxx~~ I don't know whether you have examined this or not --

MR. FREEMAN: You mean as to this?

MR. SOUTHERLAND: This is a pretty serious proposition.

MR. FREEMAN: You mean in what feature of it?

MR. SOUTHERLAND: Why, it advertises a lot of remedies, such things.

MR. FREEMAN: I will say as to that that he is going to eliminate from it, as I understand, those remedies. They are not going to be advertised in the edition of that book

that is coming out, and as far as Mr. Gould is concerned he will not send out any books that have that remedy advertised in them. That is like Dr. Reeder's remedy. It is not an advertisement for Mr. Gould; he gets no benefit out of it, and he is only taking chances by sending the book out with tha that in it.

MR. NASH. He said he got something for selling Dr. Reeder's remedy.

MR. GOULD: It is so little it is practically nothing.

MR. NASH: As a matter of fact, you do get something.

MR. GOULD: But, Seward's, I do not, because they have the advertisement in the book and they send direct to Seward.

MR. FREEMAN: That Planatory Hour Indicator; as I said myself when I read the literature I did not think it ought to be made at all in any way a positive statement. It did not seem to me that there could be any objection to it if it was plainly put that Astrologers have the belief the certain hours are favorable for them and if you would like to know what hours Astrologers believe are favorable or unfavorable hours, or what days of the week are more favorable than others, I do not see how there could be objection.

MR. NASH: Then you raise the question immediately as to whether or not that is an indicator which does show the hours that are under certain planets, or not; or under certain signs of the Zodiac. You know the Zodiac turns from day to day, and whether that is a truthful indicator of whether any hour of any given day comes under a certain house of the Zodiac.

MR. FREEMAN: Well, I do not think that is of enough importance to start any investigation of that kind.

MR. NASH: It is a delicate proposition.

MR. SOUTHERLAND: You see where that is going to lead us the minute you start selling it. It leads us into a wide field of investigation to determine whether it does what it purports to do.

MR. FREEMAN: Does the Department feel that if the advertisement was changed that this book of Dr. Reeder's ought not to be sent out? Perhaps I ought not to ask that.

MR. SOUTHERLAND: Well, I do not want to express an opinion upon the ~~salesability~~ mailability of the books, but certainly the manner in which it is sold now is objectionable. There is no question about that.

Let me make this statement, Mr. Freeman: Suppose you confer with your client about this proposition and think it over in view of the record and then we will give you time within which to submit/~~x~~ any proposition that you want to and we will consider whether or not we can accept that or whether we feel that a fraud order shall be issued.

MR. NASH: Or whether we feel that possibly some other suggestions could be made in repponse to this letter.

MR. GOULD: Well, don't you think that we could ~~kxkk~~ take this thing up alnng the lines that Mr. Southerland spoke about -- these recommendations about how the thing should be done, considering the astrological part out of it -- you can consider that out of it as far as I am concerned, because I am not ~~m~~ interested in it at all; and you could agree that that circular which Mr. Southerland thinks misrepresents it will not be sent out. If we can print a circular that --

MR. NASH: (interposing) Why,not confer with Mr. Freeman with reference to it, Mr. Gould, and then reach an agreement between you as to just what you are at present