

THE SEGNOGRAM



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The Best Magazine

SEGNOGRAM PUBLISHING COMPANY
LOS ANGELES CAL.

The Mutual Success Club

Organized for the exclusive benefit of the readers of The Segnogram

Knowing the great success to be gained where a large number of people of the same mind, work together for the accomplishment of a special purpose and being ever mindful of the interests of our readers, we organized for them THE MUTUAL SUCCESS CLUB.

All the readers of this magazine are seeking to improve their mental, physical and financial conditions. As readers of THE SEGNOGRAM they come into mental relationship with the writers and the Editor but we feel that for their greatest good they should come into closer relationship with each other—become as one big harmonious family. There is no better way that we know of for bringing this relationship about, than through the harmony of such an organization as THE MUTUAL SUCCESS CLUB.

No class of people are so well adapted to co-operate for success as are the readers of this magazine, for they are already students of Mentalism. No other people are as capable of producing great results as they. We recognize in this vast body of people an enormous power and unlimited possibilities that are lying dormant waiting for just such an opportunity to be utilized.

We predict that this will become the greatest, most powerful and influential Success Club of the age. "In union there is strength," and the union of so many minds trained as are our readers in the use of thought or mental force, this Club cannot help but be a grand success and bring success to each and every member.

How to get a Membership Free

That every reader of this magazine may join this Club and none be denied the privilege, we have decided to remove every financial barrier and make the work wholly co-operative by mutual effort; therefore,

No money will be needed to pay membership fees or dues, for there will be no assessments or charges of any kind. To secure a year's membership in this Club it is only necessary that you be or become a subscriber to THE SEGNOGRAM and that you send us three new subscribers to this magazine at the time you apply for membership in the Club. By doing this you help yourself as well as us by making three more people eligible for membership. In this way the Club membership will rapidly increase until it becomes the most powerful organization in the world. As it grows the power for success will multiply and you will become daily more successful.

There is a daily mental co-operative exercise participated in by all the members for the purpose of developing brain cells along special lines and for attracting thoughts and ideas that will bring success to each and every member.

A department has been opened in this issue of the magazine devoted to the interests of this Club. The Editor has charge of the department and will give such information, advice and instruction from month to month as may be found necessary to promote its welfare. All inquiries and suggestions should be addressed to the Editor. All letters requiring an answer should contain postage.

APPLY FOR MEMBERSHIP NOW

On receipt of your application for membership accompanied by three new subscriptions to THE SEGNOGRAM, you will be enrolled as a member of the Club for one year and the instructions sent to you by return mail.

Address your application and subscriptions to

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THE SEGNORAM

Volume IV.

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Number 6

Sunshine Where the Smiles Beam

One hundred thousand happy souls read *The Segnogram* each month.

And they smile cheerily.

They smile, because they have learned the secret of success.

If these lines are read by one who is unhappy, something is wrong.

That soul is out of harmony.

Let it not be so.

Write us. Tell us what it is.

Remember, there always will be sunshine where the smiles beam.

STEP UP TO GREATNESS

Simplicity is perhaps the most difficult trait of character to cultivate. Ordinarily men do not think so. The average man believes that simplicity is an evidence of weakness instead of a source of strength. This is because he does not understand it. It was the simplicity of Christ's life that made him so badly misunderstood. Men reviled him, but he answered them not. He knew his work and did it. He had no thought of greatness, nor of being great. Indeed, no *great* man thinks of being great. He is great without thinking about it, or he is not great at all. It is enough for him to know his duty and do it, simply and unaffectedly. He would not be great if it were not so.

Not that simplicity is greatness, nor that simplicity is the only requisite to become great, but to simply know and to simply do—that is the stepping stone to greatness. Men do not become great through striving to become great. They are great before they think anything about it. They care very little about it. It is not and never has been a question of "being great" with them. From boyhood up they have been content to do that which was nearest at hand, and they did it just a little bit better than anyone else could do—or did do it—though the task was the commonest chore.

It is a mistake to believe that there are degrees of greatness. Greatness in little things is as great as greatness in big things and whether you are writing a book or delivering an oration that will stir the hearts of thousands, or simply making a blade of grass grow in a desert place to be a blessing to some lonely heart far away from the calcium glare, methinks the recording angel will mark you as high for the one as the other.

Take the life of any great man that you admire. What makes him great. Ask him and he will tell you he does not know. But ask yourself or ask the world and you will

find that his greatness lieth not in his pomposity nor his isolation, but in his adherence to the trait of simplicity acquired early in youth and in his determination to do the thing at hand better than he or anybody else ever did it before.

A great man will never do anything with a view to making himself great. Perhaps,—yes, of a surety; the tests that tried his metal came in his private life, unknown even to his nearest friend. It may have been long years before when he was tending gap on the old farm, or working as errand boy or chore boy about the city store or workshop.

We have such faulty conceptions of greatness and of simplicity. Greatness we think is in having, by divine gift or acquirement, some subtle power which nobody else has got. We seem to think that men who have attracted the world's eye have been or are now, men of superhuman characteristics. Not so. All men may have as much light and wisdom and love as they will make use of. But the world's work is too big and too important to be placed in the hands of cowards—men who will not do the work set before them, and, because so few men are willing to do their part, they are selected to do more than their part—and the world pays them well for it. Their faithfulness makes them great—as the world views greatness. In reality, though, they are simply earnest men of duty; men who would be as faithful in a potato patch as in the field of diplomacy.

When we get this conception of greatness, and look upon all life as of equal importance—when we realize that faithfulness and simplicity are as essential in our social life and our business and calling as it is in the business and social life of the chief executive of the nation we will not question who is great and who is small. We will simply ask, who is simple—simple enough to do his or her work better than any one else can do it.

FOUR THOUGHTS

EDITH MACOMBER HALL

(Written for THE SEGNOGRAM)

THE first a shadowy Thought,
Of bitterness and greed,
And from this tiny seed
Sprang vice, and souls were bought
Like flowers within the market place;
White souls, encrimsoned with disgrace.

The second—sweet, kindly Thought
Of sacrifice and care,
And from this seed, so fair,
Came deeds with goodness fraught;
Helping hands 'cross thorny path,
And words of peace for those of wrath.

The third—a precious Thought of love,
Of happiness and heaven:
And springing from the leaven,
Like lays from out a sylvan grove,
Came romance, verse and song,
And all that's good and great and strong.

The fourth Thought fell in holier ground
Than any fell before:
And from it grew a store
Of precious flowers so rarely found—
Justice, Honor, Truth, and Virtue sweet,
Embraced in friendship infinite.

