

Character Reading

What You
Betray
When You
Light a
Match



See page
10

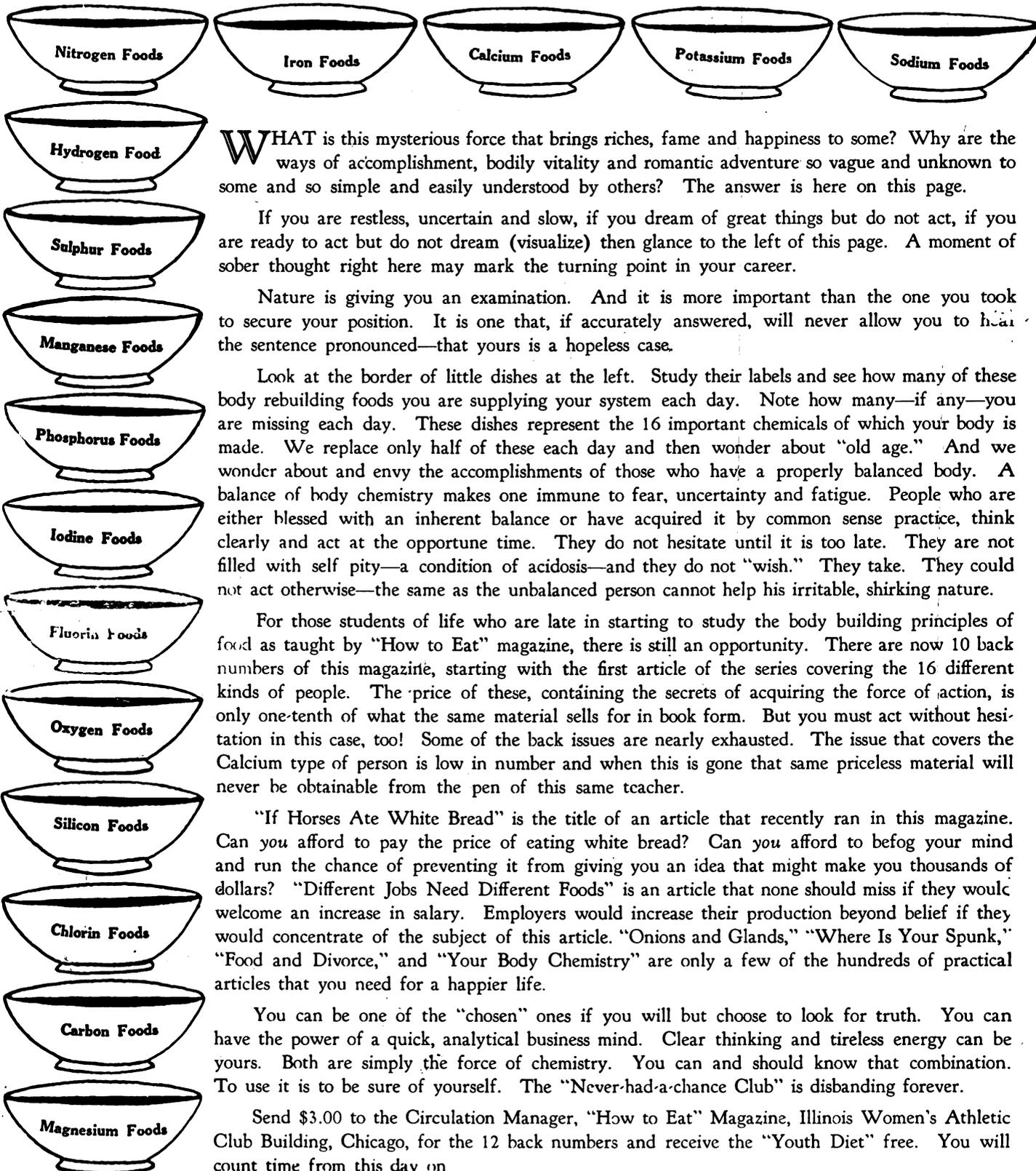
The Natural Liar
Will She Be True?

The Gentle Art of Murder

January
February
1929

Digitized by Google 25 cents

You Can Have It



WHAT is this mysterious force that brings riches, fame and happiness to some? Why are the ways of accomplishment, bodily vitality and romantic adventure so vague and unknown to some and so simple and easily understood by others? The answer is here on this page.

If you are restless, uncertain and slow, if you dream of great things but do not act, if you are ready to act but do not dream (visualize) then glance to the left of this page. A moment of sober thought right here may mark the turning point in your career.

Nature is giving you an examination. And it is more important than the one you took to secure your position. It is one that, if accurately answered, will never allow you to hear the sentence pronounced—that yours is a hopeless case.

Look at the border of little dishes at the left. Study their labels and see how many of these body rebuilding foods you are supplying your system each day. Note how many—if any—you are missing each day. These dishes represent the 16 important chemicals of which your body is made. We replace only half of these each day and then wonder about "old age." And we wonder about and envy the accomplishments of those who have a properly balanced body. A balance of body chemistry makes one immune to fear, uncertainty and fatigue. People who are either blessed with an inherent balance or have acquired it by common sense practice, think clearly and act at the opportune time. They do not hesitate until it is too late. They are not filled with self pity—a condition of acidosis—and they do not "wish." They take. They could not act otherwise—the same as the unbalanced person cannot help his irritable, shirking nature.

For those students of life who are late in starting to study the body building principles of food as taught by "How to Eat" magazine, there is still an opportunity. There are now 10 back numbers of this magazine, starting with the first article of the series covering the 16 different kinds of people. The price of these, containing the secrets of acquiring the force of action, is only one-tenth of what the same material sells for in book form. But you must act without hesitation in this case, too! Some of the back issues are nearly exhausted. The issue that covers the Calcium type of person is low in number and when this is gone that same priceless material will never be obtainable from the pen of this same teacher.

"If Horses Ate White Bread" is the title of an article that recently ran in this magazine. Can you afford to pay the price of eating white bread? Can you afford to befog your mind and run the chance of preventing it from giving you an idea that might make you thousands of dollars? "Different Jobs Need Different Foods" is an article that none should miss if they would welcome an increase in salary. Employers would increase their production beyond belief if they would concentrate of the subject of this article. "Onions and Glands," "Where Is Your Spunk," "Food and Divorce," and "Your Body Chemistry" are only a few of the hundreds of practical articles that you need for a happier life.

You can be one of the "chosen" ones if you will but choose to look for truth. You can have the power of a quick, analytical business mind. Clear thinking and tireless energy can be yours. Both are simply the force of chemistry. You can and should know that combination. To use it is to be sure of yourself. The "Never-had-a-chance Club" is disbanding forever.

Send \$3.00 to the Circulation Manager, "How to Eat" Magazine, Illinois Women's Athletic Club Building, Chicago, for the 12 back numbers and receive the "Youth Diet" free. You will count time from this day on

The Natural Liar

Study him. He may be
a budding Genius
or Inventor.

travels you tell its size with exaggeration to your friends, because you want them to see it as you did. Your faculty of Sublimity is large, and it gives you awe of big things. When you visit Niagara falls the spectacle gives you a thrill. The man or woman with the small development of Sublimity however would think "Oh it's just a lot of water running—what of it!"

The exaggerator then is not a villainous liar. His motive for telling things is love of big things. The man or woman without sublimity will lie for different reasons.

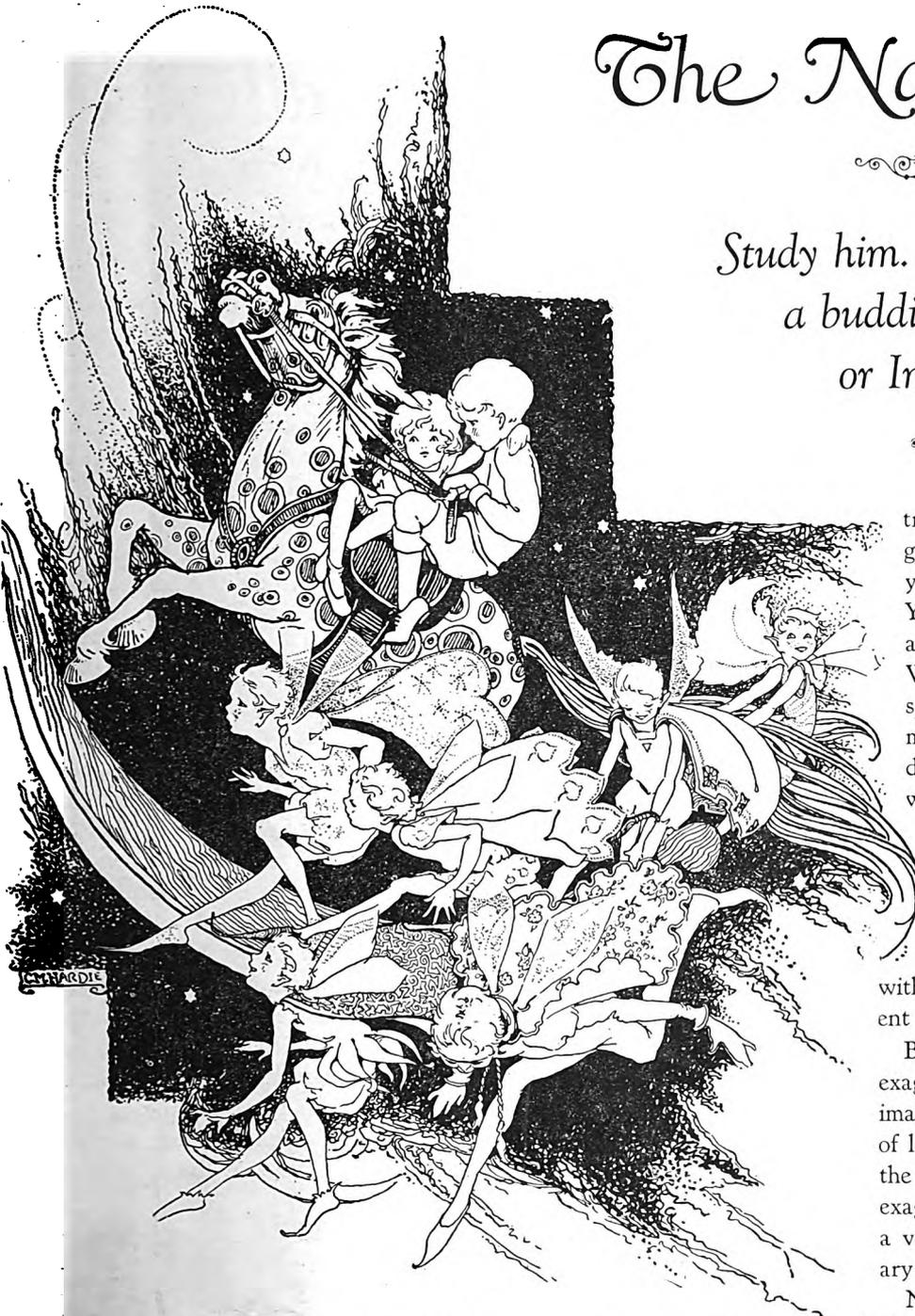
But it takes a person with the exaggerating faculty to imagine, and imagination is needed in many walks of life. The imaginative idea becomes the inventor's practical plan. The exaggerating young lady may become a very original artist, and the visionary boy a novelist of the first water.

Nearly every faculty in the head can be a serious fault, or big virtue, and on the other hand that fault can often be capitalized on to lead the person to great success.

Study your leading fault, if you can find it. The very thing that makes you a failure may possibly make you a success in some other field.

Keep on the Trail
And don't wander off
Away from the Path of your choosing.
You'll make better time
If you keep on the line
For you'll find by diversion you're losing

—HAZEL L. FAUBER.



THE child who sees birds and insists that he has seen fairies, often gets punished for lying. He may be a future inventor.

Many of the lies of childhood, as well as adult life come more from a wonderful sense of sublimity than from villainy.

We all know children whose dogs seem like big bears, and most of us have some friend who boasts of a millionaire vacation, aristocratic ancestry, big visions of the future, etc., who has scarcely enough food to eat.

Just feel your own head about an inch in front of the ear and upward three and one-half inches. If your head is wide at this area you see things on a large scale. Your imagination is active. When you see a mountain on your



Crystallization

The Theme of Lasting Love

all the power in their battery by remaining with each other to the exclusion of everyone else, fail to renew their minds and souls with other ideas, and like the automobile battery whose plates are not replaced, they become polarized.

Webster says of polarization:

"A peculiar affection or condition of the rays of light or heat in consequence of which they exhibit different properties in different directions."

Also, "An effect produced upon the plates of a voltaic battery, or the electrodes in an electrolytic cell, by the deposition upon them of the gases liberated by the action of the current. It is chiefly due to the hydrogen, and results in an increase of the resistance, and the setting up of an opposing force, both of which tend to materially weaken the current of the battery, or that passing through the cell."

Granting then that if the force of love is once in operation between two newly in love couples, it can be kept there by preventing polarization. By renewal of spiritual and mental interests of each other, the magnet still continues. By deliberately renewing the mind each day, away from each other, the phenomena of what Stendahl calls CRYSTALLIZATION takes place.

He says, "I call crystallization that process of the mind which discovers fresh perfections in the beloved at every turn of events."

But it takes character and will power often, to deliberately go out away from the one you love, to renew your mind, especially in some walk of study or activity which does not have any relation to the loved one. But then, those who will not pay the price of crystallization cannot have it. By deliberately overcoming the emotional feelings, and by leaving the loved

Continued on page 16

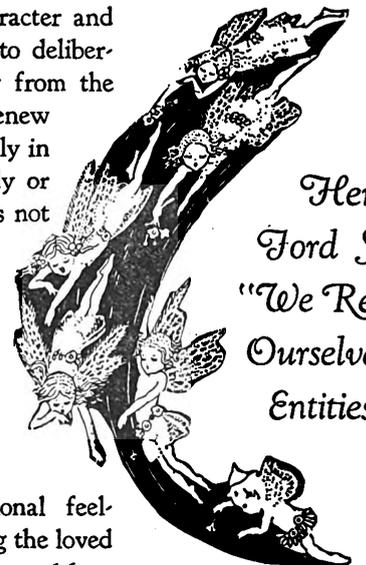
WHY is it that the most precious thing in human existence, the inspiration of life, and the motive behind every big endeavor, Love, should be thrown about with less study than we give the battery which runs our cars?

The battery becomes inefficient through "polarization." So does love lose its tremendous power through a similar polarization. The positive and negative poles of the battery cease to attract each other because they become polarized, and so do lovers and married couples allow themselves to become polarized through non-renewal of their mental and magnetic qualities.

We have all seen where the automobile goes in the junk heap because a certain little part was not renewed, which finally leads to the loss of other parts.

There's nothing wrong with marriage in itself any more than there is with the automobile and the battery, or the big magnet. If the magnet is renewed it still continues to attract, and lift the heavy pieces of metal in the foundry. If love is mentally renewed it still continues to be the force and power between two souls.

If there is any time in life so important to a newly in love couple to study, and renew their minds, it is when they fall in love. But this they do not do. They use up



Henry
Ford Says:
"We Renew
Ourselves by
Entities."

If You Are Perplexed About Life, Study People



IF only you knew how a certain business deal were to turn out!

If you only knew just how this man would prove himself!

If you could only tell in advance how your partnership with him would stand!

Every day of our lives we are up against some such question—every one of us.

People are not like the things they say. They are constantly acting to appear different than they are in a huge percentage of cases. Not until you lose several thousand dollars on a human being, not until you lose in the way of personal affection to the sum of much suffering, will the realization come that to know human beings is to read the future. To know how a man or woman will act in a crisis—not the time he is talking to you, but in the moment where he has to decide, that knowledge is worth more than money.

Some students have said that when they learned about people they were disillusioned and felt sad for a while. But a great philosopher has said that only when our illusions are gone, can we build solid ideals. When we can have a friend, knowing him as he is, we are building a firm ideal. When we can know the truth about another, and still maintain a friendship, we begin to know life in a happier, more tolerant way. To know a friend, and still protect ourselves against him in his weakness, should he ask us to invest a thousand here or there, is to take life with much less pain than to lose the thousand, and the friend too.

To go into partnership with a man because he is a good talker, only to find out later that he was just a good talker is decidedly expensive. To recognize in time that he is mainly a good talker, to even keep his friendship for his talking qualities, but discard his business partner-

ship indeed makes us further ahead financially and mentally, even though we lose an ideal of his perfection.

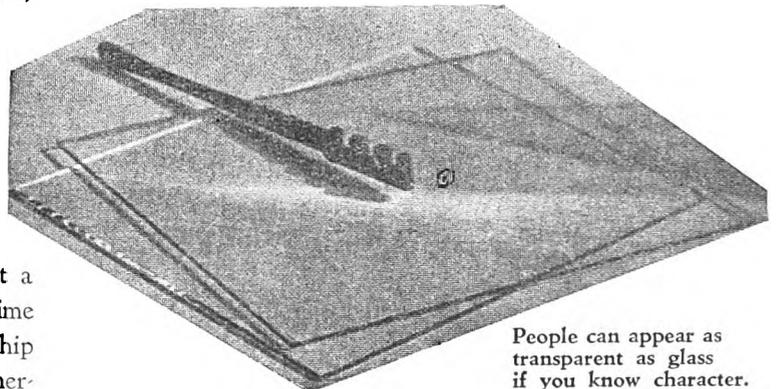
To know that the attractive man who makes the most enthusiastic love to you, who wears such well styled clothes will in two years after marriage be giving the same attentions to someone else, just because it is his *temperament* will save a life of infinite sorrow, divorce proceedings, etc. and habit to do so, may hurt the emotions just a little, but—

To know that the pretty, animated girl with the big brain, and the tiny slight body is a poor investment for motherhood, may hurt the feelings of the man in love with her, but will save him a fortune in money, and a greater fortune in happiness.

How many many businesses have gone under when a single man—usually a lean, large boned man, passed on or left the business! It was his *character*, and *character* only which kept that business together.

Business is built on character. Money is loaned on character. Fine children are grown because of character. Life is true and happy only because of character. Do not confuse the reading of character with a parlor game. It is the business of *your* life to know character.

The chemical type of a person reveals what material he is made of, and how he will act in the *emergency*. The head shape shows the manner in which he will use that chemistry. The astrological influences show those inner forces at work in him. The name analysis shows his mental grasp—his evolution. His handwriting shows how he is acting *today*.



People can appear as transparent as glass if you know character.

The Gentle Art of Murder



IF you are wide headed — wide at the ears and just above them, you will like this story. If you are narrow between the ears, in comparison with the rest of your head you will not like it.

The extermination of anything objectionable is interesting to the wide headed people.

The newspaper account of a bandit caught and killed by the police is like sweet music to the ears of one who is wide between the ears.

If one could look into the soul of a murderer it is very likely he would not find many actual thoughts of the murder there.

Murder and cussing are only energy misdirected.

Murder and cussing come from the faculty of Executiveness—the strong impulse of the body to put the thoughts into action.

Many will be shocked if it is said that we all need some of the murder faculty, but since it is this same faculty which makes us carry out our ideas, then the minister needs it for a peppy sermon, the writer needs it to get his thoughts on paper, the manager needs it to force his ideas into action, through the brains of others.

There are other tragedies in the world than fights, sickness, and anger. One of them is the lack of the ability to fight. Millions of wonderful brains there are in every country, high ideals, great planning power, beautiful imaginings, great thoughts, but no energy to put them into use.

Some phrenologists call this width between the ears the faculty of Destructiveness. Others call it Executiveness, and still others call it the Energy faculty.

For simplicity we will hold to the term of Energy.

Most all of us have been angry at times. This is the faculty of Energy working, which in turn causes a secretion of adrenalin to be poured into the blood stream.

But other thoughts rush in through different faculties, before we have time to murder.

But the murderer has so much of the Energy faculty that he is like a large steamship with her powerful engines full speed ahead. The ship cannot be stopped in a moment. The Energy faculty continues on and on to supply a motive.

That same murderer with his energy directed elsewhere may be as pleasant a character as anyone else.

I remember one of the best surgeons in the country with a high type of intellect, the kindness and tenderness of a mother, the imagination of a great writer, and with

the height of a very small man, but very wide between the ears. He loved surgery of the necessary sort. Good judgment forbade him doing the unnecessary kind. But because of enormous skill he was sent the most difficult of cases that other surgeons would not attempt. The almost hopeless case was his. Sometimes it was lost, because he was sent that kind mainly, in his practice. But victory was his most of the time.

With intense eyes he stood up on a stool in order to reach the height of the operating table. All was silent before the first incision. He was not sure how things were going to turn out before he reached the inner organs. But after they were reached, and he knew he was right, there began the letting off of pent up steam in the form of cussing. The nurses knew it was his relief valve.

It was only a form of music to him, used in his relief just as a

teamster whistles after he has unloaded. The nurses brought him the instruments he asked for between each line of cussing, with perfect poise.

The swearing faculty is likewise a large development of energy and only a result of that faculty in excess. The great love of cussing which developed during the war, and which was as popular in the Y. M. C. A. as in any other place is only another evidence that when the Destructive faculty, or Energy faculty is being used to excess, cussing goes right along with it.

“He was melodiously profane” was said of a very efficient, but well loved army general. The wide headed business man may not do right (depending on the rest of his brain development) but he puts things into Action. The cussing surgeon may have been more gentle, but he saved hundreds of lives by his great art which were otherwise given up by surgeons who dared not put into action

Continued on page 27



What You Betray by Your Fingers



EVERYBODY wondered how Marshall, the owner of the biggest manufacturing plant in the west, got so much work done in such a little time.

A man or woman would go into his office for an interview, and in a very few moments emerge again with the visit terminated, satisfactorily or the reverse. His business success was phenomenal.

"It's because of his salesmen," people would say. "He just happens to get the right ones."

After years of unaltered prosperity we interviewed Marshall, to find his scheme of continued success through his employes.

"Oh, it's just a trick of knowing fingers," he said. "Everybody has his own way of reading people. Mine is through their fingers."

"When I decide by a man's appearance whether I want him as a salesman or not, then I have another way of telling whether I want him out in the field, or in the retail department.

"We give every new salesman a pair of gloves, for as you know, gloves are one of the things we manufacture.

"I ask him after I have decided to take him on, what size glove he wears. I tell him I believe I can guess his size if he will hold up his hand, straight up, spread out, before me.

"Let's see, I believe you wear a size 8." But this is just talk. At the instant his palm opens, I note whether his thumb flies off at right angles to the hand, or whether it clings more to the rest of the hand.

"If it flies off at right angles away from the hand, I know he will be a better man out in the field, where he has to depend on his own judgment in the emergency,

than he will be in the retail department. He will be more inclined to efficiency through freedom than through restraint. But if the thumb inclines too extremely away, I know I must put certain restrictions on him even out in the field, because he will have such an abhorrence of control that he will not consider us at all, and his complete freedom would be the undoing of us as well as himself.

If the thumb lies in a cramped position toward the fingers, I know I have more plastic material for the selling of goods in the retail department, where the man or woman will not have to go out after new business. Such people are more cautious, and are easier to direct.

"If the index finger is longer than the ring finger, or as long, we have a better salesman for the field, or where more independence is needed. Such a person is more of a leader than a follower. If the index finger is shorter than the ring finger, he makes a better follower, and indoor worker.

"When the fingers open wide between the first and second, I see another sign of independence of thought, and also if the third and fourth finger open wide it shows originality and self reliance. If the fingers have a tendency to curl up toward the palm the man will be more conventional.

The manufacturer was asked "Don't you find it expensive giving away a pair of gloves to each man you interview? Surely after they have shown their hands you must reject many of them."

"Not at all expensive," he answered. "A properly placed salesman can make us many thousands, and an improperly placed one can lose us many thousands. What is a little pair of gloves compared with this?"

Do People ~

Resemble Animals?

HOW often we hear the phrase "he makes me think of a monkey" or "he looks like a crab."

A study of the chemical types of people, covered in the back issues of Character Reading show why this is so. The sodium girl or man often greatly resembles the cat with its wide cheeks and pointed chin, watchful eyes, and quick, lithe movements.

Another interesting way of studying the appearance of people in their resemblance to animals is through astrology.

Leo, the astrologer, in his English lectures says this about the signs and their appearance:

Aries, the Ram, governs all Aries people. If you study the different zodiacal types, you will find a marked Ram feature in the Aries people. This resemblance is most marked in races that are comparatively pure, where there is no mixture of blood like we have in Great Britain and America. Yet, even amongst us, if you find a person born under Aries with no planets rising, purely under the sign, he will have the Ram features. In the same way persons purely under Taurus have a distinct bull-like tendency which comes out in the face, and in many cases is very striking.

But we must know just what these signs mean, apart from the animals they correspond to; because there are special characteristics belonging to each sign. For instance, Gemini the twins. It is difficult to trace an animal resemblance in this case, because it is what is called a refined, human sign. But the Gemini people who are undeveloped will show all the cunning and even some of the facial peculiarities of the monkey, which is the animal type of the sign.

Cancer persons are characterised by the short nose and crab face, telling of their tenacity; but there are some natives of Cancer who resemble the cat. Then Leo, the lion, gives a very leonine face, fierce and aggressive. Virgo gives a foxy tendency; but I must remind you that in all these cases they are undeveloped persons, because as soon as they get the humane attributes they break away from the animal tendencies.

I have not been able to get a pure representative of Libra; but as a rule the Librans are very human, rarely



having any marked animal tendency. Scorpio, the scorpion, and the eagle, are two distinct symbols, and in the natives of Scorpio we find resemblances to both scorpions and eagles. The likeness to the eagle can be readily traced in the evenly developed Scorpio person. Many of you may have seen persons like the horse, Sagittarius; or like the goat, Capricorn. Aquarius is another "human sign," and there appear to be very few who at all express the sign Aquarius. We cannot easily represent the Pisces people, but I find such people very much like the parrot, chatterboxes; in some cases there is in the face a distinct fish-like, or more rarely a seal-like, look.

Continued on page 17

Mary Pickford Norma Talmadge Gloria Swanson
 Helen Helms Film Banky Charles Chaplin
 Douglas Fairbanks D. W. Griffith John Barrymore
 Ronald Colman Buster Keaton Sam Leventhal
 Rex Uibel Helmut Brunner John D. Anderson
 Edwin Carewe Roland West ~~W. H. Leland~~
 Sam Taylor Howard R. Hughes Rex Ingram

Meet The Spirit of Some of Your Friends

HERE is a chance for you to take the signatures of some of your favorite friends apart, and see what makes them tick. Behind each signature is a spirit—a force—a dynamo.

We see the outer part of our screen friends in pictures, but the inner part is sometimes quite a different story.

This accounts for the fact that when our friends' handwriting is analyzed, we do not always recognize all the things said about him by the graphologist, because it is the INNER self which is being read—not the studied daily actions by which we know them.

The most emotional woman will deny that she is emotional, when her handwriting is read, and will even end in hysterics if a friend tells her she is emotional. The individual with great genius sometimes will deny that he has genius as seen in his writing, simply because he has not yet expressed it to the outward world.

But handwriting shows the INNER self, that force which *must* eventually show itself in the crises of life.

What does that chopped off Y mean in Mary Pickford's signature? Can it be that our sweetheart with her rounded curves of face is underneath a concise, fact loving, commercial, but artistic go getter? Study that y in the writing of others and you will find out.

See the little boat in the capital T of Norma Talmadge, which indicates love of travel. See the separated letters of d, g, and e, which indicate great intuition. Can it be that this actress so faithful to duty and appointments would really rather travel and study the occult than anything else? And can it be that our Norma is stubborn? Her d comes below the line.

What do you make of the capital C in Ronald Colman's signature?

Turn it upside down, and you will notice it is shaped like a heart. Probably Ronald doesn't like to be a heart breaker, even in the pictures.

Is Charles Chaplin in his wrong vocation?

The letters which dwindle down so small in size at the ends of his signature would show that the secret service is minus a good diplomat.

But it's hard to believe that the picturesque John Barrymore who suffers so distressingly on the screen to give help to someone else is really very fond of his own privacy, and keeps a keen and secretive eye on stock rises. He's not advertising hot tips to anyone.

In D. W. Griffith's signature we have a builder and a planner. His connected capital letters give good evidence of this.

The House You Build Reveals Your Character

OUT in one of New York's suburbs a building was recently torn down, and the wreckers had a terrific time of it.

The owner had built it himself, and had made such a firm foundation that it took twice the time to demolish as would the ordinary house that size. I asked to see the man who built it. He was as we thought, a man of very stiff hands, large boned feet, and prominent wrist bones—a man of the calcium type. Such a man could not find it in himself to build a flimsy foundation. His own bony foundation called to a firm foundation in his house.

We build the houses we build because of our character. We also select them because of our character. It is difficult indeed to sell a wooden house to a man or woman of the calcium or the nitrogen chemical type. Real estate agents who have studied the chemical types have saved themselves many thousands by knowing the people they were selling to.



Your Chin and Your Affections

THE chin is the seat of the affections, in the face. The faculties of love approach very much in their character to what may be termed will.

The way to average the mental strength or weakness of the subject is to study carefully the length of the various developments of bone which surround the mouth, forming the chin and jaw. Bone means intensity—will—consequently as a rule, the more bone the more will power.

A man or woman with a broad, wide jaw has fidelity and permanency; if coupled with a wide forehead in the region of casuality, he can balance his actions and carry out his ideas and intentions.

A full, wide jaw will indicate either obstinacy or firmness, but they must not be confounded with each other. Obstinacy is firmness without reason. The difference lies in the shape and size of the forehead, though the jaws are the same for either. When the forehead slants and is narrow, the jaw being the widest, your subject has an obstinate character; whilst if the jaw be wide, but the forehead wider still, then he is firm and determined in his ideas and actions.

Broad jaws argue powerful functions for the reception of food, but these functions are not intellectual, the strength of the intellectual faculties being indicated by the breadth of the brain; thus, when the jaws are broader than the forehead, it characterises strong passion and a weak intellect. Where the jaws maintain nearly the same breadth as the forehead, then the intellect has a fight with the passions, and is victorious, if all the other features are indicative of refinement and purity. This relative confirmation of head and jaws bespeaks a character who can exert all his intellectual powers on a subject—one who is, in fact, calculated for scientific and practical purposes.

When the jaws are much narrower and smaller than the head, the chin receding, then the individual is wanting in balance; he is like a balloon, without power to guide the workings of his brain, and not capable of looking after his own affairs.

A sharp tapering of the head and face from above to below indicates natural cunning—natural only, for the

Continued on page 22

Do
Not
Imagine



That
You Wear
A Mask

Your Face

LESSON II.

DOUBTLESS you will perceive that there is something more indicated in this grand feature, the nose, than force of character and sagacity. Several of the higher intellectual faculties have their signs there, and this is felt and perceived by the most casual observer of faces. Nothing was more common for Lavater, in his "Fragments," as he very modestly calls his physiognomical observations, than to speak of certain noses as indicating sound and solid judgment, or as being inseparable from good sense; and of certain other noses as indicating weakness and deficiency of the reasoning powers. This shows that that great man had an intuitive perception of character, although he was not in general able to point out the signs on which his judgment was founded.

In the septum, or ridge of the nose between the nostrils, is indicated the power of discovering, analyzing, and combining. The faculty of *Discovery* is indicated in the length of the fore part of the septum, as in this outline. A large sign of this faculty shows the ability to invent and discover, and a partiality for things new. The person who has it thinks for himself more than one who has it not, and his originality will accord with the nature of his other strong faculties and the general cast of his mind. With some, the power of discovery will lead to inventions in the arts; with others, to discoveries in science; with others, to new ideas in theology; with others, to originality, in common business matters; with others, to finding things that are lost; with



An original course with the original drawings, by the first authority, J. W. Redfield, M. D. These are the drawings, and the manuscript from which hundreds of later character analysts have based their work. The complete course will be printed in following issues. Character Reading attempts to keep alive these priceless works which our modern analysts are unable to secure. Previous issue contains the first of these valuable lessons.

others, to expeditions of exploration and discovery; and with others, to originality in everything.

Objects to be discovered have to be separated from other objects, or, in other words, a whole has to be divided into its elements simultaneously with the discovery of those elements. The faculty of *Analysis* is that

which separates, and is indicated in the length of the most posterior part of the septum of the nose under the lip, causing a prominence of the top of the lip, as represented in this figure. This faculty with its sign is large in chemists, and in all persons who show the ability to find out the constituents of things in illustrating and enforcing his ideas, abounds in figures and emblems, sees images wherever they are to be found, and, others things being equal, is a beautiful writer. One in whom the septum of the nose is a mere partition, as it is in the lower animals, is very deficient in the faculty of *Metaphor*, and seldom or never uses a figure of speech, but communicates his ideas by themselves, in a common-place manner, without beauty or ornament.



The length downward of the wings of the nostril, next to the sign of *Discovery*, as represented in this cut, indicates the faculty of *Example*, or the ability to teach, to find illustrations, to exemplify. This faculty is strong in the female character, and not only fits her



Continued on page 15 . . .

Your Face

Continued from page 14

to instruct by illustrating every principle and precept which she inculcates, but disposes her to teach by example in her own person. It is large in artists, whose business it is to illustrate subjects; and large also in teachers, missionaries, and good pastors, who deal more in practical matters and realities than abstractions, and teach by example as well as precept.

The sign of the faculty of *Imitation* is the descent of the wing of the nostril next to the face, just back of the sign of *Example*, as here shown. One who has this sign large, learns well, makes the opinions and practices of others natural to himself, and is less original than one who has less imitation, and a larger sign of example. He will exercise imitation in subserviency to his predominant disposition and his stronger intellectual faculties. The sign of this faculty is larger in children, as a general rule, than in adults, the faculty of example being comparatively larger in the latter; and it may be observed that those children who are most remarkable for imitating older people, have most of the sign of imitation, while those parents who are most in the habit of showing their children how to behave like old people, have a large sign of example.

The faculty of *Analogy* is indicated by the curving of the wing of the nostril upon the septum, causing the posterior part of the opening to be somewhat shortened.

The sign of comparison, last mentioned, causes a shortening of the anterior part of the orifice. A large sign of analogy, as in this illustration, indicates a talent for reading character in the face and other external signs. The reason of this is, that the relation of the mind to the body is that of analogy; and the knowledge of the relation of the mind to the body, or the science of Physiognomy, is obtained principally through means of the exercise of this faculty. Mind can not be compared with matter, and has no correspondence or resemblance to it; and yet, though entirely different, it is not to be contrasted with the body, there being that perfect union between body and mind, which forbids contrast. Analogy constitutes the relation between the one and the other, and hence the body may be called an index of the mind; and we may speak of a large mind, of a beautiful mind, of a well-balanced mind, etc., as we speak of a

large, beautiful well-balanced body. Although the faculty of analogy is exercised as the chief faculty in studying the science of Physiognomy, it enables a person to perceive character intuitively, particularly if it be connected with large suspicion, discovery, and analysis. It is generally stronger in woman than in man; and the faculty of comparison being also stronger in the former than in the latter, the opening of the nostril is shorter in the female nose than in the male. In Shakespeare, Cervantes, Lavater, and other good judges of human nature, the sign of analogy is very large.

The height of the upward curve of the wing of the nostril indicates the faculty of *Reasoning a Priori*, or from cause to effect. The sign is seen to be large in this profile of Lavater. The deficiency of this faculty and its sign is to be observed in those who incline to think of the mind, as if it were a development from the body and external circumstances;—and who thus in studying the mind, proceed from effects to causes, and fail to discover truth. One who has a large sign of this faculty regards the mind of chief importance, and as acting upon the body and manifesting itself in and through material organs. It is very easy for such a person to see that everything of the body is an index of something prior in the mind; and although he may not discover the exact science of Physiognomy, he will be a firm, if not an enthusiastic believer in the existence of such a science. The followers of the Baconian method in mental philosophy could never gain much knowledge; and those who study the mind abstractly, and not in its relation to and action upon the body, have been as unsuccessful as the others. But Gall, Lavater, and many of the ancient philosophers, as Aristotle and Theophrastus, pursued an opposite method in relation to the mind, and studied character in the features and expressions of the face, the form and size of the head, and other external developments. The sign of this faculty is larger in the ancient philosophers, who excelled in moral and intellectual science, and less in the modern philosophers, who excel in physical science. The latter have more of the sign of the faculty which reasons *a posteriori*, or from effects to causes, as will be seen elsewhere.

In a nose like that of the preceding profile, we see force of character, sagacity, and nearly all that a nose is capable of expressing of superior intelligence, notwithstanding the retreating of the forehead. By the side

Continued on page 28

How To Keep Yourself and Friends Supplied With The Real 100% Grain

To eat the whole grain, with its power to give and maintain health has become the duty of every real citizen.

The demands and calls for this product have made it necessary that we answer them in a new mail order department, giving you and your friends the benefit of low prices right to your door.

To make this possible, it is necessary to order fifty pounds of grains at once, otherwise the cost of shipping and milling are too great to maintain this much needed service in all parts of the country.

We can get fifty pounds of 100% whole wheat flour to you, ground in our own mills under our very eyes, for 8 cents per pound. The valuable steel cut oats, with their silicon may also be had at this price in lots of 50 pounds. No orders filled for smaller lots.