Step Out, Step Up, Climb Godward "THOUGHTS ARE CHILDREN"

"Live to the thought that God is near you," writes Ella Wheeler Wilcox, and then she proceeds to repeat what Seneca, a Roman philosopher, said two thousand years ago:

"God is near you, with you, in you. There dwells within us a holy spirit, the watcher and guardian of all we do, good or bad. According as we deal with Him so He deals with us."

Epictetus, a Greek philosopher, and a man of great wisdom, who lived a hundred years after Christ, said:

"Be always ready to resign the blessings which God's providence has lent you for a while. Never say about anything 'I have lost it,' but say 'I have restored it.' Is your child dead? It has been restored. Is your wife dead? She has been restored. Has your estate been taken from you? Has not this, then, also been restored? But he who has taken it from me is a bad man. But what is that to you by whose hands the giver demanded it back?"

"In every age," she says, "there are a few souls who listen to great truths like these, and realize that they need only these truths to be at peace with God and Man. But great truths reach only great souls. Vast and cumbersome and blind creeds seem to be the machinery by which the masses of the world move. And, oh, how slowly is that movement!"

This delightful writer gets very close to the heart of man and whispers many words of comfort and cheer to the downhearted. She takes man above himself and his surroundings and as tenderly as a mother lifts her crying babe out of the nettle patch, she soothingly points him away from his burning, itching limbs to brighter things beyond.

"God is near you." Could we but grasp the full meaning of these words; could we but feel the nearness of God, and know that He is in us, and working through us; that He is here as much as He is or ever will be in Heaven, what men and women we should be?

Let us never quarrel with orthodoxy. We have enough to answer for ourselves. But let us never let go the thought that God is near us—is part of us. When we allow it to grow in us, to become part of us; then and not till then do we know what it means. Let us cast away the false notion that men are lower than the angels. Let us never dishonor God by crawling like worms in the dust. Reach out! reach up! Never say quit! Climb!!

It is not a new thing to say that thoughts are children. Men have said so before, and in a vague, uncertain way, men believe it. But how little the average individual realizes what it means. *Thoughts are children.* Let us fix that firmly in our minds, then let us look at those children.

Edith Macomber Hall has a delightful way of expressing the idea. Read again her "Four Thoughts." Study them and note how close she comes to hitting life, not mental life alone, but physical as well.

The child of greed grows into manhood, untouched by love, and untutored in fellowship; a hard, dispassionate being whose life has been spoiled by constant touch with selfishness,—selfishness in himself and selfishness in others, for, whether we realize it or not, the fact remains that the selfish man is impelled toward selfish men and no power on earth can attract to him thoughts that are not selfish thoughts. We are understood by those like and as one child "takes to" another, so do our thoughts make companions of those like them. Bad thoughts like bad children require much training. Good thoughts like good children attract—dear me; what don't they attract! And their training is so easy!

The kindly thought—the thought that dwells upon the goodness of those about us—that thinks to sacrifice and not to overcome—that dwells in happiness and close to nature—that does not "put on" nor take away—that will not be trodden upon nor give place to defeat—those thoughts, like strong children, win from others the best *they* have and build up within us the best *we* have.

How beautiful the thought of friendship. Like a child so pure that no one would turn away from it; like a man so strong that all men would respect, like a woman so beautiful that all would be fascinated, the thought of friendship breaks upon the hearts of those about us and opens to us the gate of fellowship.

If you have not put this to a test, do so. The man at your side is not so far out of touch with you as you may think. He is waiting to hear you speak as if you had a heart. Show him that you have and he will reciprocate. Men are lost when they are unnatural, because then they do not grow, and never was man so unnatural as when he is out of harmony with those successful souls who are sprinkled over the world, working and thinking good of and for others and themselves.

OUR BUSINESS TALK TO YOU

This is the closing issue of the second year of the Segnogram's existence. In that time, by dint of earnest application and thought, and the generous help of our friends, we have placed the magazine in the front rank of Success periodicals.

One hundred thousand readers welcome The Segnogram each month—calculating on the basis of five to each subscriber.

This we know is a good record.

We are proud of the assistance our friends have been to us, and we hope they have been benefitted—we know they have—in the work they have done for us.

We never can do anything to help along a good work without attracting from that work some of its goodness to ourselves. Everything in this life is reciprocal. The good we do, the evil; the lazy, the indifferent, all play back at us.

They give us what we give them.

We are going to lay the matter before our readers in this way.

We are two years old, going on three.

We want to reach out—want to grow bigger—so as to be of more service to you.

New features are contemplated.

New departments are to be opened, new fields entered.

All this means additional expenditure, additional responsibility.

We must meet it.

We believe in business—not patronage.

And we expect to pay you for the interest we ask you to take in helping us.

WE WANT TO ADD TEN THOUSAND NEW SUBSCRIBERS BEFORE THE FIRST OF JANUARY NEXT.

We are going to do it.

And this is *HOW*.

Last season we had so many enquiries for Ripe California Olives that we secured from a Los Angeles producer \$5000 worth of the fruit, and supplied it to our friends at a figure just sufficiently above cost to clear the expense of handling it.

This season the Lyvola Olive Company is going to supply the trade, and The Segnogram is not in a position to handle this product. We have, however, arranged with the Lyvola Olive Company whereby our friends can save some money when buying their next season's supply of Ripe Olives.

Now, *listen!*

(1) For every subscriber you send us in addition to your own, we will send you a

coupon good for 15 cents, which will be accepted by the Lyvola Olive Company as cash, in payment for Olives purchased of them. These olives will not be ready for shipment by the company before Christmas. If you tried those furnished us last season by the company, you will surely be renewing your orders this season, and by a little effort now you can have enough coupons by the time shipments are ready to greatly reduce the cost of your winter's supply.

(2) Send us your renewal, accompanied by four new names, and we will mail to your address our "Success Key" lapel pin. This pin is not of the cheap, gaudy kind, but made in the shape of the Success Key, just large enough to fill the buttonhole, made of old gold. It is neat, quiet and unpretentious. There is nothing about it that cries out for attention, nothing that bids for applause. It is just *gold* and black.

(3) If you are troubled with constipation we can help you to secure something that will cure you. For a club of eight subscribers—and you can get them in a few minutes if you will just speak the word to that friend by your side, and to others like him—we will purchase and send you a regular package of "Fruit of Eden," prepared from the purest of health fruits and cereals by the Fruit of Eden Company.

Each of these propositions will stand any test you might make of it.

We will be perfectly frank with you, and state plainly just what it means to us.

We are giving you the cash equivalent of 30 per cent. of the business you send us.

Perhaps your subscription is just expiring, and you do not want to drop it—we know you don't. No doubt you have many friends who have enjoyed reading your copies of The Segnogram. Now is your opportunity to help yourself by helping them.

If these propositions do not please you, and you prefer some book or periodical, or anything else advertised or not advertised by us, we will credit you 15 cents on every subscription sent us, and will take the coupons you turn in and buy for cash and forward to you whatever you ask of us.

Can we make any offer more liberal?

It is now up to you!

Do your part! Make something for yourself in your spare moments.

Let us overstep the 10,000 limit.

THE SEGNOGAM PUB. CO.,
Los Angeles, Cal.

Is It Worth While?

Joaquin Miller, California's sweet singer of rugged love and nature's beauty unadorned, is a typical westerner. He sees life from his vine-covered cabin on the rugged cliffs overlooking the Golden Gate, and as he looks his great heart wells with love for his brother in the toils and strife of life. His sharp, clear eyes look into man's soul, and he asks the question:



Is it worth while that we jostle a brother
 Bearing his load on the rough road of life?
 Is it worth while that we jeer at each other
 In blackness of heart—that we war to the knife?
 God pity us all in our pitiful strife!



Look at the roses saluting each other;
 Look at the herds all at peace on the plain—
 Man, and man only, makes war on his brother.
 And laughs in his heart at his peril and pain—
 Shamed by the beasts that go down on the plain.



Is it worth while that we battle to humble
 Some poor fellow into the dust?
 God pity us all! Time eft soon will tumble
 All of us together, like leaves in a gust:
 Humbled, indeed, down into the dust.



ON THE OCEAN WAVE

Another of Our Health Culture Girls—At Sea

Womanly Beauty

...By...

Margaret Brooks
In Success

The desire to be beautiful is neither vanity nor feminine weakness, but one of the fundamental principles of the "womanly woman's" nature.

From primeval days, since Eve entranced Adam by her charms, every normal woman has longed for her birthright,—beauty,—and, when denied it, has frequently resorted to the cunning of art to supply her defects.

Wise and foolish, learned and unlearned, alike long for this crowning grace of womanhood. Even the grave Minerva, goddess of wisdom and war, entered into competition with her more frivolous sister goddesses, Juno and Venus, for the prize of the golden apple, which was to be awarded to the fairest. Paris, the umpire, rejecting the bribes of glory and renown in war, proffered by Minerva, and of power and riches by Juno, gave the apple to Venus, who had promised him, provided he would decide in her favor, the fairest of women for his wife.

We have long outgrown the fallacy that "beauty is a snare," and that virtue resides in ugliness only. Every sane woman now believes, or should believe, that it is her duty to make not only her surroundings, but also herself, as beautiful as possible. The world expects this of her. Beauty is her especial attribute, and, no matter how plain a woman may think herself, she can, if she will take the trouble, acquire it in a greater or less degree.

In the past this was considered a thing beyond mortal power. Those who were denied any claim to beauty took it stoically, or bitterly, according to their different temperaments. "We were born plain," said the philosophically inclined, "and plain we must remain to the end of the chapter." Others who, perhaps, were referred to as the "homely" members of the family, resented their supposed defects as a spiteful whim of Nature, and grew morose and bitter in consequence. The idea of their ugliness stamped itself upon them, with the natural result that they deteriorated, rather than improved, both in personal appearance and in mentality.

They did not think of such a thing as becoming beautiful through the exercise of their own powers of mind and body. Even had

such an idea occurred to them, it would have been rejected as preposterous, wildly impossible, almost blasphemous. They were born ugly, and ugly they must remain. Against that fiat, they reasoned, there was no use in rebelling.

The modern woman, if she is sensible, rejects this antiquated reasoning without reserve. The attainment and preservation of physical beauty, not as an ultimate aim, but as a part of her natural equipment, as an influence for good, must be sought by the woman who would become perfectly developed and wholly successful.

The first essential to beauty of person is, of course, beauty of mind. Without this, even the physically perfect face and form will cease to please. Though she may have been favored by Nature at birth, the woman who cherishes feelings of envy, hatred, or malice,—who indulges in passionate outbreaks of anger, or worries incessantly about trifles, will soon nullify her natural advantages. Ugly lines will mar the perfect smoothness of cheek and brow; a hard, disagreeable look will creep into the face; something of grace and charm will slip from her day by day, until, some morning, she herself will wake up to the fact—long ago apparent to others,—that she is no longer beautiful.

On the other hand, the homely woman must not make the mistake of thinking that purity of mind and heart, benevolence, generosity, kindness, and all the domestic virtues will altogether compensate for the lack of physical charms which it is within her power to cultivate.

Philosophize as we may about the graces of mind and heart outweighing all graces of person, we cannot deny the fact that a beautiful woman, other things being equal, has, undeniably, the advantage of a plain one.

Beauty is a power. Saints, as well as sinners, have been tempted by it. Saint Anthony fled from its fascinations, and even the coldly calculating Jacob succumbed to the superior charms of Rachel, and chose her before poor Leah, the "tender-eyed."

It behooves a homely woman, then, to study seriously how she may improve on what nature has given her.

IT'S ALL IN THE OVERFLOW

What greater blessing has Egypt than the River Nile? None, you say? Yes it has. Guess again.

Egypt's greater blessing is in the *overflow* of the river Nile.

We read how that majestic stream flows on and on and on, never ceasing, never disappointing; giving life and peace and plenty to that vast stretch of arid country, which without it would be a barren waste. And our hearts glow with enthusiasm as we contemplate the vastness of it all.

But we read further of the Nile's great annual overflow, and how the waters each year deposit a natural fertilizer that enriches and strengthens the soil for the recurring crops.

This is Egypt's greater blessing—and it comes in the overflow.

All of us have our Egypt. It may be in the home; it may be in business; it may be in the social circle.

Let us remember *it is the overflow that counts.*

If we could have things as they ought to be, we should have a chance to *do things*. Oh, yes; that is the thought so many of us carry through life. If we had the opportunities of Tom, Dick and Harry, what wonderful accomplishments the world would see! If somebody else had just done their part! If the business man had someone by his side he could depend upon; if my fellow worker had not shirked; if my time had not been so taken up with other things; if this thing or that would just cease being a disturbing element; if I could make this turn so as to take advantage of that; then we might do things worth while! If we had an appreciative employer, or appreciative helpers, there might be some incentive to do our best.

And thus, dear heart, it goes.

And while we are thus lamenting, other full-bank workers by our side are rising higher and higher and overflowing their Egypt!

IT IS THE OVERFLOW THAT COUNTS.

When men get so full of their subject that they overflow; when they are so anxious to do their best that they forget duty and conformity and just bubble over, then they become geniuses and are a great blessing to their Valley of the Nile. And when they overflow their Valley of the Nile, they are carried out into

their Egypt and pretty soon the world begins to hint that they are great.

Let no man think he can win success by the "soft snap" route. Beds of roses are for people of ease; success is not. Success is for those who work for it. It must be won against difficulties or not at all. Running full-bank is pretty good, for every full-bank man is a blessing to his Nile; but to get the big things there must be the overflow.