Follow these directions in order to receive Prompt Service

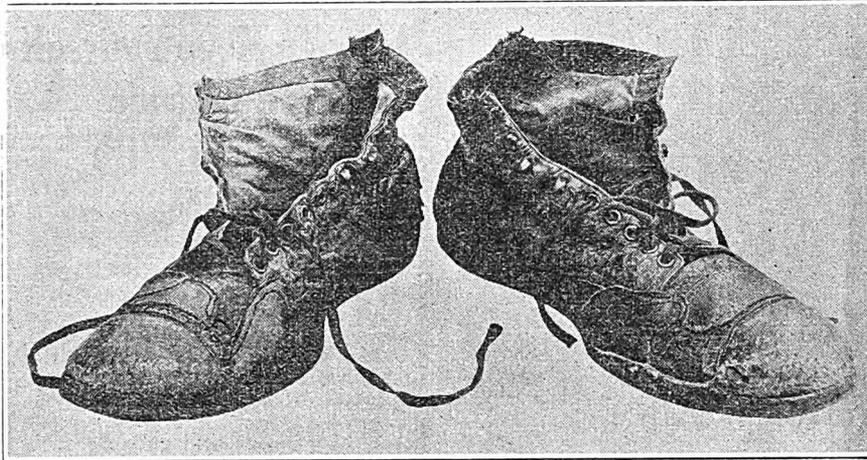
Send \$1.00 only, as first payment on 50 pounds, which will cost \$4.00. Pay the remaining \$3.00 on delivery, including postal or express charge. Wheat or oats will be sent by least expensive route to your town.

Send for free instructions "How Much Bread Should I Eat." Give weight, height, age and occupation for personal instructions.

MAIL ORDER DEPARTMENT
ELAM'S WHOLE GRAIN PRODUCTS

304 South Robey St., Chicago

The Other Man's Shoes



You are walking in the other man's shoes when you are in the wrong work. Your right work can be scientifically found for you through analysis by chemistry, phrenology, physiognomy, graphology, astrology, and numerology. By combining all these reports on your personality, the most accurate of vocational analyses can be made. Send for complete questionnaire for this work.

CHARACTER READING MAGAZINE

820 North Michigan Avenue

Chicago, Illinois

Will She be True?

Continued from page 8

7X. Indianapolis: Listen well. Do not make that trip. You will lose thousands because of the ill health of a man in the business.

TU. Chicago: You will not be living in Chicago more than a few more months. You must have come from England, and you will return there. I cannot feel that your marriage will end in separation. There are lines which offset the trouble shown in the past.

Love and Passion

BY H. H. FARISS



One fair day Love met Passion face to face,
Where forks the road, a peaceful, quiet place,
And passed him by with just a smiling nod,
Violets springing where his feet had trod.

Then Passion cried in wraths "Hold! Stop, I say!
Do you not know I'm King on this Highway?"
"Not so," said Love; "I claim a thousand hearts
To one you've snared with all your magic arts."
Then Passion, scowling, swept a stately bow
And shook with mirth; "A goodly jest, I vow.
You're only sought by maids and tender youths,
But men and women from me learn life's truths."

Love answered not, but slowly turned away,
And, taking up his harp from where it lay,
He sang of truth and innocence and right,
A song that made the heart leap with delight,
Bringing back hope to Passion's wretched slave,
Who knows no rest or peace this side the grave.

Soon Love was left alone upon the flower-strewn field,
His rival fled, nor would he bow or yield;
Love was victor, and when his song had ceased,
Love spread his wings and sped far toward the East.



Crystallization

Continued from page 6

one long enough to branch the mentality in other directions, the man or girl returns, if they both understand Crystallization, to discover new perfections in the beloved at every turn.

We all know how we benefit by occasionally relinquishing our own desires with the act of helping someone else, and how enriched we are thereby. Naturally then, we are adding forces to ourselves and enriching the entire personality. The lover then who wishes to spend ten hours with his loved one, would do well in all events to spend at least two hours of that time seeking those newer forces by directing his mind to others who might need him, or by studying something else. The strength he gains in making his mind govern his emotions is an immediate addition to his personality.

Probably the latest addition to the realm of happiness in love is contributed by Henry Ford who says in the December number of the New McClures magazine, that the world around and in us is composed of "Entities." By our continued thought we attract certain "entities" who unseen, help us to put over our work in the world. These "entities" become a part of us, and add to our personality. If we are unsuccessful we have not put enough thought on our project and have not attracted enough "entities" to gather the material for it.

So the lover who puts thought away from his sweetheart, in constructive directions, is attracting the entities which enrich his personality and hold her forever by Crystallization.

Can You Succeed in Music?

Continued from page 3

vidual has to work. The versatile potassium and sodium types are more adapted for music of an active stage type. The large chested oxygen types are adapted to opera singing, while the retiring, sensitive fluorin types seek positions as organists and violinists. Most phosphorus and sulphur types are drawn to music through their keen and changing emotions, but the vitality is rarely great enough to make them lasting successes or outstanding examples of musical talent. More important to them is the correct diet, and the rebuilding of the system, after which they can put their keenly sensitive brains to actual production.

Do People Resemble Animals?

Continued from page 11

The reason I have introduced this part of the subject is, that we are all more or less influenced by the animal part of the sign we are born under; but those born under the "human" signs have most nearly exterminated the animal nature.

THOSE WHO LOOK LIKE ANIMALS, of one kind or another, also resemble them in character.

Daniel Webster was called the "Lion of the North," from his general resemblance in form, heavy shoulders, hair, and outline expression to that king of beasts; and a lion he indeed was, in his sluggishness when at his ease, but power when roused; in his magnanimity to opponents, and the power of his appetites and passions.

A DISTINGUISHED CONTEMPORARY, whose color, expression of countenance, manners, everything, resembled those of the fox, was foxy in character as well as looks; and did he not introduce into the political machinery of our country that wire-working, double-game policy and chicanery, which have done more to corrupt our ever-glorious institutions than everything else combined, even endangering their very existence?

HUMAN BULLDOGS are broad-built, round-favored, square-faced, round-headed, having a forehead square, and perhaps prominent, but low; mouth rendered square by the projection of the eye or canine teeth, and smallness of those in front; corners of the mouth drawn down; and voice deep, guttural, growling, and snarling. Such, if fed, will bark and bite for you, but if provoked, will lay right hold of you, and hold on till you or they perish in the desperate struggle. And when this form is found on female shoulders, "the Lord deliver you."

TRISTAM BURGESS, called in Congress the "Bald Eagle," from his having the aquiline or eagle-bill nose, a projection in his upper lip falling into an indentation in his lower, his eagle-shaped eyes and eyebrows, was eagle-like in character, and the most sarcastic, tearing, and soaring man of his day, John Randolph excepted. Whoever has a long, hooked, hawk-bill, or Roman nose, wide mouth, spare form, and projects at the lower and middle part of the forehead, is very fierce when assailed, high-tempered, vindictive, efficient and aspiring, and will fly higher and farther than others.

TIGER MEN are always spare, muscular, long, full over the eyes, large-mouthed, and have eyes slanting downward from their outer to inner angles; and human beings thus physiognomically characterized, are fierce, domineering, revengeful, most enterprising, not over humane, a terror to enemies, and conspicuous somewhere.

SWINE—fat, loggy, lazy, good-dispositioned, fat and hollow-nosed; have their cousins in large-abdomened, pug-nosed, double-chinned, talkative, story-enjoying, beer-loving, good-feeling and feeding, yes-yes humans, who love some easy business, but hate hard work.

HORSES, oxen, sheep, owls, doves, snakes, and even frogs, etc., also have their men and women cousins, with their accompanying characters.

THESE ANIMAL resemblances are more easily seen than described; but the voice, forms of mouth, nose, and chin are the best bases for observation.

GENEROUS persons, in filling your tumbler with water, will fill it to the brim, and perhaps overrun it; while stingy ones will fill it only about half or two-thirds full—the fuller the more whole-souled their generosity.

PARING FRUIT reveals the character. Frugal, saving, industrious persons will pare it thin; while those who cut right in pare it thick, and throw away on the skin much of its best part, will rarely prosper, because they will not save up, but will use up lavishly to-day the means for doing with to-morrow.

EVERY EMANATION of everybody, indeed all the actions and movements, proclaim the character, on that general principle of homogeneousness already demonstrated. That spirit-principle which casts the form in accord with its wants, also casts every single emanation from its life centre. It casts every intonation and look, every sentence, and the kinds of words used, including the very way they are put together, grammar included, the laugh, sneeze, everything. Let a few illustrations suffice for all.

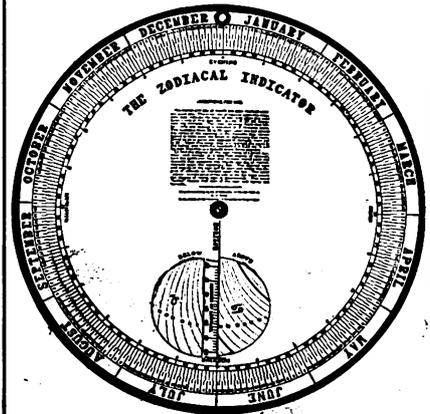
THE WALK is peculiarly expressive of the character, as is even every motion. When the life principle is slack, and its manifestations are lax, the walk is slipshod, dragging, shuffling, and loose-jointed. A walk and cast of motion full of snap and vim signify a character full of energy and power; while a shiftless, inert person has a shiftless, lagging, dragging walk and mode of moving. An abundance of life magnetism keeps every muscle taut, and renders the walk light and springy; and vice versa.

AN ANGULAR cast of motion, full of short, sharp turns, signifies a short, curt, snappy, uneven, ill-balanced, impatient, pert, and irritable cast of character; whereas, an even, gentle, waving, spherical cast of character denotes a harmonious, consistent, gentle, sweet, and regular sameness of character, analogous to the walk.

A SHUFFLING walk, which often hits the

Continued on page 28

What Planet Affects Your Second House?



You can never know your real financial power until you know your rising sign, and the planetary influence in your second house, as well as other influences gained only by a knowledge of this all important "Rising Sign."

The best chart ever designed for getting this without the tedious figuring and poring through mazes of books, is now obtainable in unlimited numbers. Those who ordered previous charts only to be disappointed because they were all sold out will be well rewarded for their patience in this Zodiacal Indicator with its revolving discs which not only give the rising signs but the degree of the signs in the different localities of the earth.

Charts prepaid cost \$1.25

**CHARACTER READING
MAGAZINE**

820 North Michigan Ave.
Chicago

Have You Ever Played the Stock Market?

As grains of sand come up to receive the sun, each in his turn, we too have our certain periods in which our finances are what we term "lucky."

Luck however, is a combination of favorable planets on certain days. Luck is a question of mathematics—not of fortune telling.

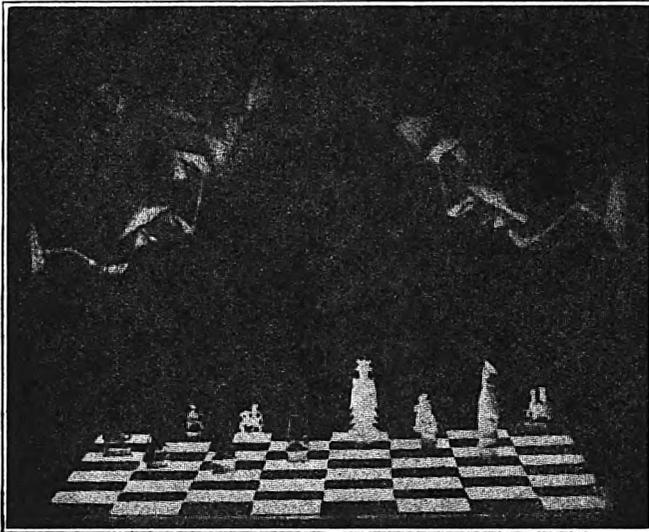
Work out your own luck through "My Stars" the very newest in books on astrology. It is more than a book. It is a machine and book combined. The mechanical device in the book enables you to find your "rising sign" on which your financial gain can be figured. The device takes away the figuring of many hours. The book is absolutely unlike any other astrology book ever printed. The planetary influences and complex figuring are done by a master, and presented so that a child can understand them.

You will never regret sending \$1.50 for "My Stars," the biggest accomplishment of the day in astrology.

United Magazine Distributors

448 Wrigley Bldg.
Chicago, Ill.

What Is Your Next Move?



Are you nearer the King Row today than you were 12 months ago?

Each month of the year marks a forward or backward move on the Checkerboard of Time.

The 24 Men with which you play are the 24 hours of the day. The Red ones are the 12 hours of vital daylight energy, the Black ones, the period of night or relaxation.

The number of games you win during a Monthly or Yearly Series determines whether you are a champion, a mediocre player, or an habitual loser.

"To everything there is a season and a time to every purpose under the heaven"—Bible

History repeats itself in the lives of individuals as well as of nations—by reason of the Law of Cycles.

The end of every 7 and 9 year cycle marks an important turn in your affairs. Each year has its favorable, or unfavorable influence, which can be determined as definitely as the seasons of the year. You do not gather walnuts in the spring nor plant your garden in November. When you know the best time for each new venture, you are working in the light—otherwise you are in the dark, stumbling up against many unnecessary obstacles.

DO YOU KNOW THE BEST MOVE TO MAKE THE COMING YEAR?

Is it a good time to Buy—Sell—Advertise—Move—Marry or Travel?

Assurance along these lines would relieve you of doubt and confusion of mind. With clear vision, right thinking, and action at the proper time and season—in accordance with your Inner Urge—you have a triple magnetic force for the attraction of your own good.

YOU CAN NOW FORECAST YOUR OWN FUTURE

By a definite Mathematical Law

Under the Personal Guidance of the best known authority on the Science of Numbers, Ariel Yvon Taylor, who predicted Tunney's victory in the Tunney-Dempsey fight and the Election of Herbert Hoover.

The most unusual system of forecasting ever offered the public has just been released in "FINDING YOURSELF BY NUMBERS"—22 Lessons on the WHY of Life—by Ariel Yvon Taylor, author of "Numerology Made Plain," "Encyclopedia of Numerology" and other works upon this subject.

This Course teaches you step by step, how to solve your own problem, whether it be of a home, social or business nature.

"FINDING YOURSELF BY NUMBERS" is not only "the last word" in Vocational Guidance and Character Analysis, but the Law of Cycles enables you to Find Yourself in your Right Place at the Right Time.

Among the many letters received from those who have already enrolled is one from R. S. of New York, "Your course is a marvel," and another from St. Louis, "I believe the knowledge you are giving the world and the system by which you convey it is the real short cut, as much as the flying machine is the shortest route to your destination."

FREE PERSONAL SERVICE FEATURE

WITH THE COMPLETE COURSE WE GIVE YOU—

1—Set-up of your Name and Birth Date.

2—Correction of Charts and sample analysis at close.

3—Written forecast for 4 years and coming 12 months (regular \$5.00 chart).

This gives you a practical application of the principles to your own problem.

A study of these lessons will enable you to better understand yourself and "the other fellow." This is bound to increase your success, socially and financially. You will be rejuvenated through the tonic effect of a new idea—the eternal secret of keeping young.

If you wish to have the value of Miss Taylor's personal service in the preparation of your chart for the next 4 years, make your application now, according to the coupon shown below, making all checks payable to Numerology Research Bureau.

May we help you to a bigger and better year?

NUMEROLOGY RESEARCH BUREAU

Ariel Yvon Taylor

Hotel McCormick — 616 Rush St., Chicago, Ill.

Date.....

Please enroll me for the Course of 22 Lessons—"FINDING YOURSELF BY NUMBERS," including one volume of "Numerology Made Plain." I enclose check or money order for \$25.00 for the Complete Course and Personal Forecast Chart for the next 4 years and coming 12 months.

(On installment plan—price \$27.50—an initial payment of \$10.00 will bring you the first 4 Lessons and copy of "Numerology Made Plain.")

Full name at birth

Birth date—month, day and year

Address

Present signatures

How the Combinations Work

AFFABLE.—Individuality, Eventuality, Language, Benevolence, Approbativeness, Secretiveness, and Agreeableness.

AMIALE.—Benevolence, Hope, Veneration, Conscientiousness, Friendship, Approbativeness, and Amativeness.

AUDACIOUS.—Combativeness, Destructiveness, Self-Esteem, Firmness, with deficient Cautiousness, Conscientiousness, Veneration, and Benevolence.

AUSTERE.—Firmness, Conscientiousness, Self-Esteem, Cautiousness, Destructiveness, Combativeness, with defective Mirthfulness and Benevolence.

AVARICIOUS.—Acquisitiveness, Cautiousness, and Secretiveness, with moderate Benevolence and Conscientiousness.

BRUTAL.—Combativeness, Destructiveness, Self-Esteem, Firmness, Acquisitiveness, without Benevolence, Veneration, Conscientiousness, and Approbativeness.

CALUMNIATOR.—Self-Esteem, Firmness, Secretiveness, Eventuality, and Language, with little Conscientiousness, Benevolence, Veneration, and Cautiousness.

CAPRICIOUS.—Self-Esteem, Firmness, Love of Approbation, Ideality, with deficient Continuity, Conscientiousness, Benevolence, Cautiousness, and Reflective faculties, increased by Acquisitiveness and Combativeness.

COMIC.—Mirthfulness and Imitation; it increases by Time, Hope, Eventuality, and by little Cautiousness.

COMMUNICATIVE.—Benevolence, Veneration, Hope, Attachment, Love of Approbation, Eventuality, Language, with little Secretiveness and Self-Esteem.

CREDULOUS.—Spirituality, Hope, Reverence, Eventuality, with moderate Cautiousness, Secretiveness, and Reflection.

DECENT.—Approbativeness, Cautiousness, Conscientiousness, Self-Esteem, Benevolence, Firmness and Order.

DIFFIDENT.—Secretiveness and Cautiousness, with less Combativeness, Self-Esteem, and Firmness.

DISCREET.—Great Cautiousness, Conscientiousness, Benevolence, Reverence, and Order, with less Self-Esteem and Combativeness.

DISPUTATIVE.—Firmness, Self-Esteem, Combativeness, Approbativeness, increased by Acquisitiveness, Secretiveness, and less Cautiousness and Reverence.

DOGMATIST.—Spirituality, Hope, Veneration, Cautiousness, Conscientiousness, Firmness, and Self-Esteem, increased by Combativeness and Destructiveness.

ELOQUENT.—Individuality, Eventuality, Perceptive faculties in general, Language, Comparison, Casualty, Ideality, Imitation, Firmness, and Combativeness.

EXTRAVAGANT.—Secretiveness, Acquisitiveness, and Cautiousness small, Ideality and Spirituality large.

FALSE.—Secretiveness, Acquisitiveness, without Conscientiousness and Benevolence, increased by Combativeness.

FLATTERER.—Secretiveness, Approbativeness, increased by less Conscientiousness, Self-Esteem, and Cautiousness.

GLOOMY.—Cautiousness, Conscientiousness, and the Reflective faculties, without Combativeness, Hope, and Mirthfulness.

HYPOCRITE.—Secretiveness, Acquisitiveness, Cautiousness, without Conscientiousness and Benevolence.