We must overflow duty. We must do more than is expected of us.

We must overflow conformity. If we do not we must be content to be still and ape those who are greater than we.

There is no incentive when we stay within the banks. If we are to grow we must overflow them.

Regardless of our excuses, we must acknowledge that failure can never be brought about by anything outside of ourselves. Neither can success.

When we find ourselves in a complaining attitude, let us look within for the trouble.

Think Happiness Instead of Sorrow

It is not enough to shut out all discouraging, worrying, devitalizing thought, to control the pessimistic outbursts that poison the system, to cease speaking of our ailments, real or imaginary; we must get on to a new plane of thought. We must believe in happiness and health, not for others only, but for ourselves as well. If we live in this belief, if we think health and happiness, and talk them, we shall make them ours.

Think Forward, Not Backward

Brooding over the evil that you have done will never correct that evil. Rather will it make possible a repetition of the thing dwelt on. Set your mind the other way. Think honest, pure, kind, courageous thoughts all the time, and your mind will have no time for their opposites.

When we allow *Self* to come between us and duty our individuality is swallowed up in the great *Sea of Sameness*, on which so many ships of promise have been wrecked.

GRAPHOLOGY

By Mrs. Franklin Hall

Article No. 12

CHOOSING A VOCATION

Continued

A physician to be successful must possess keen analytical faculties, quickness of perception, tact, a good memory, ambition and hopefulness. He must have an intellect that is always on the alert, one that is not too strongly influenced by sentiment, yet can be tender and sympathetic when necessity requires it. One who has high ideals and will endeavor to make his work the best of the kind.

There is no higher, holier calling than that of the physician and therefore a man or woman who enters this profession should do so with a pure heart and with a desire to benefit all with whom they are brought into contact regardless of the pecuniary results. Not but what we all wish to gain a competence, and money is to be esteemed because of the good which can be done with it, but it should be the secondary consideration. Perfectness in the work chosen, the desire to excel and to render the best service in that line should come before all else. A desire to honor the profession by your work.

A physician is often the family advisor in more than the physical. He must cure the mind diseased as well as the body; he must listen tactfully to confessions that are even hidden from the priest. He it is who has the power to lead the young away from temptation and viciousness; to warn against evil, to be a moral guide.

Often it is the physician who stands as mediator between husband and wife and his wise counsel often cements broken faith and reunites those drifting apart.

It is the physician who ushers the new born soul into the world and who closes its eyes for the last sleep. The physician to whom we cling imploringly when those we love are close to death; we look upon them as saviors if they call back our beloved; we reproach him if he does not prove himself more than man and hold back the grim spectre.

The minister soothes the mind alone, the physician soothes both mind and body. If he is tactful and magnetic he needs to use little medicine for the sound of his cheery voice,

the sight of his smiling face and the touch of his gentle hand can often cure. It is the faith we have in the skill and character of the man that is equally potent with his medicines. His tact, shrewdness and diplomacy have learned what important factors these qualities are and how they prove of untold value to him, as one will naturally tell another of his marvelous skill and charm.

Then if you have all of the qualities mentioned above and a love for medical work, perfect yourself in this profession and you shall attain all that is best in life.

In the specimen below we find the qualities that indicate medical talent:

A sample of cursive handwriting. The words are "we could show interview the lig". The letters are slanted upwards, indicating hopeful ambition. The words "we could show" are on the top line, "interview" is on the middle line, and "the lig" is on the bottom line. The letters are well-spaced and show a consistent slant.

You will note that the lines ascend, indicating hopeful ambition, that there is a difference in the size of letters in a word, indicating tact; that the words taper at the end, portraying shrewdness and diplomacy. The "o's" are all wide open so that the person would be candid and would not hesitate to tell you what he thought regarding your ills, but as the letters slope slightly to the right he would do so in a gentle and kindly way that could not give offence.

Examining the writing closely you will note that it wavers a little, indicating nervousness, and the crossing of the "t" is also quick and sharp so that this person would naturally be quick in thought and action and sometimes in temper. The "i's" are closely dotted giving an excellent memory and system in the work.

The whole writing depicts mentality in its general appearance, many of the letters are oddly made indicating originality of thought and action. A desire to invent new ways of doing things and of trying to improve upon the ideas of others; in other words it is a progressive nature.

The letters are spread far apart indicating conversational ability and analytical power. Some of them are joined and some entirely separated so that he would be both deductive and intuitive, seeing at once how things should be done. Many of the letters are sharp at the top showing keen penetration making him a good judge of human nature. He would never be satisfied with mediocrity in anything, he is too intellectual and ambitious.

Have you these qualities? then study medicine and you will eventually reach the heights of success and be able to write your experiences from a scientific standpoint.

Readings for Subscribers

I. F. C., Point Terrace, Oreg.: You are wonderfully obstinate and headstrong when you feel inclined and to a certain extent reckless of consequences. You would consider no peril too great for you to pass through if it enabled you to gain those things which you seek, but at the same time you are not particularly practical and you build a great many castles in the air that fail to materialize. You pass by the little things for great undertakings. Are inclined to be boastful. Are generous and spend money with a lavish hand when you have it to spend. You would do well as a prospector, or a dealer in real estate and are better fitted to be a manager of some daring enterprise than to be an employe. Cultivate a little more shrewdness, diplomacy and economy if you would have your life an entirely successful one. Should be fond of music and books and have some musical ability.

M. F. N., St. Louis, Mo.—You have a nervous and sensitive nature with keen penetration, and you receive impressions that you do not fully understand when you are in the presence of certain people. Your life has been much in the shadow, but you have displayed a fair amount of courage in fighting your own way. Are somewhat superstitious, having considerable faith in signs and omens. Are sympathetic and willing to do all that you can to relieve those who are in trouble. Are susceptible to your surroundings and those with whom you are associated. Your whole life will be largely influenced by sentiment and by relatives and friends and not always to your own best interests. You would do best in some vocation that you could pursue within the home. Have a good memory and

should be fond of music and books. Be a little more careful in your work and do not permit yourself to undertake more than you can do well. The diseases from which you are most liable to suffer are those of the nerves and stomach.

E. A. S., Moose Jaw, N. W. T.—You are neat and careful in your work and in some ways are just a trifle fussy and not always easy to please, but you have too much of gentleness to be unkind unless under great provocation. You need to cultivate a little more persistent will power for you are tempted to threaten more than you execute and if you had children they would soon learn to take advantage of this. Much which you accomplish is through nervous will power and as a sense of duty rather than great power of application. Are thrifty and a careful manager, not liking to see things go to waste. While not penurious you will try as near as possible to keep your expenses within your income. Are in some ways a trifle selfish, but you would make a good many sacrifices of personal pleasure for your own people. Have very good taste in the arrangement of your belongings and should excel in some housewifely art, and find your greatest happiness within the home.