IMPERTINENT.—Combativeness, Self-Esteem, Destructiveness, Firmness, without Cautiousness, Approbativeness, Conscientiousness, Veneration, and Benevolence.

INDUSTRIOUS.—Acquisitiveness, Secretiveness, Approbativeness, Firmness, Cautiousness, Combativeness, Destructiveness, and the Perceptive faculties.

INSANITY.—Caused by great mental excitement, preceded by exhausted vitality, by intemperance, etc., the mind is liable to become warped and insane.

IDIOCY.—Results from the violation of physiological law, either on the part of the parents or the individual; it may be inherited, or produced by wrong living.

MODEST.—Cautiousness, Benevolence, Veneration, Conscientiousness, with less Self-Esteem and Combativeness.

NOBLE.—Self-Esteem, Firmness, Conscientiousness, Veneration, Benevolence, the Reflective powers strong, while all the animal propensities remain subordinate.

PARTIAL.—Acquisitiveness, Adhesiveness, Secretiveness, Self-Esteem, Approbativeness, Combativeness, and Destructiveness, with deficient Conscientiousness.

RASH.—Combativeness, Destructiveness, Self-Esteem, Acquisitiveness, without Cautiousness, Veneration, Conscientiousness, and Benevolence.

SUPERSTITIOUS.—Spirituality, Veneration, Hope, Ideality, and no culture.

TYRANT.—Self-Esteem, Firmness, Approbativeness, Combativeness, Destructiveness, Secretiveness, Acquisitiveness, without Benevolence.

UNPOLITE.—Firmness, Self-Esteem, Combativeness, and Destructiveness, without Approbativeness, Secretiveness, Benevolence, Reverence, and Conscientiousness.

VINDICTIVE.—Combativeness, Self-Esteem, Destructiveness, Firmness, Acquisitiveness, and Approbativeness.

WAYWARD.—Destructiveness, Combativeness, Firmness, Alimentiveness, Self Esteem, with small Cautious-

Continued on page 33

How to Receive Dietetic Service FREE of Charge

SPECIAL SUBSCRIPTION RATES Entitle Readers to Diets

(READ CAREFULLY)

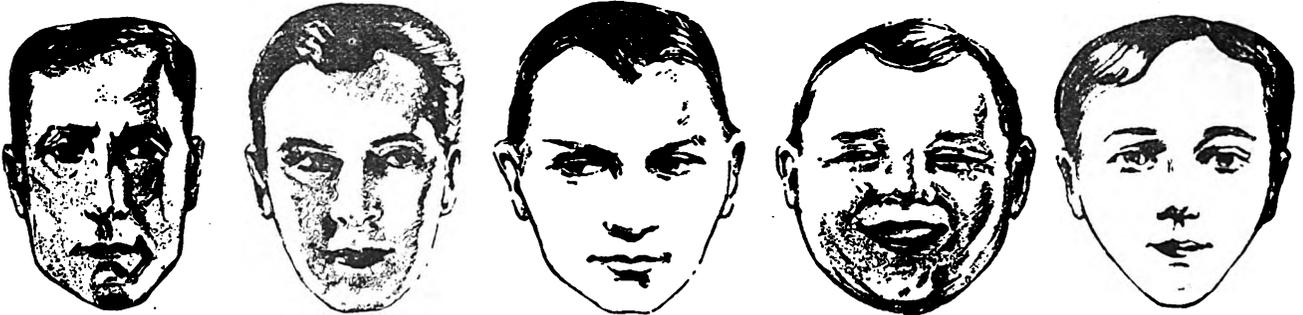
THE HIGH POWERED DIET FOR TIRED, NERVOUS FOLKS

Secure this wonderful diet free of charge with
a yearly subscription to How to Eat Magazine

This is the diet which produces results. An absolutely natural diet, with a surprising variety, rich in phosphorus, iron, sodium, potassium, and all of the mineral salts. For artists, office workers, executives, nervous housewives, people who are low in energy and ambition.

Secure this diet with a yearly subscription. Enclose \$1.50 with your name and address.

HOW TO SECURE AN INDIVIDUALLY WRITTEN ANALYSIS OF YOUR CHEMICAL TYPE, WITH DIET AND COURSE IN THE CHEMISTRY OF FOOD



Your chemical type is revealed by your face, figure, skin coloring, hair and proportion.

The Foods which one type reaches for with joy make the other ill.

Each member of the family is a chemical law unto himself. Because his chemistry is different, his talents, his character, and his digestion is different, his ailments are different also.

In one type the Potassium element is abundant, and that man needs his own kinds of foods if he expects to be a really healthy and successful man. In another type there is too much Carbon, and not enough Calcium. He is very stout, because he is HUNGRY—not overfed. He lacks the food elements which balance weight. Another type has a great abundance of calcium, and lacks sodium. He needs an abundance of certain other elements to keep him free from grouchiness, old age, and indigestion.

WHICH TYPE ARE YOU?

WHICH DO YOU NEED?

You Are Entitled to Find Out Free!

How-To-Eat magazine has arranged to give you an analysis of your chemical temperament, with a course in the chemistry of food, and a diet for your individual type. Our new subscribers are entitled to this, for health insurance, with a year's subscription to "How-To-Eat" magazine.

LEARN THESE CHEMICAL SECRETS ABOUT YOURSELF

You Can Eat Your Psychology and Success

CARBON FOODS—Excess carbon destroys mental alertness, memory and ambition. Also will increase weight.

OXYGEN FOODS—Oxygen makes for activity, health, success.

NITROGEN FOODS—Nitrogen gives poise, cool skin, heavy solid flesh, dark pigments to skin and hair and eyes.

HYDROGEN FOODS—Hydrogen, the vehicle of the blood. Too much causes watery flesh, clumsiness, eczema, sterility.

POTASSIUM FOODS—Potassium heals, balances, gives activity, good looks and versatility.

SODIUM FOODS—Sodium is nature's cleanser, alkalizer. Gives grace, energy and health. Send 25c for list of sodium foods.

CALCIUM FOODS—Calcium builds bones and teeth. Gives firmness and will,

All of these chemical elements have many more functions than space allows for their description. You need them all if you wish to be alive. Sickness is a LACK of some one, two or three of them in their proper proportion.

JUST WHICH CHEMICALS YOU lack can be told from front and side view postal card photos. (Send sample of hair.)

steady work and science, as well as good blood supply.

FLUORIN FOODS—Fluorin is the great protector of the body against certain dread diseases. Gives genius to the brain.

SILICON FOODS—Silicon is the optimistic chemical. Keeps nails and teeth polished, the body lithe and graceful, and prevents tuberculosis.

IODINE FOODS—Iodine protects the brain from body toxins. Leave out iodine from your diet and you are not normal mentally or physically.

MANGANESE FOODS—The hysterical, neurotic patient is not a fraud. She is starved for manganese, the element which coordinates our thoughts.

PHOSPHOROUS FOODS—Phosphorous nourishes brain and nerves. When we are doing mental work we exhaust our

phosphorous supply, and fatigue, nervous breakdowns follow.

SULPHUR FOODS—Sulphur gives life, progress, tone to the soul. Too much is dangerous. Learn how to eat the sulphur foods and you gain their benefits. Eat them in the wrong way and you become food poisoned.

IRON FOODS—Iron is the most important chemical in the body. Inorganic iron in drug form irritates heart and kidneys. Organic iron in food feeds them, gives ambition, energy, and vitality.

MAGNESIUM FOODS—Magnesium cools and alkalizes the nervous system, and promotes sleep at night and life in the day time.

CHLORIN FOODS—Chlorin is the cleanser of the body, expelling waste material.

HOW TO EAT MAGAZINE.

Ill. Women's Athletic Club Bldg., Chicago.

I want to know which chemicals I have in too great abundance, and which I lack. I also wish a diet for my particular chemical temperament. I am enclosing photographs, sample of hair, and the following facts about myself, with \$3.00, which covers a two years' subscription to How to Eat magazine, published bi-monthly.

Name..... Address..... Weight..... Height.....

"Of Earth and Air, Man Is Made"



THE great German scientist Virchow demonstrated that the cells of the body select their own materials, and that nothing foreign to themselves can be forced upon them except to produce injury.

A hungry child crying for food is not fed by drugs or poison, but the cells of the body are in just the position of the hungry child calling for his own kind of food, when we are taken with what is known as "disease." Virchow defines disease as "a lack of some constituent part of the blood at the part affected."

The hungry cell must be fed of the foods of which it is made. The twelve salts found in the ashes of the body—all essential to the proper growth and development of every part of the body are:

PHOSPHATES	{	of Lime, Calcareo phosphorica. of Iron, Ferrum phosphoricum. of Potash, Kali phosphoricum. of Soda, Natrum phosphoricum. of Magnesia, Magnesia phosphoricum
CHLORIDES	{	of Potash, Kali muriaticum. of Soda, Natrum muriaticum.
SULPHATES	{	of Lime, Calcareo sulphurica. of Soda, Natrum sulphurica. of Potash, Kali sulphuricum.
FLUORIDE and PURE SILICA	{	of Lime, Calcareo fluoricum. Silicea.

Have You Ever Felt a Lack of Power?

The minute quantity of these elements in our blood regulates our health and strength. The small glass of fresh blueberry juice which we drink might contain hundreds of times more nourishment for our particular bodily difficulty than a ton of white bread. Nature works everywhere with immense numbers of infinitely small atoms of great power. The smallest image our eye can see is produced by millions of waves of light. A granule of salt which we can scarcely taste, contains millions of groups of atoms which no human eye can discern.

The wonderful work of Dr. George W. Carey in the relation of these mineral salts to the time of our birth has made it possible for us all to secure the powerful atoms which our own individual cells lack. Later work has shown that we lack the mineral elements related to the entire year, which were not given by the mother in the period before birth. A person born under the sign of Aries, for instance needs the mineral cell salts belonging to Aries, Taurus, Gemini, and Cancer. He needs therefore, Kali Phosphoricum, for Aries, Natrum Sulphurica for Taurus, Kali Muriaticum for Gemini, and Calcareo Fluorica for Cancer. By supplying these salts he secures the parts of the universe and its power, of which he is a part, but in which he is deficient.

If you were born under Taurus, you need the salts for Taurus, Gemini, Cancer, and Leo.

If you were born under Gemini, you need the salts for Gemini, Cancer, Leo, and Virgo.

If you were born under Cancer, you need the salts for Cancer, Leo, Virgo, and Libra.

If you were born under Leo, you need the salts for Leo, Virgo, Libra, and Scorpio.

If you were born under Virgo, you need the salts for Virgo, Libra, Scorpio, and Sagittarius.

If you were born under Libra, you need the salts for Libra, Scorpio, Sagittarius, and Capricorn.

If you were born under Scorpio, you need the salts for Scorpio, Sagittarius, Capricorn, and Aquarius.

If you were born under Sagittarius, you need the salts for Sagittarius, Capricorn, Aquarius, and Pisces.

If you were born under Capricorn, you need the salts for Capricorn, Aquarius, Pisces and Aries.

If you were born under Aquarius, you need the salts for Aquarius, Pisces, Aries, and Taurus.

If you were born under Pisces, you need the salts for Pisces, Aries, Taurus, and Gemini.

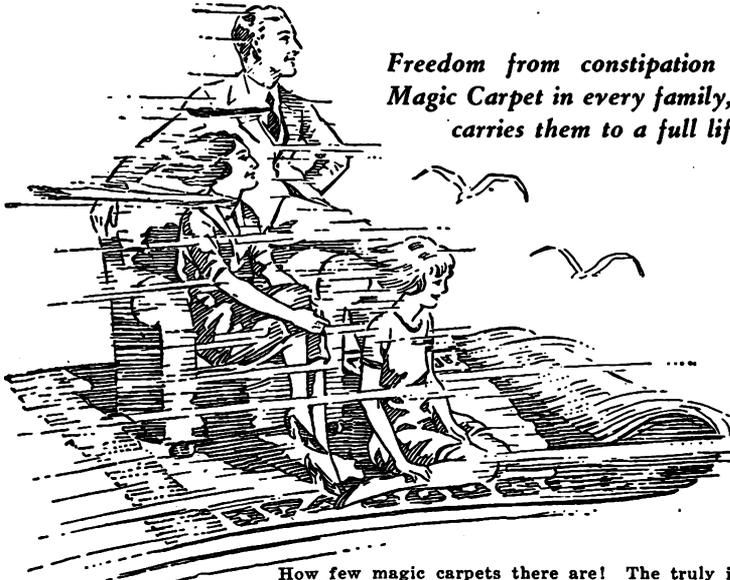
We can supply these planetary foods for you in your own individual grouping. The salts are sent in four containers held in one single container, for ease of finding and taking.

You have only to prove your relation to the great universe by your improvement in well being, when you are supplied with the elements which belong to you. The salts are prepared with the greatest care. If you cannot figure out the sign under which you were born, just tell us your birthday, and we will send you the four bottles of salts, 100 in each bottle, belonging to your time of birth. Four bottles in individual cases-----\$2.00 Prepaid

HEALING MAGAZINE,

Batavia, Illinois

A Magic Carpet for Every Family



Freedom from constipation is the Magic Carpet in every family, which carries them to a full life

How few magic carpets there are! The truly insidious constipation lurks at the bottom of all disease. Like a sneak thief at night, while you are asleep it robs you of your vitality. All the energy your body can gather is used to combat the enemy.

And what a price your beauty pays for constipation. Youth and magnetism cannot stay in the constipated individual.

What it does to the efficiency in business is beyond computation. Firms spend millions on efficiency systems, and neglect the cess pool of constipation as a cause for inefficiency in their employees.

Constipation can make your married partner and your children so irritating that you begin to seek society elsewhere, with no greater success, for your very eyes are blinded with constipation. Divorces start from little irritations multiplied by chronic constipation.

The eyes, hair, breath, skin coloring, and mental outlook are far from being the only things affected by constipation. We all know constipation as the coffin to health. The first step in Brights disease, the certainty of offensive breath, the muddled head, the overworked heart, the rheumatism from the toxins of constipation, the uninteresting personality, the morbid mind, the target for the appendicitis operation—these are only a small result of just plain constipation.

CANNOT BE CURED BY DRUGS

We cannot be cured of constipation by drugs any more than we can save a drowning man by giving him more water.

FREEDOM FROM CONSTIPATION IS SECURED BY THE KNOWLEDGE OF A PRINCIPLE

The Colon Motor is the Newer Prevention of Constipation

The Colon Motor is a principle—not only a food, but a way of using that food.

The Colon Motor gives you a new intestinal action. It supplies the power by its method of use to rebuild the muscular action needed by the bowel. It does not lose its efficiency from week to week as do drugs, which only tax the other organs to produce results. The Colon Motor is as efficient by its very motor principle, in six months as it is the first day of treatment.

The Colon Motor is the true bowel food, which in its method of taking brings freedom from the worst foe of health, Constipation.

Send for complete instructions, with the Colon Motor, and its detailed method of using. You will have this principle of freedom from constipation for your entire life and for the benefit of your loved ones.

PRICE \$2.00—with underlying principles of use through your entire life.

UNITED IMPORTERS

No. 448 — 410 No. Michigan Ave.

CHICAGO

Your Chin and Your Affections

Continued from page 13

broad face may be trained into artificial cunning, and the sharp, tapering face may be restrained into artificial sincerity, not, however, without leaving corresponding impressions on the soft parts. It is here that the skill of the physiognomist is called into action to discern the natural character of the individual masked over by education and suppression.

Human cunning may be said to run ultimately into the channel of self-preservation, but it has so many meanderings through all the windings and turnings of social life and through the complicated field of human intellect that it cannot be compared with that of the animal. The cunning of the fox is exclusively devoted to stealing prey and eluding detection, but human society is so organized that the

Sternes, the Swifts, and the Voltaires are necessitated to discharge their cunning in wit.

A human head and face tapering from above downwards bespeaks wit—strong in proportion to the breadth of the forehead, keen in proportion to the sharpness and length of the chin.

Benevolence and congeniality are indicated by a round, fat chin, rather projecting in the centre. It is the chin of a *bon vivant*, not of a selfish person who wants to eat by himself, but to the hospitable man who would like others to enjoy with him, and who wishes to see all his friends at his table.

Engrossment and selfishness are indicated by the length of the chin downward in the centre, when accompanied by thin, compressed lips. It is the selfish chin, and the thin lips denote coolness and precision. Ardent love is indicated by a broad, round chin; it manifests itself chiefly in embracing and fondling, and is also indicated by the fulness of the red part of the lips.

The ardent chin pertains to people who are very demonstrative in their affections, but are not as a rule so lasting. A woman with this broad, round chin is very sympathetic, large-hearted, and fond of children, animals, and all helpless creatures.

The desire to love is indicated by a narrow, square chin. Such a person would love everybody and everything; there is neither width nor permanency in the constitution, consequently the narrow chin denotes instability as regards the affections, quickly deserting one object for another. The chin of the cat illustrates fickleness, whilst that of the mastiff indicates fidelity and tenacity.

Faithful love is shown by the breadth of the chin far back under the wisdom teeth. Width and breadth mean permanency.

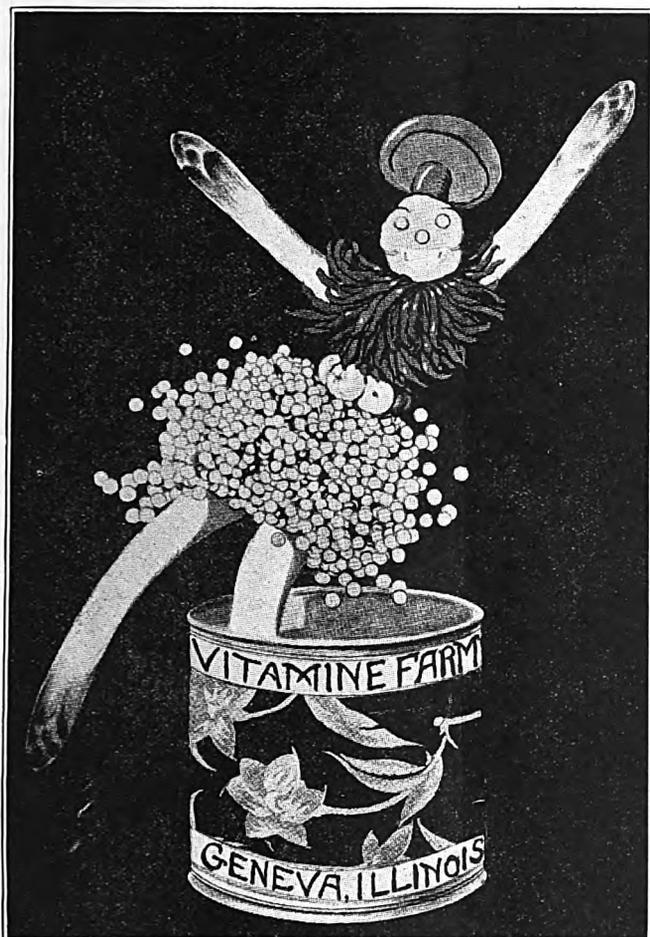
The desire to be loved is indicated by the indented chin—what is called a dimple in the center of the chin. It is manifested chiefly in those who want every one to love them, and who seek to make themselves universally beloved.

Love of physical beauty is estimated by the breadth of the middle part of the chin, under the two large molar teeth, as seen in the face of Henry VIII. People with this wide chin seek beauty, and are fair judges of it. They admire beautiful surroundings, and love to feast their eyes on a pretty face; these people must not be confounded with sensualists, though there must be a vast amount of poetic sensuousness in their natures.

When you perceive a chin with a deep horizontal indentation, it indicates violent or passionate love. The lower part of the chin juts out, whilst the mouth and upper part of the chin slightly recede.

BE ALIVE IN EVERY ATOM OF YOUR BEING!

IF YOUR FOODS ARE ALIVE,
YOU WILL KNOW WHAT IT IS
TO BE AN OPTIMIST



It very often happens that the smallest things are the greatest in power. The twelve mineral elements of the body for instance, are present in only very small amounts, yet each one of them is a great General managing the bulk of the body. When one of these minerals is low, all of the others sometimes suffer. When one is completely gone, life continues probably on some other planet, but not here on earth.

When Phosphorus, Silicon and Calcium are low for instance, we call the person tubercular. When Fluorin is low we find infections, poor endurance, erratic personalities, bone disease, premature age.

When Potassium is low we lack "come-back" pep, enthusiasm, and healing power. We have little elasticity of body or mind. We are constipated, sometimes morbid, and also, when we lack Phosphorus and Potassium, pain is greatly exaggerated.

When Sodium and Chlorin are low, we are catarrhal, suffer with stiff joints, deafness, acidity, and many distressing diseases. We need sodium and chlorin for alkalinity, spontaneity, cleansing of the cells. Sodium also keeps us from stiffening processes in bones and arteries by keeping calcium in solution.

The nervous fearful person needs Iodine, Phosphorus, Manganese, Magnesium, and often Sulphur. All elements are needed however by the nervous, low in vitality. They need with the above elements, Calcium and Silicon to give greater endurance, as well as Sodium and Potassium to give muscular development and nourishment.

Anemic people need Iron, Iodine, Phosphorus, and Calcium. Diabetics are hungry for Sodium. Those with falling hair need Silicon, Fluorin and Sulphur, as well as Potassium.

These few facts are only a few of the truths regarding the twelve master chemicals of the body. We all need all of these minerals, but some of them are given to great advantage in groups, or alone.

Sickness comes from both wrong thinking and wrong eating. The God-given elements are put in the earth to aid our bodies to become more divine instruments. When we lack one of the 16 chemical elements which make this body, we are rejecting God given power, and we fall ill, or pass out of this physical frame. We are nervous, tired, forgetful perhaps at first. Then other things follow, with grave consequences.

Read of what the twelve minerals do for you. How they regulate your thought, give you new purpose, change your appearance. Most of us who work mentally are deficient in these elements. They are small, but how powerful, you will only know when you make them a part of your body. Let them aid you in your mental healing, so that you can quickly become the person you want to be.

THOSE TWELVE MINERAL SALTS WHICH KEEP YOU ALIVE WHEN YOU LIVE

CALCIUM—The executive, strong, enduring chemical, which gives us will, long life and red blood. 30 Capsules.....\$1.00

SILICON—The joy maker, the optimist, speed artist, hair growing chemical which brightens eyesight and complexion, and immunizes against tuberculosis. 30 Capsules.....\$1.00

FLUORIN—The youth preserver, the protector against infections, bone disease, and fear. 30 Capsules.....\$1.00

POTASSIUM—The healer, pain reliever, enthusiast, athlete, and the preventive of constipation and growth. 30 Capsules \$1.00

SODIUM—The alkalizer, the digestive chemical, the good nature and clear brain chemical which prevents catarrh, deafness, hardening processes, moodiness, and enables the body to take up iron. 30 Capsules.....\$1.00

IRON—The master chemical which keeps the life force in harmony in the body, gives warmth, magnetism, mental endurance, and creative ability, success, ambition, and vitality. 30 Capsules.....\$1.00

SULPHUR—The beautifier, the inspirer, the maker of glossy hair, which makes it difficult for disease to enter the body, which promotes bile secretions, throwing out bodily impurities, and which enables the liver to take up the 16 chemical elements. 30 Capsules.....\$1.00

PHOSPHORUS—The life chemical which is consumed with every thought. Prevents neurasthenia, and enables other elements to create bone, brain and red blood cells. Prevents fatigue. Needed badly by all types who do any kind of mental or indoor-work. 30 Capsules.....\$1.00

CHLORIN—The laundryman of the body which expels waste matter, and keeps joints and tendons supple. Prevents pyorrhea, excessive fat, and auto intoxication. 30 Capsules.....\$1.00

IODINE—The great gland regulator, which gives mental energy, originality, pep and confidence, and which prevents goitre, insanity through auto intoxication and nervous breakdowns. Prevents baldness. 30 Capsules.....\$1.00

MANGANESE—The chemical of poise, strong nerves and good judgment, which coordinates thoughts, gives elasticity, and quick recuperative ability. 30 Capsules.....\$1.00

MAGNESIUM—The cool, alkaline, refreshing, and sleep promoting chemical, which is a laxative, complexion aid, and preventive of wrinkles from restlessness and anxiety. 30 Capsules.....\$1.00

Every one of these chemicals is derived from foods, and foods alone. Drugless medicines of great power are they. They are absolutely pure, absolutely clean, and everyone is grown under our own supervision. No preservatives or adulterants of any kind are added. The foods are dehydrated, powdered and put into dainty capsules so that no matter where you are you may have your twelve life-giving chemicals.

Each order is prepared individually, and fresh, at the time of the order. No wholesale stocks to deteriorate. Order your foods five days in advance of your needs, allowing us time to prepare your individual order. Our foods are prepared with loving care. The vibration of 100% wishes for your health is put into every little capsule.

"You love every one of these capsules, don't you," said a visitor to the Vitamine Farm. "The whole place reflects it."

THE VITAMINE FARM, GENEVA, ILLINOIS

Those desiring to visit the farm should write for appointment. Office and gardens are on separate roads.

ALCHEMY—"The miraculous power of transmuting something common into something precious"—Webster



FLOWER AND POWER MAKE A RHYME

The daisy, the willow tree, the common hop, couchgrass, cornsilk, the underestimated dandelion and parsley! A host of others too! **WHAT A POWER THE ALCHEMIST CAN MAKE OUT OF THE COMMON HERB, FLOWER, AND ROOT!**

The flowers and herbs nod their heads, beckoning humanity to take of their precious power. The flowers are beautiful to our eyes. Most herbs are lovely to look at. The roots are uninteresting to our glance. But the alchemist can take both beautiful flower, and dingy root and cause them to become veritable power centers to change our bodies and their chemistry.

The night blooming cereus is a heart food of great strength. A certain part of the common hop can sing a lullaby of sleep to the nervous person too fatigued to reach slumber. The Passion Flower, a nerve sedative, the vegetable mercury of the plant Manaca, the laxative properties of the violet, the throat easing properties of the bayberry, the anti-neuralgic power of the yellow jessamine, the lady slipper with its nerve sedative properties. The romance and story of flowers and herbs are printed in books so large that it requires a dictionary stand to hold them. It is little wonder that the alchemist often retires to a remote spot where he can enjoy the thrills in the study of plants and their remedial properties for humanity.

ALCHEMY OFFERS YOU THE FLOWERS OF NATURE FOR YOUR HEALTH—YOU DO NOT HAVE TO GET UP AT NIGHT REBUILDING THE HEART

No. 1 CYSTITIS REMEDY
For night urination with alkaline urine. This remedy should be taken with proper diet for excessive urination without burning sensations. The beautiful hydrangea and corn silk are present in this effective remedy. Both remedy and diet lists—\$1.00

No. 2 CYSTITIS REMEDY
For acid urine (burning) with frequent night urination. The best remedy for this condition, together with proper diet lists to prevent future occurrences—\$1.00

A VEGETABLE DIGESTANT
The finest digestive of the present day is found in the vegetable kingdom, and is a product of the pawpaw. Supplies the body with the digestive pepsin so necessary to perfect assimilation of food. This fine vegetable pepsin has been powdered and put into capsules for those who lack this organic material in their bodies, and who do not wish to take animal pepsin. Vegetable pepsin in capsules, with dietary instructions, 20 for \$1.00

NUTGALL TREATMENT FOR PILES
The sturdy oak and its chemistry gives us the powerful pile remedy consisting of nutgall. This ointment treats this distressing condition locally, while the special potassium diet recommended in the treatment prevents recurrence of the painful symptoms. Diet lists and pipette tube of nutgall and other ingredients—\$1.00

VEGETABLE KIDNEY REMEDY
The friendly asparagus and the juniper berry have a message of their own for the kidney, especially in those conditions arising from Bright's Disease. We are only as old as our kidneys, and the kidney can be kept in efficient action by the medicinal qualities of vegetables. The diet is of great importance, and in Manning's Vegetable Kidney Remedy, the complete instructions are given for dietary measures together with tablets—\$1.00

All of the above remedies are prepared by registered pharmacists from prescriptions of advanced medical men, who realize the relation of foods and remedies. Service is immediate, and all packages are sent prepaid.

You can build new heart structure if your body is well supplied with potassium. The Night Blooming Cereus flower is rich in potassium, and forms the basis of the modern heart tonic. When combined with the correct diet the weak heart muscle assimilates the elements it needs for rebuilding. Heart treatment and food lists—\$1.00

THE ENEMY OF RHEUMATISM
Why endure the pain of rheumatism? One doesn't have to do so these days. The most advanced knowledge in pain relief and dietary needs give the sufferer first relief, and second, prevention of recurrence. Rheumatism treatment, 20 tablets, with diet—\$1.50

ANEMIA AND LOW VITALITY
No endurance, anemia, pernicious anemia, tuberculosis and nervous breakdown are some of the results of the hunger of the body for calcium, and phosphorus. That great power in the marrow of bones for causing the body to take up calcium and phosphorus, has been utilized in our advanced treatment for the above conditions. Our Bone Marrow Tonic gives endurance, increase in blood cells, and builds resistance to tuberculosis. The accompanying diet continues to feed the elements of iron, silicon, calcium, and phosphorus in the foods, bringing about a high resistance and rejuvenation. Tonic and diet lists—\$2.50

A HAPPY LIVER
He is free from care who has a healthy liver. The liver is the maker or breaker of our happiness and health. The liver needs its own food, and it gives back in benefit to the entire system, every ounce of care spent on it. Send for "The Happy Liver"—a purely vegetable treatment. We send you the herbs themselves, from which the tea is made as you need it. Liver Herbs, and liver diet—\$0.50

101 East Chicago Avenue

ADVANCED CHEMICAL SUPPLIES

CHICAGO, ILLINOIS

I've Got Your Number!

By

HELEN STERN

"YOU took my name and gave me a number!" wails Mary, the heroine of "Within the Law," when she finds herself behind the prison bars. The audience, overcome by the tragedy of the situation thus presented to them, sobs with Mary. Yet, one wonders, especially does the numerologist wonder, if, at this point, the individuals in the audience see an analogy to her predicament in their own lives. For surely it is generally conceded that stone grey walls and iron bars do not constitute the only kind of physical prison. The human being, in fact, is born in the physical prison of the body, and, as the science of numerology points out, just as soon as he receives his name he receives his number. The problem which confronts us then, is identical with that which confronts Mary, namely how to escape from the prison.

A solution to the problem will be found in numerology, for its function is to free the individual from his physical prison, not by separation of the ego from the body, but by complete mastery of the will over the body, so that the latter will serve as a perfect vehicle for the expression of the soul and no longer be a limitation — a prison.

In this age of reason and science it behooves the numerologist to convince the "doubting Thomases" and those "from Missouri" that there is a very definite relationship between names and numbers and that names and numbers have a distinct bearing on character and destiny.

Science has proved beyond the question of a doubt that sound is vibration and that thought is vibration, and the vibrations create atmospheric disturbances and register on the more solid substances with which they come in contact. This principle is used in the making of phonograph records. The sound uttered by the speaker or the singer causes the tiny stylus to vibrate and the vibrations of the needle make impressions on the sensitive blank record. The late Enrico Caruso used to like to play with this principle by singing in a certain pitch and noting how many objects in the room would resound or respond to the vibration. The strings tuned to that key on musical instruments which happened to be in the room, all of the glass objects and vases of that vibration would sound the note he was singing for several seconds after he had stopped singing, just as though each object were a tuning fork which had been struck. On one occasion, when the vibra-

tions were too powerful, a water goblet burst asunder.

The radio and wireless telegraphy are also based on this principle of creating atmospheric motion.

Another experiment which you might try yourself, is putting some sand on a sheet of paper. Hold the paper aloft with the sand on it, and tap the sheet from beneath, gently, with the end of a pencil. Note what designs, what forms, shape themselves in the sand, as a result of the vibrations caused by the tapping of the pencil. We could go on in this way indefinitely, demonstrating the effects of vibration.

The subconscious self at birth may be likened to a blank phonograph record. The sounds, the vibrations about the individual at birth make their everlasting impression on this blank record. They not only leave impressions but call forth reactions and responses from within everytime the vibrations are repeated, and thus habit or character is formed. That is why, in selecting a name for a child, care should be taken to select one whose sounds will call forth the proper responses and will be in harmonious vibration with the soul, whose vibration, in turn, is more or less determined by the cosmic forces at work at the time of birth.

Way back in the days of the ancients, thought, which modern science tells us is vibration, was expressed in hieroglyphics. Later some one conceived the idea of creating an alphabet and substituted letters and combinations of letters for the hieroglyphics, the letters of course, still representing the original thought. Then some one invented the system of numbers and each letter in the alphabet had a corresponding number. In numerology, we substitute these numbers for the letters in the name. Aside from the sound vibrations produced in uttering a name, it must be remembered that the thought represented by the letters and their corresponding numbers is so potent. When we change the thought we change the sound which expresses the thought and we change the vibration, and vice versa.

Let us say, for example, that John Smith was born on January 1, 1900. On that date, certain cosmic forces were in motion which would determine the path of life or the destiny, for there is as much reason why an individual is born at a particular time as there is why plums do not grow

Continued on page 28

YOGODA

How to Recharge Your Body, Mind and Soul Batteries from Inner Cosmic Energy

"Yogoda" is a simple, scientific, resultful System for all-around development of body, mind and soul. The circulation, respiration, digestion and all other involuntary body-processes can be harmonized and invigorated, the mind strengthened and clarified, and the soul purified thru meditation.



SWAMI YOGANANDA, A.B.
Hindu Metaphysician

"Yogoda" teaches how to live, to live longer, how to eat to be healthier, how to recharge to contact Cosmic Energy, how to think, to think clearer, how to concentrate to be creative, how to meditate to know Divine truths. It teaches the Technique to recharge, vitalize and spiritualize each body cell, overcome Fatigue at will, and insure Lasting Youth. The basic exercises can be practiced by sick or well, sitting or standing, anywhere, anytime.

Mme. Galli-Curci, famous singer, says: "Yogoda gives Health, Strength, Power to Accomplish, Peace and Poise." Over 20,000 students have used "Yogoda" to banish their physical ills and mental and nervous troubles. "Yogoda" teaches the student how to harmonize his own nature and life with cosmic forces.

Send 10c for 70-page descriptive booklet "Yogoda" and testimonials of famous students. A Free copy of beautiful, inspiring EAST-WEST MAGAZINE will be mailed if 10c is sent to cover postage and handling.

SWAMI YOGANANDA, Dept. Z,
3880 San Rafael Avenue, Los Angeles, Calif.

The Personality Food



IODINE

Such a little thing, is Personality. And yet how much depends on it.

And such a little thing is IODINE, in the body, yet the performance of brain and body depend on iodine.

Wrinkled skin around the eyes, sunken, pale cheeks tell the story of iodine hunger. Lack of ambition and enthusiasm, great fatigue in the morning, over-excitability at other times, worrying about very inconsequential things, over-conscientiousness at some times and forgetfulness at others — these are a few of the symptoms of lack of iodine.

This important personality chemical gives zest to life, and beauty to the complexion, and confidence to the mind. Iodine takes care of those body toxins which affect the brain and its efficiency, and a lack of iodine in our diet means a polluted blood stream. For your convenience we are putting up two packages only to each person, iodine sea lettuce, in delightful little capsules.

These should be ordered in advance, and if you are wise you will order 2 boxes at once, because the fine grade of sea lettuce which goes into these capsules is hard to obtain.

1 box containing 50 capsules, \$1.00

Health Information Bureau
365 W. Madison St. Chicago

HERE IS A TRIP TO THE MOUNTAINS FOR YOU

with its benefits, right at home.

TWO GREAT LAMPS IN ONE, the newest in ULTRA VIOLET THERAPY.

Ultra-violet and infra-red rays are today the greatest of curative forces.

There are two kinds of ultra-violet light—the long waves and the short waves, sometimes called the near and far, respectively. The long waves are the ones which are present in high altitude sunshine.

The new Vitalite lamp is the equivalent of high altitude sunshine, with its great range of usefulness. It is the only lamp which protects the patient from sparks. Through the protection of its transmitting window, both patient and surroundings are protected against burns.

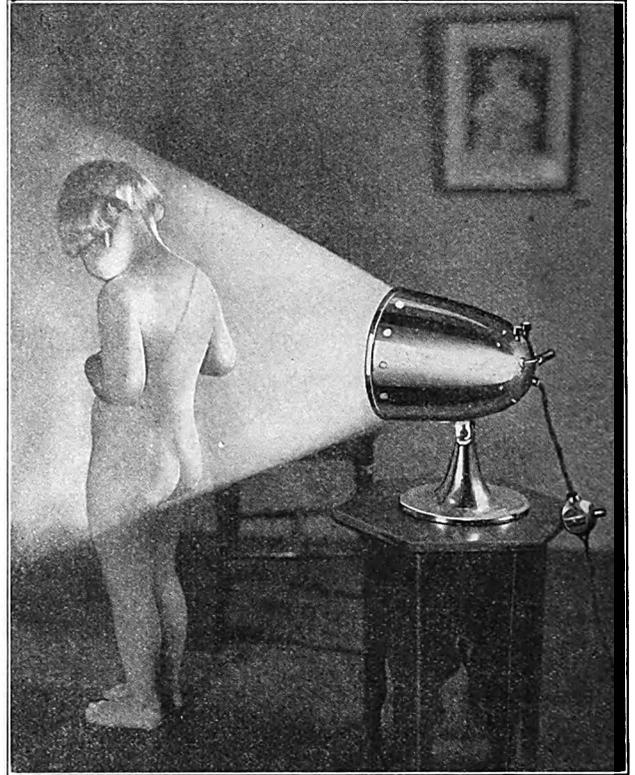
In addition to the ultra-violet long rays, the Vitalite Lamp contains an infra-red generator. The combination of these two wonderful lamps brings the ideal treatment to the patient. The blood is brought to the surface by the infra-red. Then the ultra-violet rays are applied, both from the same lamp.