Mrs. D. E. J., Alton, N. H.—Have a nervous mental temperament that makes you quick in thought and action and always on the alert for those things which are of interest to you, but you are sometimes too critical of others and make enemies in this way where you might have gained friends. Have considerable reverence and would be devoted to a fad or a principle. Have some pride and it is an incentive to you to be in rivalry with some one else. You like praise and admiration and are fond of personal adornment although you are not particularly extravagant. Can keep a secret well, especially if it is your own. Have many odd little ways and use your hands a great deal to emphasize whatever you may have to say. Should be able to do well anything requiring deft fingers. Are affectionate and will probably love and marry more than once. You need plenty of pure air, sunshine and simple, wholesome food.

C., Williamsport, Pa.—In some ways you are practical, in many others theoretical, making a great many plans that you never carry through to completion. Are strongly influenced by sentiment, often too much so for your own best good. Are intellectual and re-

ined in your tastes with considerable self-reliance so that you are capable of looking out for yourself although it is a difficult matter for you to concentrate your mind upon tasks which are not congenial to you. Candid and outspoken it is not easy for you to keep a secret, even though it may be your own. There are times when you become easily discouraged and pessimistic and you need the stimulus of cheerful, vivacious companionship. You will love more than once. Would do very well as a teacher or in some clerical or official position. You would try to do your best in whatever you undertook but if criticised too much you lose courage and interest. Have some artistic ability and might under proper training become proficient in some one of the fine arts.

Mrs. F. P. D., Shamokin, Pa.—You are methodical in your work and will need to be careful that you do not get into a rut so that your mind and talents will fail to broaden out. Are in some respects imitative, liking to pattern after others, but you also have some creative genius and could do very well in mechanical drawing and illustrating. Would also make a good stenographer. Are inclined to be self-conscious in the presence of strangers and at such times you do not always appear at your best. It is not easy for you to express your emotions to others. Have faithfulness where you are appreciated. Cultivate more firmness and take the proper exercises to increase your physical endurance. You are not entirely free from selfishness, especially in the matter of the affections and you do not like to share those whom you love with others. You take good care of your things and are systematic and orderly in most of your work. Your life ought to be a progressive one.

J. G. S., Edmonton, Alta., Can.—You have the motive mental temperament that most often belongs to those with brown or dark hair, gray, brown or hazel eyes and quite large physique. You are hopeful and will try to do to the best of your ability whatever you may be called upon to do. Would be successful in manufacturing or as a contractor and builder or do well in anything along these lines. You reason things out well from cause to effect, although you sometimes act upon impulse without taking time to consider what the results may be. Are generous and kindly and if you sometimes err it is more through mistaken judgment than a real desire to do wrong. Are fond of the luxurious pleasures of life and if you had the means you would

gratify your tastes in this respect. Are susceptible to the charms of the opposite sex. You have self-confidence and are earnest in your efforts to make of your life something above the average, there is no apparent reason why you should not do this.

How to Get a Character Reading

Any subscriber to this magazine who sends us three new yearly subscribers will be given a Character Reading from his or her handwriting. We will either print the reading in "The Segno-gram" or send it by mail.

How to Send

When sending the three new subscribers, also send twenty-five words of your natural writing on a separate piece of paper, and sign it. We will print your initials only, as it is not advisable to print the full name.

The first orders will receive the first readings. Send early and avoid the rush. Address, THE SEGNOGRAM PUBLISHING CO., Dept. G, Los Angeles, Cal.

EQUITY AND EQUALITY

There are many souls earnestly working for reforms on all lines, and they sincerely believe that if the wealth of the world would be equally distributed all would be right, and everybody would be happy.

This is a fallacious idea as can be shown in the distribution of the blood.

Each organ of a body receives only that amount of blood necessary to its healthy function, which is equitable distribution.

Should the blood be equally distributed some organs would receive more than they need and others would not possess enough to properly sustain them.

This same law applies in the financial domain. Surely, the man in the simple walks of life does not need as much money as the ruler of his country, but each needs just enough to properly sustain him in his office.

The insane man is not equal with the sane man, yet the insane one may own millions of dollars while the sane one may be earning only a bare living—which man needs the most money?

The law of equity is also shown very clearly in the vegetable kingdom. One plant may need a great supply of water and the direct rays of the sun, another plant can be well shaded from the sun and given a small supply of water and will thrive as well. Now supply the two plants equally and one could not survive, but give to them according to their needs and both would thrive.

No! it is not equality that we need, but an entire new system founded upon the law of equity which is one of God's laws in human affairs.



"Tagg: You're It."

Los Angeles is particularly a light hearted city. Her people like to smile in their business.

A German resident of the city, who has spent 18 years in the thrifty metropolis, told a story the other day that illustrates this. His name is Tagg. He had some business to transact in the court house some time ago and stepped up to the counter:

"Your name, please," asked the stern official.

"Tagg," he answered.

Quick as scat the officer replied, "You're it!"

There was a merry laugh and business proceeded.

Stepping into another office, the same question was asked.

"Tagg," he answered.

"You're it!" same back.

And to a third the same response was given, and the same reply.



Found His Luggage

It is a mistake to think that the Canadian people adore their English brethren. Indeed, a Canadian officer will take less from an Englishman of the yellow-leg type than from anyone else.

One of these gentry was traveling through Canada some weeks ago and had proceeded as far as Vancouver. He apparently had made much trouble for the conductor of the train. He followed the train man about complaining of this and of that, until he finally ran up against the baggage master.

"Aw, Oi, say," said he, "Cawn't you find ne my luggage?"

Turning sharply upon him the baggageman missed between his teeth, "I wish you were n elephant instead of an ass, then you'd ave your trunk under your nose all the me!"



Lack of Blood Purifiers

"My ancestors had blue blood in their ns," said Mr. Blowhead. "Too bad! I suppose there were not so many blood purifiers on the market in those days as there now," replied Mr. Biffer.

What He Was Raised On

"Yes," he declared, "I think one grows to be like the things he eats."

"You must have been brought up on marsh-mallows," she suggested.



A New Need

"Yes, sir, our safes are both burglar and cashier proof."

"Haven't you any Chadwick-proof safes?" querulously queried the Ohio banker.



She Received Stolen Goods

He stole a kiss, then gave it back,

'Twas in the sheltered woods;

She too, was guilty, for a lack,

Receiving stolen goods.



Expert Diagnosis

First Doctor: Have you diagnosed his symptoms, doctor?

Veteran Physician: I never diagnose symptoms. I always diagnose the pocket-book before naming the disease.



A Way They Have

"A woman always claims she can make a better bargain than a man," remarked the Observer of Events and Things, "and yet when she gets married, the woman always thinks she gets the worst of it."



Prudent James

James—I would give a good deal if I knew what my wife would like to have for her birthday.

Bill—Well, why don't you ask her?

James—I don't want to spend that much.



At The Old Swimming Hole

"Here, Tommy, I thought I told you not to dare to go in swimming. I'll have your father attend to you as soon as he gets home."

"I didn't go in. Jimmie pushed me in."

"He did? What did he mean by such conduct?"

"I 'greed to push him tomorrer."

THE SEGNOGRAM

LOS ANGELES, CALIFORNIA

Editor, A. VICTOR SEGNO Assistant Editor, H. M. WALKER

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O When this circle is marked with a blue cross it signifies that your subscription has expired and that you should renew it at once.

If you receive a copy of this magazine and are not already a subscriber, it is an invitation to subscribe. Accept the invitation.

AN INTRODUCTION

With the object constantly before me of making The Segnogram the best magazine of its class, I have for the past nine months been offering encouragement to Mr. H. M. Walker to transfer his time and talent to The Segnogram for the benefit of its readers. Many men would have been discouraged and given up hope of ever securing his services, but I never faltered. I wanted him because I knew that his mind contained a vast fund of just such knowledge as would be of inestimable value to our readers. As no one can fail who perseveres intelligently in a right cause, I continued to persevere until I gained my reward. As the result of a little mental concentration he was enabled to locate a purchaser for his publication and he is now with us, happy and filled with a desire to aid in making this magazine a grand success from every point of view.

Mr. Walker has written several short articles for us which have appeared in previous issues, notably those in the August issue, "Let us then be brothers," and "What it is to be an enthusiast?" These articles will serve to introduce you to his noble character—to the mental man. For the future he will be on our Editorial staff and be closely as-

sociated with me in editing this magazine. I know you will all be glad to extend to him the hand of good-fellowship in his new field of endeavor.

If you like what he writes for you from month to month, don't be selfish, show your appreciation by writing and telling him how much you are pleased and helped by his efforts. The encouragement will stimulate in him still greater energy and ambition to do greater things for you. If we all co-operate with each other in this great cause for correct living we will all be benefited. Then let us all be brothers.

A. VICTOR SEGNO.

HAVE YOU MADE IT?

We help ourselves just in the proportion that we help others. We grow as we work, and in no other way. To build up that strong physical frame the athlete does not stuff himself with food and then lie down and wait for strength. He eats well, sleeps well, and works well. In other words, he *goes after it*. To enjoy the company of friends we must be friendly. We must exercise—and exercise means effort—we must exercise the functions that make for friendliness.

These are not new thoughts—they have been spoken before. But to apply them—that is the thing. And to apply the same principle to other things. That is another thing.

For instance, if you have enjoyed reading the columns of The Segnogram—if it has given new life to you—how much have you gained by giving what you got to others? How many lives have you touched? How many friends have you persuaded to turn their attention to The Segnogram, and to become interested in its work?

The Segnogram is increasing in power with each issue. New features are being added, and new fields entered. It is sweeping difficulties aside and plowing for new seeding.

It is interested in the welfare of each of its thousands of readers, and it wants them to be interested in its welfare. A suggestion to a friend; a word to encourage him or her to subscribe, will benefit you by benefiting him. The price of subscription is so low it places the magazine within the reach of all. All that is needed in many instances is a suggestion.

Have you made it?

NOTE: We cannot supply back numbers. All subscriptions received before the 15th of the month will begin with the issue of that month. All received after the 15th will commence with issue of the following month.

DEATH BY BRAIN RUST

Slowly men are beginning to know the secret of longevity of life. Prof. A. Victor Segno, in his books on Mental Science, explains the law by which the physical body is refreshed and beautified and made to retain its vigor and youth. But men are prone to doubt the power over the body that is credited to the mind. Occasionally, however, we find a man who speaks wiser than he knows.

Recently a remarkable statement was made in the Law Courts of London, Eng., by the eminent physician, Dr. Duke, who, in giving evidence in an action for damages, said that softening of the brain, brought about by lack of mental exercises, causes the death of one-third of the rural laborers of that country.

Dr. Duke, in cross-examination, explained that this malady was very common in agricultural districts. Its cause, he said, was lack of brain exercise.

The intellect of a rural laborer, he explained, rusted rather than wore out, and when he attained the age of 65 or 75 he usually died from an apoplectic fit or something of the kind.

In support of his theory he instanced the case of judges and others, whose thinking capacity was continuously employed, and who, he said, invariably lived to a far greater age than the average rural laborer.

SHORT NOTES

"To understand all is to forgive all."



It is reward enough to have done a good deed.



It is the simplicity of a noble life that the average man does not understand.



The trouble with the man who fails is that he won't take the trouble to succeed.



Don't lose the happy out of your heart by forgetting the harmony key.



No power in earth, hell or heaven can give us the Fuller Life. We must grow into it.



If we would enjoy life at its best, we must endure it patiently at its worst.



We have never taken the right hold upon a thought until we have expressed it.

So long as we make hard work of trying to be happy—bless me—we've missed it!



We cannot expect to see the way beyond the rays of our light.



All men know better than they do, but it isn't to their credit.



When the mind becomes master of the body the secret of a vitalized life is solved.



Expression is life. Limit the God in you to the customs of your associates and you cheat yourself of your divine heritage.



If we are in earnest and work for it we will get what we need. If we don't get it, it's sure we didn't need it.



When we do our work so well that we do not need an overseer we stand in line to get the overseer's salary.



It's s'prisin' the amount of marsh a feller'll climb through a'followin' another man's blaze to heaven.



More than half the worries of home life come from trying to make mountains out of mole hills.



False humility isn't worth the effort. Let's be humble if we can, but let's never make hard work of it.



If I couldn't love my neighbor I wouldn't be as good as that proverbial yellow pup Towser.



A smile is always legal tender. It goes at par everywhere, and is good for a peep into the heart of the man you meet on the highway in any man's country.



When you waken in the morning with "the blues" remember that if you can keep happy until 10 o'clock the rest of the day will take care of itself.



Los Angeles is progressing more rapidly than any city in America. It offers greater inducements to men who move than any city in America, and it has a greater Success Club than any city in the world. Selah!

Submitted by
MRS. EVA J. ROBISON
Greenwood, Ind.

MENUS

Submitted by
AUGUSTE THANWALD
San Francisco, Cal.

FIRST MEAL.

Peaches

Whole Wheat Bread and Butter

Eggs, boiled 3 minutes

SECOND MEAL.

Currant Sauce

Baked Corn

Green Beans

Potato Salad on Lettuce

Corn Muffins

Butter

Rice with Milk or Cream

TO PREPARE

Baked Corn—Place 1 pint of corn, cut or scraped off the cob, into a baking dish; scatter bits of butter over the top, salt and pepper and add one pint of rich sweet milk. Place it over to bake and brown.