Regular treatments with the Vitalite will rejuvenate persons beyond middle life and give them the snap and pep of youth. The Vitalite through its Infra red rays enables acute diseases to receive the ideal treatment for elimination through the skin, and the ultra-violet applied each day for the stubborn chronic ailment are truly miraculous in their results.

The baby with rickets, the tired business man, the woman seeking for beauty of skin and hair, in fact all people are benefitted by the ultra violet rays. In winter especially, the curative rays of the sun are not powerful enough through the smoke and the fog to keep us in perfect trim. Ultra-violet baths are a necessity for children if they are undernourished, subject to colds, sore throats, lassitude, poor bony development, etc. Ultra violet light and Vitamine D have almost identical effects on the growing child.

Many business executives testify to the benefit derived from daily baths of Ultra-Violet light. The glands are invigorated and the body processes are so toned up that the buoyancy of youth returns.

An ultra-violet bath while you take your morning shave, is all you need to make a world of difference in your efficiency. The woman who appears in public, and must keep her beauty and magnetism, as well as the tired mother who



needs to keep her strength for the sake of her family needs ultra violet treatment. Ultra violet is today the best health insurance ever written.

WHY BUY TWO LAMPS WHEN YOU CAN HAVE TWO IN ONE?

The new Vitalite is the best value on the market today in light therapy, not only because it has these two lamps in the same base, but because the material and design are superior, and it saves 40 per cent on electrical energy. Uses all the current, infra-red coil also control current to arc. 10 minutes produce slight sunburn on the average person, costing 5 cents. What is your health worth?

Vitalite is safe not only from sparks, but from the short harmful ultra-violet rays. It is underwriters approved.

Two Sizes One on short base \$10.00 less than the lamp on the long base. Short base lamp can be adjusted to all necessary angles.

WHY NOT TRY THIS LAMP FOR THIRTY DAYS IN YOUR OWN HOME?

We send you the lamp on trial, and also a personally supervised diet to fit your individual case, with the lamp. The maximum results are obtained from ultra violet with the daily food is given to be utilized by the body with the aid of these powerful rays.

The lamps as shown are complete with 12 ft. No. 14 heavy heater cord, double pole, indicating switch, 14 special electrodes, and goggles. The low price of \$87.50 for the combined ultra-violet and infra red is the utmost in value.

This Coupon must be filled out in order to receive the trial offer, and the individual diet instructions for your particular case

CRUVER MFG. CO., (Dietetic Research Dept.)
2460 W. Jackson Blvd., Chicago.

Gentlemen:—I hereby accept your 30 day trial offer. You may express to me, collect, one _____ Regulation, or one _____ Tall base Vitalite Arc Lamp complete. Enclosed is \$15.00 to pay for the use of the lamp for thirty days, also \$1.50 for electrodes. \$16.50 enclosed. If at the expiration of 30 days, I decide to purchase the lamp, it is agreed that the \$16.50 will be applied on the purchase price; otherwise I will return lamp prepaid. I wish to receive individually written diet instructions to follow with the treatment.

I wish to use the lamp for (name condition) _____ Describe food habits for breakfast, lunch and dinner _____

My full name is _____ Age _____ Weight and Height _____

References: _____ Signed _____

_____ Address _____

_____ City _____ State _____

Give name of business firm who extends you credit, and the name of your bank _____

The Gentle Art of Murder

Continued from page 9

their own unskilled hands. Then, there are some really sweet souled ministers all over the country who can't keep a church together because they haven't enough of the ENERGY faculty to say the forceful things which hold the audience.

Employees often secretly cuss the boss who is a slave driver with a wide head, but when the real books are taken, they will find that they have learned more about getting things done than they would under the kind and gentle boss.

This is not a plea for the murderer, or the slave driver.

It is a plea for the child who is destructive, and whose parents cannot realize that that very energy can be made into a gold mine if it is properly directed. Instead of being sent to a reform school or put to work at uninteresting things which will not hold his attention, causing the ENERGY faculty to be used in destructive ways, he should be taught a vocation which inspires his imagination, his inventive faculties, and his ambitions of a mental order. With proper work the murderer can become a great philanthropist, and the cussing teamster a forceful minister of the gospel.

Now it is FREE! Here is an Answer to Your Letters

"Why don't you publish Character Reading oftener? I cannot wait between issues." Dear Readers:

We are going to do this very thing. Character Reading will now be published six times a year instead of four times, and will come to you every other month.

BUT
BEST
OF
ALL IS—
THIS SPECIAL ANNIVERSARY
OFFER

You may have absolutely free of charge with a new subscription, either for yourself or for a friend, a wonderful course in

HANDWRITING AND NAME ANALYSIS by Edna Purdy Walsh 143 lessons.

All about him or her from A to Z. All about his name analysis, as well as his handwriting analysis. The course is a \$12.00 course in graphology and name analysis, which you may have free of charge while they last.

DO NOT DELAY. Here is your chance to become a successful vocational and character analyst. Send in your own subscription, and get your own course today. If you are wise you will send in three or four subscriptions and get four of these courses which cannot be duplicated anywhere in the world.

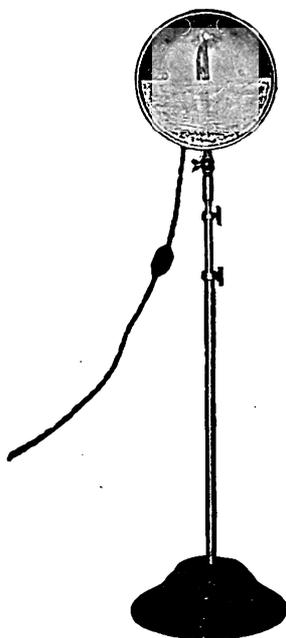
CHARACTER READING MAGAZINE,
820 N. Michigan, Chicago.

I enclose \$1.50 for a year's subscription to Character Reading, and I want the free course of 143 lessons in graphology.

Name _____
Address _____
City _____

The Glorious Sun Lamp

Now Can Be In Every Home



Those truly remarkable cures reported by every section of the world, made by the ultra-violet rays of the sun, through ultra-violet lamps, are TRUE—TRUE—TRUE.

BUT NOW, EVERYONE CAN HAVE THESE POWERFUL ULTRA-VIOLET RAYS IN HIS OWN HOME for the treatment of tuberculosis, rheumatism, rickets, malnutrition, infections, nervous break-downs, anemia, and the countless ailments which are caused by lack of minerals and these mysterious, curative sun rays.

The Glorious Sun Lamp may now be sold to the layman, as well as to the druggist healer and physician, and at a price within the reach of all. May be used for hydrotherapeutic institutes, home treatment measures, beauty parlors, as well as in the office of the physician. Made of finest nickleed steel, adjustable in height.

The finest lamp, giving genuine ultra-violet rays, through the carbon arc, in the world, and for the low price of \$45.00—\$15.00 cash and \$30.00 on delivery.

The Sunshine Laboratory
J. J. SLOCUM

St. Charles Illinois

Learn to READ CHARACTER at SIGHT as Taught by

Dr. Katherine M. H. Blackford

BLACKFORD PUBLISHERS, Inc.
50 East 42nd Street
New York City

Enclosed find check, cash or money order for \$3.00, for which send me your 7 volumes "Reading Character at Sight." If I am not delighted with them I have the privilege of returning them within 5 days and my money will be refunded.

Name _____
Address _____

A Fascinating New Way to Make Money Through the Arts!

The startling National demand for giftwares and gaily colored art objects pays big incomes to Fireside Members. Read here how you may join the Fireside Guild and make big money in a fascinating art hobby that is more like play.

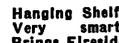
By Natalie Adams



This amusing Beau Brummel holds colored crayons or short pencils. What woman's heart hasn't fairly yearned to buy everything in sight in these lovely little Giftware shops? It is the instant appeal of bright objects of art that pays such big profits to Fireside Members. New Memberships, now available, offer you an unusual opportunity to make a good income in this fascinating profession.

The Fireside Idea

Fireside Industries is a Guild of men and women who decorate giftwares. Even wealthy members do it for a hobby, for the satisfaction of creating something beautiful, for its educational and cultural advantages. Hundreds of others make from \$10 to \$25 a week, selling to friends or neighbors; supplying big stores; or opening gay little gift shops, either at home or in a store. When a new member joins the Fireside Guild he or she is first given a complete course in Applied Arts. The Members quick course is directed and personally prepared by Gabriel Andre Pettit, himself a prominent artist and recently a member of the U. S. Government commission to the Paris Exposition.



Hanging Shelf. Very smart. Brings Fireside Members quick course is directed and personally prepared by Gabriel Andre Pettit, himself a prominent artist and recently a member of the U. S. Government commission to the Paris Exposition.

New "Three Step" Method

No experience is required and the "3 step" method devised by M. Pettit is so simple that your satisfaction is assured. In a few weeks you will be proficient and expert in the decoration of candlesticks, picture frames, wall plaques and book shelves; bright wooden toys, incidental furniture, book ends, vases, dolls and lamps and parchment lamp shades, batiks, textiles and greeting cards.

What Members Earn

Membership includes the privilege of buying hundreds of domestic and imported art objects, ready for decoration, at unbelievably low prices. Fireside Members are making big successes. Letters come daily saying: "I earned \$1,000 this season," or "I was swamped with orders before I completed the sixth lesson." One woman writes: "I could have sold five times as much as I had time to decorate." A Member in Massachusetts made "\$500 the first month." These records are not unusual, for Fireside products are so appealing in their charm that they sell on sight.

Send for Free Book

A 32-page book, beautifully illustrated in colors, explains the Fireside plan, tells how to become a member, how to get full membership privileges, shows how the simplified "Three Step" Method makes it easy for anyone to learn; how others are making big successes.

This book is entirely free. Mail the coupon now and enclose a 2c stamp to help pay postage.

FIRESIDE INDUSTRIES

Department 2-P, ADRIAN, MICH.

FIRESIDE INDUSTRIES

Dept. 2-P, Adrian, Mich.

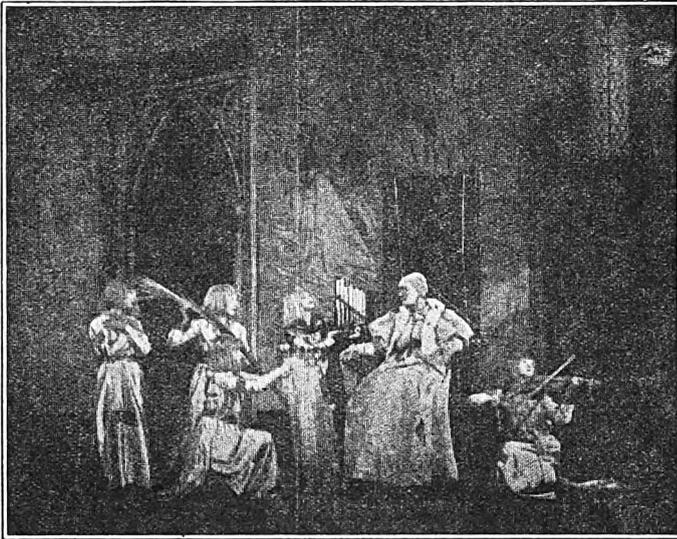
Send me absolutely Free the book on Fireside Industries, illustrated in color, giving full details of Membership, I enclose 2c stamp.

Name _____

City _____ State _____

Address _____

(Write in Pencil, Ink will blot.)



**It was too late!
The Queen was soon to pass on.**

The swollen feet of Bright's Disease kept her from walking, and in the old days of history they knew not how to stop the progress of this trouble before it was too late!

Preventives are better than remedies

Everyone can practice preventive medicine. The higher types of physicians today are the teachers of preventive medicine—not the venders of drugs.

Everyone should know the conditions of those priceless filters of his body, the kidneys. Before it is too late he should make many tests on his secretions to see whether his diet is too rich in protein, in order to prevent Bright's disease. Before it is too late he should know the ability of his body to burn sugar, before the advent and progress of Diabetes.

Diet and tests are the highest measures for the treatment of these two dread diseases. After placing yourself under the care of a competent physician give him all the aid you can with the tests you make, and the dietary measures, and you will live longer no doubt than the seemingly well man who pays no attention to his health.

The Home Testing Case

makes it possible through its complete equipment and laboratory instructions for you to make regular tests on yourself and family, and to keep your busy physician informed with accurate data on your case. The dietary instructions with the outfit enable you to prove beyond a doubt to yourself that every particle of food you eat can be traced in its assimilation, through the secretions of the kidneys.

You do not have to merely believe that you are getting well.

You can KNOW it through your own eyes.

The HOME TESTING CASE contains—

- Alcohol Lamp.
- 2 Test Tubes.
- Test tube holder.
- Pipette for high percentage of sugar.
- Pipette for low percentage of sugar.
- Complete Directions for analysis.
- Tubes of chemicals for making sugar tests and albumin tests.
- Chemicals for making quantitative analyses.
- Dietary Instructions for Brights Disease and Diabetes.

**PRICE
\$6.00**

The testing case may be used by the nurse, the physician, the patient, or the drugless healer. It is prepared by licensed pharmacists.

ADVANCED CHEMICAL SUPPLIES

101 East Chicago Avenue

CHICAGO, ILLINOIS

I've Got Your Number

Continued from page 25

on an apple tree or why spring follows winter. What the life lessons or the destiny is to be is ascertained by analyzing the date of birth numerically. The name, John Smith, by its sound, its vibrations and corresponding thought, may not be in harmonious accord with the cosmic forces

or life lesson (date of birth). We cannot change the birthday, but we can change the name to be in harmony with the birthday so as to attract those things to us which will help us develop along the line indicated by the birth date, to express ourselves to the fullest and thus fulfill our destiny.

It must be impressed upon the reader, that moving along the line of least resistance

is not fulfilling destiny—that is fate, a very negative way of existing and more often than not, even destructive, with no great accomplishments resulting. On the other hand, working along the lines indicated by the life lesson, is a constructive way of living, resulting in the greatest fulfillment of the Creator's intention for that individual!

Summarizing, it might be said that numerology is based on the harmonious adjustment of thought, sound and magnetic vibrations, so as to attract to ourselves those things that will help us to express ourselves to the fullest capacity and thus fulfill our destiny.

It will also be seen that character can be analyzed through the name and that powers, latent and otherwise, can be discovered through it. Therefore, it is no idle jest when the numerologist says, after you have given him your name, "I've got your number."

Your Face

Continued from page 15

of such a nose a largely developed forehead shows to a very poor advantage in an intellectual point of view, and in respect also to that force and sagacity which should accompany intelligence, as we see by comparing the next figure with that. There is hardly any person, to be found so deficient in a talent for physiognomy, unless it be one with such a nose as this, as not to perceive that the grand fault of this face is the nose, and that the fault in the nose is a deficiency in most of those faculties, the signs of which have been pointed out.



You will remember, however, that the signs of character in the face do not contradict the discoveries of Gall. They explain the exceptions; and it is most true, that if a fine development of the intellectual lobe of the brain accompanies large signs of intellect in the nose, there is more intelligence indicated than if the case is otherwise. The face indicates the voluntary action of the mental faculties; the brain indicates their endurance, without which they could not sustain long-continued exercise.

Do People Resemble Animals?

Continued from page 17

heels, and shoves the feet along, striking them every now and then, is a very poor sign, as is stubbing the toes. Those who walk thus will never do or make anything of account; while those who pick their feet

Continued on page 29

THE GOAT TAKES HER RIGHTFUL PLACE ON THE THRONE OF HEALTH

Wise people now drink the milk of the goat from a silver goblet, with thankful prayers, and appreciation.

GOAT'S MILK IS THE GREAT SILICON DRINK

The Goat is absolutely immune to tuberculosis because he is a silicon animal. Where silicon is, tuberculosis and fatigue cannot enter. Silicon is the diamond of health. Its sparkling, scintillating quality gives to the personality, freedom from the blues, from most infectious diseases, freedom from hair, nail and tooth troubles. Depression, moods and spinelessness mean hunger for silicon. Silicon is found in the milk of the goat to a high degree. The fat globules of goat's milk are assimilated by the youngest and oldest and weakest of human beings. The sick infants who have been brought back to health are innumerable. The tubercular patient wise enough to secure goat's milk is put quickly back on his feet.

People who need goat's milk

- Tired people.
- Hungry people who eat and are still undernourished.
- Anemic people.
- Tubercular people.
- People with falling hair.
- People who have no ambition.
- People who are timid and fearful.
- People who are depressed and pessimistic.
- People who need strength while reducing.

The Modern Way of putting up goat's milk is by evaporation and concentration. The milk of clean goats is delightful and invigorating. Our goat's milk is unsweetened and evaporated, put into sanitary 10 oz. cans, and shipped to you with its powerful chemicals intact, for the young, and for the sick. It can be taken with a traveling invalid or baby.

Sold in cases of twelve cans.
\$5.00 per case.
Sent by parcel post, express or freight, F. O. B.

A. H. PHILLIPS,
Lake Villa, Illinois,
R. F. D. 89

I enclose \$5.00 for which please send me one case of concentrated goat's milk.

Name -----
Address -----
City -----

you admire; but shun those whose walk is repellent, or has any ugly hitch or unpleasant feature about it.

A NIPPY, dainty, affected, try-to-move-pretty walk signifies a make-believe, artificial life; one thing inside and another out. Such are not genuine heart-in-hand persons; but are sub-rosa, insincere, bordering on cunning, and full of "false pretences."

The Internal Meaning of Your Birth Sign

From the wonderful lectures of Leo the Astrologer of London.

EACH Sign has its own special meaning irrespective of its position in the nativity.

Thus, as I said, ARIES governs the Head—but it governs a great deal more than the mere bone-and-blood structure: you may regard it from the physical, mental, or spiritual standpoint:—Aries governs (1) that part of the body called the head; (2) the directive energies generally, and (3) the beginnings of all things, personal, national, or cosmic: it is the commencement of the circle.

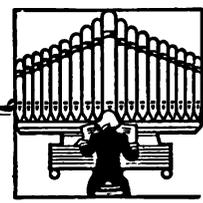
In humanity, however, these Signs express themselves either in vices, or virtues. Those born under Aries, for instance, may express that Sign as deception, lying, and roguery; but its internal meaning is TRUTH: clear thinking, intuition, pure reason, and so forth. Any person under the Aries influence who had not extracted the virtue of this Sign would display great impulse, and be very independent, always seeking freedom and liberty: so that this Sign produces pioneers and investigators, men desirous of taking the lead, and who are also capable of maintaining a prominent position; for they always refer everything to the intellect, working from the head first.

Before proceeding further I should say that the Signs, beginning with Aries, are successively positive and negative (male . . . female), thus showing a constant alternation of the two aspects of Life and Form: the forceful, imperious, life-giving energy flowing through the Positive Signs, while the Negative Signs receive, hold, and retain this energy.

Aries, then, will typically represent the positive force, while

TAURUS, on the other hand, is a negative Sign, possessing all the Aries qualities in latency, but tending always towards expression through the solid, practical, matter-of-fact side of life: thus, while Aries would be eager and energetic, quick and enterprising but incontinent and changeful; Taurus would be dubious and lethargic, slow and stolid, but patient and enduring: so

Continued on page 30



**What Is Music—
But Vibration?**



**What Is the Hum of the Factory—
But Vibration?**



**What Is the Hurry of the Business Office—
But Vibration?**

**What Is Everything in Life—
It Is Vibration.**

**YOUR NAME!
YOUR HANDWRITING!
YOUR BIRTHDAY!**

Are no exceptions to this great law.

They reveal the self you may try to hide.

They tell of the hidden beauty in you, you may not realize.

They tell your purpose here, and that cause of your life, which is so deep you hesitate to even mention it to your closest friends.

What Is Your Vibration?

Tell us in your own handwriting your name, just as your mother gave it to you, the names you have used since, nick names, and your exact birthday and year.

The price of these tests and analysis is \$1.00. It is a guide for your entire life, and the fulfillment of its purpose on earth. It points unerringly to your right work.

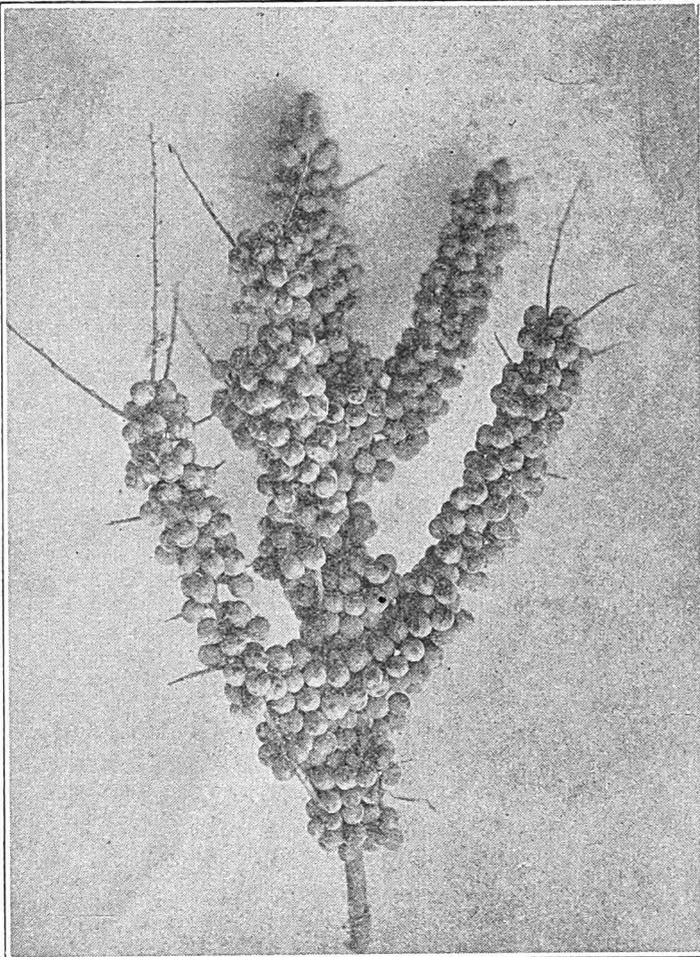
VIBRATION STUDIES
8 E. Randolph St.
CHICAGO

Do People Resemble Animals?

Continued from page 28

up clear from the ground, handle them nimbly, and walk with a light, tripping, limber-jointed motion, will carry these characteristics into and throughout all they do. Fast walkers do everything fast; and slow walkers think, feel, and live slowly; in fact, are slow-moulded throughout.

A GENTEEL, PRETTY, neat, tasty walk grows out of a like spirit-nature, which executes everything else similarly; while a slouching, ugly, ungainly, unsightly walk comes from a slouching spirit fountain. Seek the acquaintance of those whose walk



The Replenishing Diet

At the left is a picture of the marvelous Luther Burbank beach plum. From the ordinary small plum group the scientist, by replenishing the soil and grafting, produced plums in this great number.

Human beings are likewise products of nature which can be made to bloom in perfect health and happiness.

That is the message of THE REPLENISHING DIET.

The Replenishing Diet

You need it if you are fat because fat people are hungry for mineral elements.

You need it if you are lean, to balance your body chemistry.

THE NEW DAY IN DIETETICS IS HERE

*The New Diet is not a fast,
for you are already hungry.*

The Replenishing Diet feeds you in great abundance those mineral elements which regulate the shape of your body, the trend of your thoughts, the metal of your will, the state of your health, and the length of your life.

The Replenishing Diet brings back your enthusiasm, and your hope. It takes away the useless rolls of fat, and the more you eat the more quickly do those rolls of fat disappear. It builds muscle on the thin arm and leg, because it is rich in the muscle building elements.

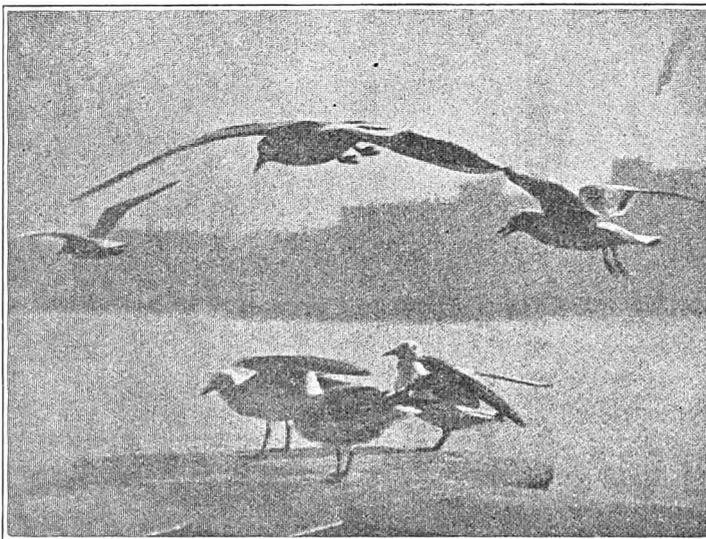
Talk no more of Fasting. The Replenishing Diet will make your days full of mental and physical interest, and your nights peaceful, with dreamless sleep.

This simple, but lengthy diet will be mailed to you on receipt of \$1.00.

Compiled by over ten authorities in bio-chemistry.

HOW TO EAT MAGAZINE

Illinois Woman's Athletic Club Bldg., Chicago, Ill.



TAKE A TIP FROM THE BIRD

If you would fly above deafness and catarrh. The bird has the largest semi-circular canals of the ear in proportion to his size, of any living thing. Deafness and catarrh are chemical affairs, which birds in their make-up do not suffer.

You do not have to undergo the hardships of the bird in order to benefit by his strength of ears and freedom from catarrh, but you can learn the chemistry of the body which will free your body from these conditions. Find out the food chemicals, and the details of taking them, which affect catarrhal conditions.

DETAILED INSTRUCTIONS \$1.00

I. W. A. C. Bldg.

HOW TO EAT MAGAZINE

Chicago, Ill.

The Internal Meaning of Your Birth Sign

Continued from page 29

entirely different, in fact, are the attributes of these two Signs. that the contrast is startling. The virtue of Taurus is endurance, its vice obstinacy: the internal quality, however, or *dharma* of this Sign is OBE-
DIENCE.

Aries represents the Father, so to speak, while Taurus typifies the Mother. Their Offspring, then, is seen in

GEMINI, The Twins. All that is involved in Aries and Taurus finds expression in Gemini, a positive (hermaphrodite) Sign, typical of true genius. Whatever was latent or concealed in Aries and Taurus will be shown in Gemini; so that if you can conceive the attributes of the first two Signs, and can balance these together in your mind, you will see what Gemini really expresses. The Zodiac, indeed, is a kind of Alphabet, and these three Signs its ABC. If you can read these letters and can put them together, you will have the Key to this profound yet simple Language of the Cosmos.

Continued on page 31

YOU CAN LIVE IN A HALL ROOM AND BE HAPPIER THAN A KING
 If You Know the Chemical Secrets of Foods



Our "Hall Room" Menus have been prepared for those who live in hotels, for those who are rooming, and for those who are traveling.

They are "twelve cylinder" menus, rich in the vitamins and blood salts, and have been designed to meet the convenience of those who have no kitchens, stoves and elaborate cooking paraphernalia.

They keep the pressure in the high pressure salesman, the pep in the office worker, and youth in the business woman and stage folks.

Lists Sell for \$1.00

HOW TO EAT MAGAZINE
 820 Tower Court Chicago

The Internal Meaning of Your Birth Sign

Continued from page 30

Taurus represents those who are slow, plodding and methodical, rather executing than initiating, whereas Gemini, having the life and form together, will always have some motive-power behind its expression, and will manifest *intellect*. Aries represents the energising or thought side of life; Taurus the solid, practical, 'bread-and-butter' side of existence; and Gemini, the synthesiser, manifests the combination of the two—adaptability, and intellect. As you have ardent, impulsive, progressive souls in Aries; stubborn, dogmatic, conservative people in Taurus; so Gemini produces enthusiastic, impressionable, sympathetic, and versatile men and women.

In those who have not yet realized the meaning of this Sign, Gemini represents *diffusiveness*; but they are always fond of details, and love to go into minutiae. The *dharma* of Gemini is **MOTIVE**.

The Maternal Trinity.

The next Sign, Cancer, is totally different to any of the first three, starting as it were a fresh round: the Maternal Trinity inaugurating an entirely new phase of experience.

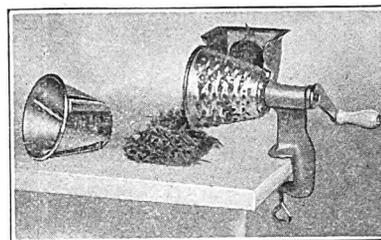
Cancer is a Cardinal Sign, a leading Sign, a 'head' Sign, occupying a similar position to that of Aries; but you see another quality in course of evolution here; the crab-like faculty of *holding on* at all costs. Hence we find in this Sign, as its virtue, tenacity of purpose; as its vice, indolence and love of ease.

The weakness of Cancer is its extreme sensitiveness, and those who are born under its influence feel very keenly on the emotional side of life: they are, in fact, exceptionally sensitive. But they have the qualities of *attachment* and *perseverance* and, like the crab, who will rather lose a claw than forego his hold, so they will rather witness the destruction of their hopes than relinquish their purposes: they love position and influence, and will hold on quietly and steadily till they can gain their ends. The *dharma* of this Sign is **POWER**.

LEO. I trust you will constantly bear in mind the *alternating polarities* of the Signs: thus Cancer, just alluded to, is negative, and receptive—ruling the stomach; while the fifth Sign, LEO, is positive and energetic—ruling the heart.

These two Signs are, from one standpoint, the most important in the Zodiac, being chosen vehicles for the expression of The Luminaries: the Sun being lord of Leo, and the Moon lady of Cancer; corresponding to the individuality and Personality respectively. Here we note that Can-

Continued on page 34



LIKE EATING ROSE PETALS!

You can't begin to know the taste of food until you put it through the new gricer.

Hidden in carrots, turnips, potatoes, cabbages, apples, etc., are mysterious, delightful flavors which we have never known with the average cooking and cutting.

There are few words to describe the thrill everyone who uses this new instrument experiences. For the housewife it turns work into play. For the artist who can only eat artistically prepared foods, it is a great delight. For the man who spurns vegetables and fruits it is a thoroughly new eye-opener. We have yet to see a human being whose eyes do not become large with surprise and admiration when he sees what the gricer does to food.

Delicate little thread-like curves or flower-like petal slices are made of the plainest foods put through the gricer. Many colored salads, fantastic desserts, and surprising dishes of all kinds are made by this clever new tool. It grates ice, shreds all foods, slices them, rices potatoes, crums bread, chops uniformly, peels, and does many tricks all its own.

Absolutely no nuts to get lost.

Does not have to be taken apart for cleaning. It is simply delightful and delightfully simple.

FOLLOW THE GRICER DIET FOR ONE WEEK

USE IT IN—

**YOUR OFFICE,
 YOUR HOME,
 YOUR ROOM.**

You may start suit against me if you are anything but delighted with the New Gricer and the diets which go with it.

Gricer Diet and Gricing Machine
 \$5.00 Prepaid

This machine is made in America and may be had for immediate shipment.

H. O. LOHR
 Park Ridge, Illinois

Orders-Inquiries



POLK'S REFERENCE BOOK and Mailing List Catalog

60 pages
 Send for FREE Copy
 Can be Secured by MAIL

Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book you will find the number of your prospective customers listed. Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

Write for Your FREE Copy
R. L. POLK & CO., Detroit, Mich.
 Largest City Directory Publishers in the World
 Mailing List Compilers—Business Statistics
 Producers of Direct Mail Advertising

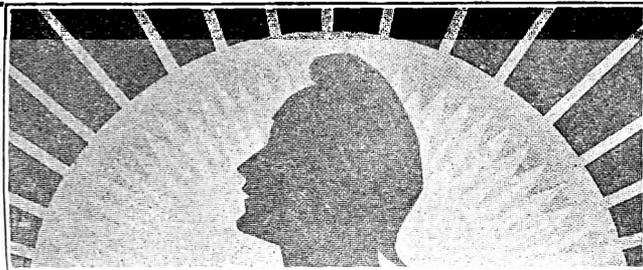


The Key to Your Problem
 Lies in Your Horoscope

ELEANOR JENNINGS

Editor of Science and Astrology
 Prenatal Astrology
 Terms on Request

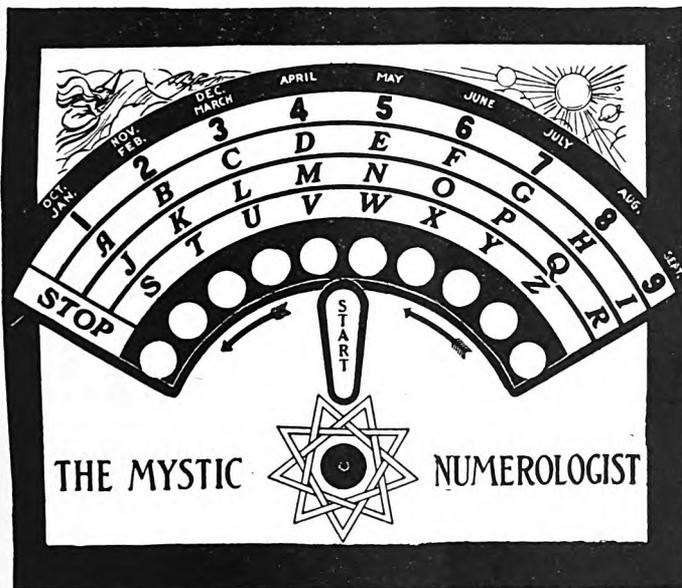
Dept. C 1719 Ravenna Blvd.
 Seattle, Washington



YOUR RIGHTFUL PLACE IN THE SUN

You were made with an upright countenance that you might look at the stars and the things above you. You will never get beyond your present place if you do not look up, instead of down. Doubt whom you will, but never yourself! Learn that Self Confidence is as necessary to your financial prosperity as anything else. The Self Confidence books which teach you and travel with you daily in your vest pocket, giving you a daily draught of this power are now ready in their new and less expensive edition. You may have all three of the Self Confidence Books for fifty cents. Then, after living by them for ninety days, send them to someone else who needs them. **SELF CONFIDENCE FELLOWSHIP** 18 E. Elm Street, Chicago

THE CHARACTER DETECTIVE



THE MYSTIC NUMEROLOGIST

More mysterious than human nature.

More fascinating than mystery!

The Mystic Numerologist is the Sherlock Holmes of Character. We have tried it on them all—the seasoned philosophers, the quick, keen lawyers, the astute business geniuses. They are all thrilled and at a loss to explain it.

"Why!—it works!" the skeptics say.

"Perfectly marvelous" say the character analysts.

"The most clever thing I've ever seen" say the mathematicians.

A machine which reads character is The Mystic Numerologist invented by the vocational engineer and scientist Frederick Purdy.

Without figuring, it tells a person's character, talents and purposes in life. Based on that marvelous science, numerology, it does away with all additions and figuring. A little dial does all the work, while the great mathematical principle working underneath makes the answer which appears in the dial, infallible. No chance for mistakes in figuring.

Turn the letters of a person's name around to the left—and the digit, all figured out and added up, instantly appears in the window in the center. The charts which accompany the game explain the meaning. The most entertaining social feature of the year, and the most exact means of finding out a person's true self ever invented.

Numerology is indispensable in character analysis today. Character Reading Magazine credited with making more vocational analyses than any organization existing today, regards numerology as the missing link in the science as a whole. There is no study in the universe which so quickly adjusts a person to his true sphere, and which gives him such a clear understanding of the purpose of life.

Send for The Mystic Numerologist today, while the present lot lasts, at the price of \$1.00.

VOCATIONAL LIBRARY, 820 Tower Court, Chicago

Flow the Combinations Work

Continued from page 19

ness, Order, Imitation, Conscientiousness, and reasoning organs and an impulsive temperament.

STUPIDITY.—A low, dull, heavy tempera-

ment, an inactive brain, sluggish circulation, a poor quality of organization.

Education, and religious influences modify these conditions and tendencies. But the best corrective may be found in a correct philosophy, temperate habits, in education, and religious culture.

NEW VISION FOR OLD
For Sight — Health — Beauty
Personality — Success
Re-Vitalize Your Eyes and See
Without Glasses

CONSCIOUS CO-ORDINATION

Latest achievement of Science



Dr. Earl Ward Pearce, eminent psychologist and authority on Eyesight and Health, who is helping thousands, has written an enlightening, illuminating message for you. It's free. Limited edition. Send for your copy of "New Vision For Old" now—today.

DR. EARL WARD PEARCE Dept. 27
1247 W. 36th Place Los Angeles, Cal.

CHARACTER AND TALENTS TOLD FROM HANDWRITING—Learn your traits, talents and what you are best suited for in life. Write about twenty words in ink, on unruled paper. Fee, \$1.00. **Jeanne C. French, Graphologist, 2125 Superior Avenue, Cleveland, Ohio.**

CEDRIC W. LEMONT Astrologer
162 Hubbard Ave., Columbus, Ohio
Phone UN. 1349-M

Personal consultation, \$10.00. By mail—general character reading, adaptability, finance, marriage, etc., \$10.00. Forecast—one year month by month in advance \$10.00. Any three questions answered, \$10.00. All individual work; no printed forms.