Green Beans—Select beans that are tender; break into small pieces and remove strings, if any. Cook two hours with hot fire. Season with salt and two tablespoonfuls of butter.

Potato Salad on Lettuce—Select four medium sized potatoes; pare and cook when cool; chop into small pieces, also chop up 1 small onion, mix with the potatoes. Season with salt and pepper, then mix in well a salad dressing made the same as for the tomato and lettuce salad.

Corn Muffins—Make the same as for corn bread, but bake in muffin pans which will require less time to bake.

Rice—Wash thoroughly one teacup of rice over which pour 6 cups of boiling water; let boil rapidly ten minutes, then place to back of stove well covered and cook slowly for 1 hour. Serve with milk or cream and a little nutmeg may be added. Sweeten and salt to taste.

Average cost of meals, 35 cents.

Menu without meat and without cooking.

FIRST MEAL.

Flaked Rice or Rolled Wheat with Cream

Nut Loaf

Biscuits and Butter

Grapes or Pears

TO PREPARE.

Nut Loaf—Take one-half cup of ground Almonds; 1 tablespoonful of English Walnuts ground coarse, 1 tablespoonful of rolled oats, mix all together and moisten with milk or water. Season with celery salt and just a little pepper; let stand one-half hour in the sun; garnish with fresh green parsley and serve with thin slices of lemon.

Cost, served to four persons, 50 cents.

SECOND MEAL.

Lettuce Salad

Green Peas

Banana Puree

Cherry Pudding

TO PREPARE

Lettuce Salad—Cut fine two cups of lettuce and two small onions. Pour over a dressing made by mixing one-half teaspoonful ground mustard, just a speck of red pepper with one-half teaspoonful of lemon juice, then mix all with one-fourth cupful of California Olive oil and beat two minutes.

Banana Puree—Take 4 bananas, mash fine, put through a wire sieve, mix with 1 pint of sweet milk and 1 cup of whipped cream.

Green Peas—Young and fresh from the vines served with slices of ripe tomatoes and season with a little celery salt and pepper.

Cherry Pudding—Two cups of flaked rice, one cup of rolled wheat, four cups of dark sweet cherries pitted. Place in a dish a layer of cherries, then the mixed grain and so on until the dish is filled. Pour over it the juice from two cups of cherries, or other fruit.

Cost, served to four persons, 75 cents.

Greater than the Treasures of Ind.

Los Angeles is a city of *Big Things*.

There isn't anything small about Los Angeles except her water supply, and that is small only because Los Angeles has grown so rapidly that it has been impossible to keep pace with the advancing population.

But even this difficulty has been more fancied than real, for the city has always had ample water supply for present needs, and the only question that has caused any apprehension has been that of the future.

In the past ten years Los Angeles has more than doubled its population. Today it is more than 200,000, and is still advancing by leaps and bounds. More than one million dollars' worth of buildings are being put up each month, and with these come enormous expenditures for street extensions, railways, etc. Because of this rapid growth, and there being no evidence of abatement in the near future, apprehension has been felt by many acquainted with the limited nature of the city's present source of water supply.

But this apprehension has been dispelled, and today Los Angeles looms up bigger and brighter and grander than ever. It is the brightest star in the galaxy of western cities. Undaunted by every obstacle that could be put in the way of progress by the arid demon, the city has mounted higher and higher on the wings of prosperity, and now the last stone in the way of the city's advancement to the two million mark has been removed.

Perhaps the greatest step in the history of the development of the city has just been taken by the Los Angeles Water Board. Options have been secured on forty miles of river frontage in Inyo county. It is a stupendous deal and involves the expenditure of \$1,250,000 for lands, water rights and surveys alone.

In order to acquire these enormous water rights, it was necessary to buy outright all the private land in the Owens River Valley between Lone Pine and the northern edge of Owens Lake. In this territory the national government owns thousands of acres of government land, but the water rights to this the government has agreed to turn over to the city of Los Angeles.

Upwards of 2000 people have been living on the land purchased by the city and it is likely that the town of Independence, with a population of 900, will be wiped out.

It all seems like a fairy tale, the undertaking is so stupendous. But the water prob-

lem confronting the city of Los Angeles must be solved at whatever cost. And it has been solved for a hundred years to come.

Thirty thousand inches of the purest snow water is to be taken from the bed of Owens river, right in the heart of the Sierra Nevada Mountains, and conveyed for a distance of 240 miles over arid plains and through the heart of mountain ranges, in open concrete conduits to be emptied into the mighty reservoirs at the head works of the Los Angeles water system.

It is estimated that thirty miles of tunnels will be required to convey the water through the mountains. Digging these tunnels and building the concrete canals will mean an outlay of approximately twenty-three million dollars. This is one-seventh of the total assessed valuation of all city property. "But," as one has said, "it is an enterprise in which the end would justify the means were it thrice that sum."

"The enterprise is one of titanic proportions; the reality transcends the flights of imagination. Not only will the water be sufficient for the domestic needs of Los Angeles, even though our population increase to a population of two millions, but there will be a surplus sufficient to supply Pasadena, Long Beach, Santa Monica and half a dozen other suburban cities."

It will require four years to cut the tunnels through the mountains and to build the canals, but then will Los Angeles county indeed become the promised land. More precious than milk and honey will be the flow of the pure, cold mountain water. It means the regeneration of the San Fernando Valley. The city will not need then to deprive the struggling ranchers of the waters of the Los Angeles river. They will then be able to devote the entire flow of the river to irrigation purposes. And in this valley, when water can be had for irrigation there is wealth "before which the fabled treasures of Ind are but bits of cut and colored glass."

The members of the Los Angeles water board assert that the new system will pay for itself in 20 years, and that at the expiration of that period it will be possible to reduce the water rates one-half on account of the income the city will receive by leasing a portion of the water.

The new water supply will make it possible for Los Angeles to have a chain of the finest municipal parks in the world.

THE RIGHT WAY TO LIVE

George Propheeter has compiled what has been said by some of the world-renowned philosophers, poets and scientists regarding the cause, nature and cure of disease:

Sir Benjamin Ward Richardson, M. D.: "The normal period of human life is about one hundred and ten years, and seven out of ten average people could live that long if they lived in the right way."

Benjamin Franklin:—"Against diseases known, the strongest fence is the defensive virtue, abstinence."

Louis Cornaro: "Divine Sobriety, pleasing to God, the friend of Nature, the daughter of reason, the sister of virtue, the companion of temperate living, the loving mother of human life, the true medicine both of the soul and of the body; how much should men praise and thank thee for thy courteous gifts! for thou givest them the means of preserving life in health, that blessing than which it did not please God we should have a greater in this world—life and existence, so naturally prized, so willingly guarded by every living creature!"