Data required: hour, date and place of birth. It is also well to state whether you are married, single or divorced, occupation, hobby, and the date and character of at least two important events in your life.

I Have Been Reading Horoscopes for Over Twenty Years

FIFTEEN YEARS' EXPERIENCE

I can tell you your heart's desire, destiny, natural qualifications, past experience, what lesson you have come to learn as well as whom you should marry and the vocation you are best fitted for, with forecast for several years hence. Complete typewritten Numeroscope \$10.00. General analysis \$5.00. Send full baptismal name with any changes in signature (printed) and birth date. Ask any questions.

JESSIE LASSACK, Box 426, Albany, N. Y.

WHEN WERE YOU BORN?

- Life horoscopes cast and interpreted, (individually) **\$15.00**
- Monthly forecasts..... **2.00**
- Dreams interpreted..... **2.00**
- Names analyzed, and reconstructed if necessary..... **3.00**
- Progressed yearly forecasts (month by month for business houses and their officials) **25.00**
- Astronomy and Astrology Taught
- Information fully explaining all details sent upon request.

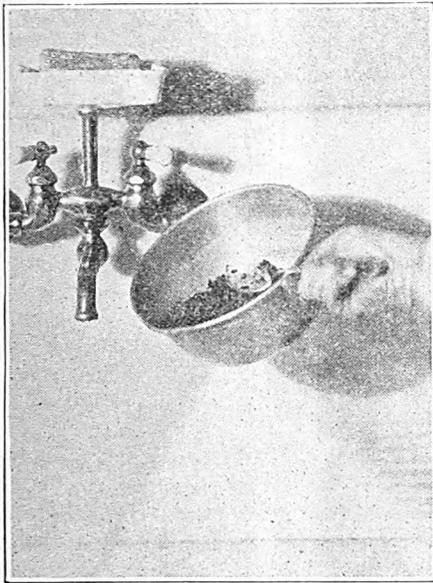
PROF. W. E. KENNON
Box 467 Providence, R. I.

JESSIE CORNELL Numerologist

245 Lowery Street Long Island City, N. Y.
Character Analyst Vocational Adviser Counselor

Send full baptismal name, birthdate and \$2.00
Member Society of Human Engineers, Inc.
NEW YORK CITY

The Best Fed Mouth in America



What is the best fed mouth in America? THE KITCHEN SINK.

Down into its throat which does not need it, go precious minerals. Precious vitality, priceless power, and immunity against sickness are deliberately thrown away into its dark recesses.

The throats which need these precious minerals are YOUR throats, YOUR children, YOUR loved ones, YOUR own throat.

Save these diamonds and jewels in the foods you buy. Regard the vitamin, the chemical element, the mineral in your food as your most valued possession. If you do not already, wait until you get sick, and see the enormous loss you heap upon yourself and others.

THE NEW VITAMINE CHART

feeds YOU and not the sink

A BOOK THAT HANGS ON YOUR WALL

A new edition now ready. Just off the press. Bigger than ever.

EVERYTHING YOU NEED TO KNOW ABOUT FOODS

Right Before You On the Wall!

The New Vitamine kitchen chart is the most complete "hanging book" on the market. Instantly it gives you the food values of all foods. It tells you just how much of calcium, phosphorus or iron, etc., is in the food you are preparing. It is a complete quantitative chemical chart, the only one to be procured today.

It tells you also, the particular vitamines in the food you are preparing. Then it goes further and tells you the ideal food combinations.

It gives ideal menus for each member of the family, each day in the week.

And still this chart goes on to describe the members of your family, and the foods they should eat if they belong to certain pronounced chemical temperaments.

This wonderful chart is an encyclopedia all boiled down to four large sheets to hang on your wall. When you buy it you are buying \$50 worth of books and you are saving ten years of study. The scientist who compiled the remarkable information on the chart has spent twenty years in chemistry.

\$2.00 brings the chart to you for your perpetual reference

Charts for sale at

THE VITAMINE FARM
GENEVA, ILL.

I'll Give You BULLDOG COURAGE

In 48 Hours — or No Cost!



David V. Bush

Are you timid? Bashful? Self-conscious? Afraid of people?—afraid of superiors? Give me 48 hours and I'll make you bristle with **BULLDOG COURAGE**—or no cost.

Thousands of men and women are being held back—made miserable—made unhappy. Why? Simply because of bashfulness—self-consciousness, fear of criticism, business worries and dozens of other fears. Yet fear is **ABSOLUTELY UNNECESSARY**. I have discovered an amazing method which banishes fear forever! No trouble! No inconvenience. No long waiting for results! My method is perfectly simple—perfectly natural—perfectly logical. It works almost instantly. Try it. You will be astonished! In just a few hours you will find yourself brimming over with splendid new courage—new daring—new self-confidence.

Only 50 Cents

Dr. Bush gives you his secrets of real, human courage in his book, called "Spunk." It is one of the most startling books ever written. You can't read it without a quickening of your pulse—without a surge of red-blooded courage.

This book is declared to be the masterpiece of Dr. Bush, who has astounded throngs in America's greatest cities and shown thousands the one way to health, prosperity and self-confidence. Write for this amazing book today. Send only 50 cents in full payment. If you are not delighted, return the book within 5 days and your money will be instantly refunded.

DAVID V. BUSH, Publisher

Dept. K-08512, 225 N. Michigan Blvd., Chicago

Old at 23

OLD AGE depends on **OSSIFICATION** or hardening of the arteries. An excess of starchy foods such as oats, wheat, rice, potatoes, etc., is one cause of the encrusting of the inner walls of blood vessels, producing **malnutrition, HIGH BLOOD PRESSURE, homeliness, OLD AGE and DEATH.**



DOMESTIC animals, horses, cattle, sheep, etc., eating grains (herbivora) are **SHORT** lived. **WILD** animals, eating mostly animal food (carnivora) are frequently **LONG** lived, (100 years).

Observe the deposits inside old water pipes and kettles. Similarly an excess of calcareous substances from starchy foods with earthy matter from water, clog the arteries.

Watch the people who consume large quantities of starchy foods, bread and water! They look **HOMELY** and prematurely old, are **STIFF** and **AWKWARD** in their movements, and their skins are often rough and scurfy. Suitable animal food, fruit and vegetables produce an appearance of youthfulness, grace, and refinement in coarse-looking starch-eaters.

For quick proof try only aged persons, who have exhausted their reserve power. Send for statements of **ELDERLY** people who have experienced a wonderful change to youthful activity after only 10 days' trial of the new system of **UNDILUTED** waterfree nutrition.

The injurious effects of water, table salt, cereals, fat, butter, sugar, etc., are explained in our booklet; also the one common underlying cause of all disease.

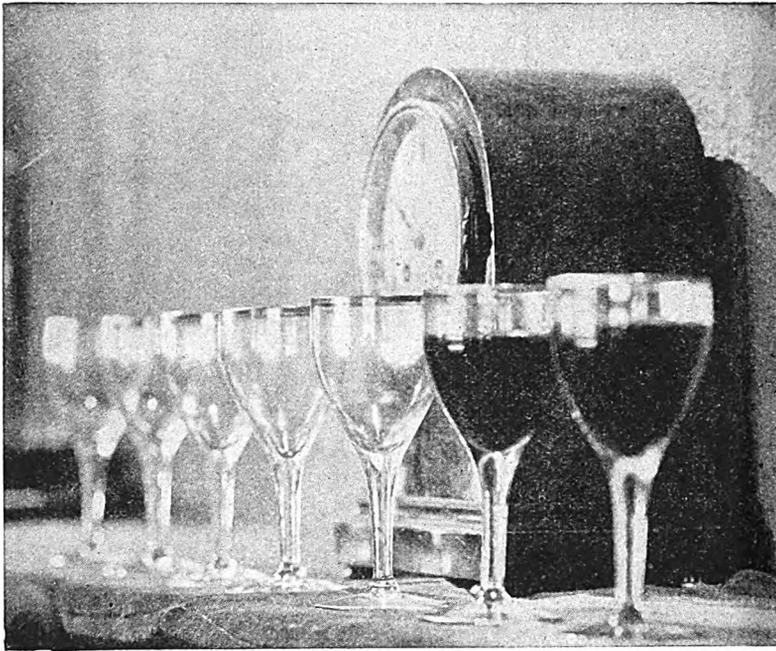
Write us for particulars of Government Bulletins, describing experiments on convicts, hens, cows, etc. Deficient feeding produced disease, whereas **FULL NUTRITION** cured e. g., paralysis, blindness in hens, rats, etc.; beriberi, skin affections, etc., in men.

From sworn statements:—**PARALYSIS.** Age 61. Right hand and leg helpless three years, restored in three weeks. **ARTRITIS.** All joints swollen from lime deposits. Knees and wrists locked immovable for eight months. Blind for two years. Can now see, walk, do home work. **CATARHIT,** hay fever, and asthma, improved from the first meal. **GALLSTONES.** Age 80. Cholic every week for years, but not one attack since instruction over four years ago. **TUMORS.** Age 40. Dissolved within a year. **GOITRE.** Collar reduced 17 to 15 inches normal size. **UTERINE HEMORRHAGE.** Age 60. Bedridden three years. Now does housework. **ECZEMA.** Age 69. Skin cracked, scaling, normal in three months. **PYORRHEA.** See Reprint from "Dental Digest." **PREGNANCY.** Age 30. No nausea, no swollen feet nor constipation, delivery painless. **Waterfree Meals. Educational Booklet 10c. BRINKLER SCHOOL OF EATING, Dept. 62N, 131 West 72nd St., New York.**



COCKTAILS

--One for Each Day of the Week



You need **all** of them. You may have them all for \$1.00, during January, February and March.

The Pep Cocktail	\$.10
The Sleep Cocktails25
The Complexion Cocktails25
The Brain Cocktails25
The Magnetism Cocktails25
The Vitality Cocktails25
The Courage Cocktails25

\$1.60—All for \$1.00

Priceless chemical secrets are contained in these cocktails. There is psychological and chemical knowledge in their pages you would not trade for several hundred dollars, when you put them into practice.

"They have remade my life," people say.

"I know now that the body can help the mind, and the mind can help the body," say others.

The cocktails combine foods and psychology—the only true way to feed the human being, who is both body and soul.

Health Information Bureau

365 West Madison Street
CHICAGO

The Internal Meaning of Your Birth Sign

Continued from page 34

its *dharma* may be said to be **UNIVERSAL LOVE**.

What I wish most particularly to **impress** upon you is that you can look on these twelve signs as governing the physical body; and the object of evolution seems to be to make certain vital centres of consciousness of feeling.

If you study it from that standpoint you will be astounded at the wonderful centres that may be formed. Persons born under Cancer, for instance, with that quality which renders them very sensitive to everything affecting them from without, may, by turning that sensitiveness inwards, awaken the occult centre at the breast and so become sensitive to psychic impressions. They would then sense the conditions of rooms, or of those around them, and in general have a peculiar "feeling" of surrounding conditions. In Virgo, again, you have the psychic quality of intuitively "sensing" mental conditions; while if you concentrated your thought on the *throat* (Taurus) you would awaken that particular centre, and so on with each of the signs.

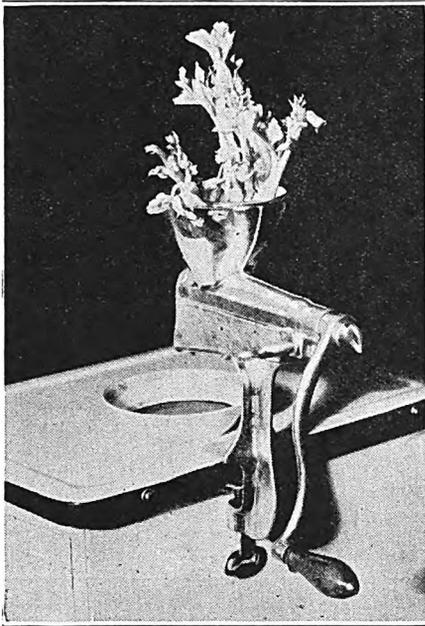
The next point with regard to the signs is their influence on humanity. From the very lowest feelings and sensations, up to the highest we can think of as intellect working through the brain, these signs have their influence on humanity, and affect them in accordance with the nature of the sign. But before proceeding further I think I must give you another idea.

The signs are divided into what we call triplicities, of which there are *four*, named after the four "elements," and known as the Fiery, Watery, Airy and Earthy triplicities. If the twelve Signs are arranged in a circle, the cardinal signs fire, water, air, earth, marking the east, North, West and South points, each will then be the apex of a triangle, or triplicity.

These triplicities form distinct classes; for instance, Aries is a *Fiery* sign, and everything to do with Aries is of a fiery nature, the fiery Will expressing itself through this sign. We get intellect and everything representing the fiery will working through Aries; in the next fiery sign, Leo, the heart and emotions are active; while in the last fiery sign, Sagittarius, we have the combination of Aries and Leo. Thus in Sagittarius you would have all the qualities necessary for science, philosophy and religion, wrought out of the other two fiery signs. But whereas the Fiery signs represent everything connected with the ideal world—all that we think of as spiritual, or idealistic—the Earthy signs, which

Continued on page 38

HAVE YOU A LITTLE MINE IN YOUR HOME



THIS IS THE HEALTH MINE

It mines the minerals from foods. The choice, juicy iron is extracted from spinach in a glorious green colored wine. For acidity, anemic headache.

The cooling alkalizing sodium is extracted from celery in a delightful drink which immediately soothes nerves, quiets the restless person, sweetens the entire body tissue, and attracts iron. The most wonderful of all drinks for nerve ailments, for hardened joints and arteries, and for removing those digestive troubles which come from a lack of sodium. In both acute and chronic diseases celery juice is little short of miraculous.

The health mine does a very clever thing. It serves the household in two ways. First, it extracts the powerful curative juices for those who are ill. Turnip juice ground through it has quinine begging for power. Then second, it saves the pulp of the vegetable so that it can be steamed or cooked for the family meal. The green juice of spinach drips out from the front of the health mine, and the shredded spinach from the rear of the mine.

No one dreams of the delicious tastes of raw cabbage juice, raw carrot juice, raw plum juice, raw peach juice, raw green grape juice, raw fresh pineapple juice, etc., until he has tasted it from The Health Mine. Entirely different are these juices when uncooked, preserving their chemical power and Godgiven taste.

The Health Mine is imported at present, but soon will be procured in America. When once in the home, there is no health enthusiast living who would allow it to leave.

Price, express prepaid...\$10.00 including duty

Price for same machine, designed in America. \$8.00. F. O. B.

H. O. LOHR
PARK RIDGE, ILL.

The Internal Meaning of Your Birth Sign

Continued from page 36

are Taurus, Virgo and Capricorn, represent everything solid and objective, everything on the level as it were, not idealistic in any way, but thorough and practical. Through Taurus you get the expression of slow, patient working, a steady, plodding patience; in Virgo the formation of ideas and feelings; and the final expression in Capricorn,

the Man who has climbed to the summit (as far as the physical world is concerned). The Airy signs, Gemini, Libra and Aquarius, represent all that has to do with the mind proper, the mental conditions; so that refinement of mind will be acquired through the Airy signs. Cancer, Scorpio and Pisces, the Watery signs, represent the passionate nature, the animal soul, everything connected with the feelings and passions. These divisions give us a clear idea as to how the signs will work out in life; for many planets in Earthy signs indicate a practical, sober, but perhaps somewhat sensual nature, while in Airy signs, the life will be chiefly mental; and so on.

There is a further division of the signs into three groups of four signs each, known as the Qualities; Cardinal, Fixed and Mutable; Aries, Taurus and Gemini are typical of these respectively. I shall have more to say regarding this division later on, but for the present this must suffice.

Now with regard to the "rising sign" or Ascendant. At birth, one of the signs will be rising. Broadly speaking, you may take the sign of the Sun is in as the rising sign till about two hours after down; then, the next sign; two hours later, the next—and so on. (This, however, is only a very rough approximation.)

The Rising Sign is a most important part of Astrology, because its influence stamps itself on the life. When a child is born, the magnetic currents set in motion by the particular sign rising stamp themselves on the child, and throughout the whole life the qualities of that sign will be seeking expression. You will find people look out of that particular window, as it were; thus, an Aries person will look on the world from the standpoint of alertness and will always want to be leading and active, whereas the Taurus person will be slow, reserved and steady. In fact, so important is the rising sign that in many cases it takes a lifetime before one can entirely work through the influence thus prominently indicated at the time of birth.

So you will now see how important it is to know the nature of the signs. You must study the whole of the twelve signs, working up from the physical base into the mental, until you can get some idea as to how the person born under any sign looks out on the world. Suppose Gemini were rising, for instance, the Airy triplicity would be evident, and the person born under that sign would be very intellectual. Cancer rising, we should find one who is very receptive and tenacious; all the feelings would be at work, the person would be attached to home and family, desiring to feel through them satisfaction; never without sensation of some sort, but could give sympathy too, and be very affectionate.

Do You Know the Power of the Little People of the Air?



There are Millions of Friends waiting for you in the air

Little though they are, the force they can bring you is tremendous. The Hindoo calls these life forces Prana. Others call them "entities." But whatever they are called, they are present in the oxygen.

Oxygen types of people are always on the winning side. Oxygen simply attracts prosperity, perhaps because so many more of the little air friends are taken in by deep breathing.

Give Yourself a Wonderful Treat Every Morning of Your Life

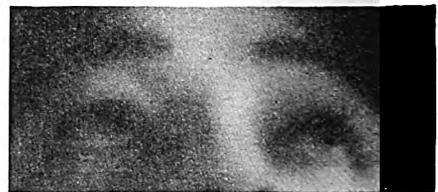
The Breathing Cocktails have the power to make you all over.

They tell you how to breathe for Beauty. How to breathe for the efficiency of the glands. How to breathe for Financial Success. How to breathe for perfect elimination. How to breathe for good nature. How to breathe for second sight. How to have a sweet breath.

Complete set for \$1.00

HEALTH INFORMATION BUREAU

365 W. Madison St., Chicago



YOUTHFUL EYES

Glasses, fatigue, and wrong diet do not make youthful eyes. The same foods which have the power to nourish other parts of the body, have also the power to rebuild your eye structure. Eye exercises, and eye foods combined have the positive power to cure imperfect sight.

Why Wear Glass Crutches on Your Eyes? Regain the natural shape of your eyeball by proper exercise and food elements which nourish particularly the eye structure. Do not wear glass crutches on your eyes, which require changing. Your bodily structure is the most amazingly adaptable structure in the world. You can make it over. Your eyes can be the eyes of youth.

Send today for the eye foods and eye exercises. Begin your treatment right at home. The eye diet gives you instructions on which food chemicals nourish eye structure, and the eye exercises give daily exercises which can be used without absence from work. Price \$1.00.

HEALING MAGAZINE
Batavia, Illinois