Joseph Addison: "I would recommend to every one that admirable precept which Pythagoras is said to have given his disciples: 'Pitch upon that course of life which is the most excellent, and custom will render it the most delightful.' Men whose circumstances will permit them to choose their own way of life are inexcusable if they do not pursue that which their judgment tells them is the most laudable. The voice of reason is more to be regarded than the bent of any present inclination, since, by the rule above mentioned, inclination will at length come over to reason, though we can never force reason to comply with inclination."

Marcus Aurelius Antonius: "Do not think that what is hard for thee to master is impossible for man; but if a thing is possible and proper to man, deem it attainable by thee."

"Persevere then until thou shalt have made these things thy own."

"Like a mariner who has doubled the promontory, thou wilt find calm, everything stable, and a waveless bay."

Edward Young:—

"Man's rich with little, were his judgment true;

Nature is frugal, and her wants are few;
These few wants, answer'd, bring sincere delights."

Shakespeare: "If the balance of our lives had not one scale of reason to poise another of sensuality, the blood and baseness of our natures would conduct us to most preposterous conclusions; but we have reason to cool our raging motions, our carnal stings, our unbitted lusts."

The venerable Prof. Joseph M. Smith, M. D.: "Medicine does not cure sickness; it is always cured by the healing power of nature."

Army Surgeon Dr. Richter: "When the healing power of nature conquers not only the disease, but also the medical interference, the physician believes that the recovery has been brought about by his prescriptions, in which he makes a great mistake, and entertains until the end of his life an illusion."

Medical Counsellor Dr. Paul Niemeyer: "The true healing methods begin where the drug-giving stops."

Prof. Alexander H. Stevens, M. D., of the New York College of Physicians and Surgeons: "The older physicians grow, the more skeptical they become of the virtues of medicine, and the more are they disposed to trust to the powers of nature."

Arthur Schopenhauer: "Most recoveries are alone the work of nature, for which the physician pockets the money, even if it took effect in spite of his interference."

Prof. J. W. Carson, of the New York College of Physicians and Surgeons: "We do not know whether our patients recover because we give them medicine, or because nature cures them. Perhaps bread pills would cure as many as medicine."

Rousseau: "Temperance and labor are the two best physicians of man; labor sharpens the appetite, and temperance prevents him from indulging to excess."

Sir J. Mason: "Temperance is the best physician."

W. Dodd: "Temperance is the preservation of the dominion of soul over sense, of reason over passion; the want of it destroys health, fortune, and conscience."

R. Bolton: "Nothing contributes more to the preservation of life than temperance."

S. P. Chase: "Temperance is health; intemperance is rather a disease than a crime; but the world excuseth it not, and only dogs and angels pity."

L. Cornaro: "Temperance restoreth to health."

Confucius: "Temperance is the best physic."

Bacon: "Physic is of little use to a temperate person, for a man's own observation on what he finds does him good, and what hurts him, is the best physic to preserve health."

Colton: "Some persons will tell you, with an air of the miraculous, that they recovered although they were given over; whereas they might with more reason have said, they recovered because they were given over."

Beecher: "I think you might dispense with half your doctors, if you would only consult Doctor Sun more, and be more under the treatment of these great hydropathic doctors, the clouds!"

Longfellow:

"Joy, temperance, and repose
Slam the door on the doctor's nose."

Simms: "The temperate are the most truly luxurious. By abstaining from most things, it is surprising how many things we enjoy."

LOOKING FOR THE LIGHT

Camille Meliand writes interestingly of man's dual personality. "Experiments," he says, "by a large number of specialists in mental and nervous diseases have settled beyond any doubt the existence of a mental condition called the dual personality in man. Though this condition is sickly, the foundation for it is nevertheless present in every human being. All our actions may, as everybody can prove by personal observation, be classified in two groups—those which are controlled by the will and those which are not. We are at the same time thinking and willing beings and automates. When a man walks along the street reading a newspaper he will

walk in a certain direction, evade collisions with other people and wagons, perhaps open or close his umbrella or button his coat without thinking of these actions, which are performed absolutely automatically, while his mind is busy with other things. This automatic being in us, who performs all sorts of actions without thinking and without being controlled by the brain, may, under certain sickly conditions of the brain, become absolutely independent of the latter.

"Hysterics, epilepsy, somnambulism are conditions of this kind which may effect a separation of the dual personality, and in aggravated cases entirely suppress the conscious personality and become his dominating part. A prominent physician tells of one of his patients who always lost his way in the streets if he tried to think of the right way to go, but who always found his way home automatically if his mind was occupied with other things.

"The actions caused by hypnotic suggestions are especially interesting, because the will power of one person takes absolute control of all the actions of another who becomes absolutely powerless and may remain so even a long time after the end of the hypnotic condition. All persuasion, all advice followed, are really nothing but mental suggestions and victories over the will of another person. The fact that the greatest number of nervous people are easily influenced by others of stronger will power has made it possible to cure many of them entirely by suggestion, though there is no doubt that their will power is weakened thereby and the separation of the dual personality liable to take place with alarming frequency and ease.

"Psychologists and physicians are still battling with the problem of these two souls in man and gaining wonderful insight into the deepest recesses of our mental activity, but as yet, though we can no longer deny the presence in ourselves of these two souls, their relations are not entirely clear."

Because some of the world's great men have died poor is no reason why the man with a message should neglect the business end of life. The great men who died poor would have been greater men had they developed the talent for business along with the message they gave.

He who knows his home and his friends does not need to look into the far away future for his heaven.

HAND IN HAND

Department of the
MUTUAL SUCCESS CLUB

In opening this department we want to impress upon you the importance of two words: "*DO THINGS.*"

We know you will understand us. Not by way of fault finding are they spoken, for we know full well that each member of the Success Club is doing his and her part to make life happier, the home more pleasant for those about them, and the world better for their having lived. But there is a wide scope that these words cover, whether spoken separately or together.

To do things makes one almost divine. We do not know a surer way to succeed in any walk of life than by the simple process of doing things. We draw close to the divine in us when we work. This may sound strange, but—think it over.

I'll tell you how it is.

In the heart of every man and every woman there is born the desire to succeed. It makes no difference what the undertaking, no one wants to fail in it.

Wrapped up in that word Success, are our highest aspirations. Our aims, our thoughts, our very nature—aye, our life—is contained in that one word, and we push on and on, ever nearer to the goal of our ambition.

Ideals change, but ambitions never.

We move from trench to trench like soldiers taking a fort. It is the pinnacle we want to reach, but we are not always fighting to take it. The fighting is done at the fortified positions leading to it. We must take these one by one, and when we do so, then will come the fight for the pinnacle. If we have fought well at the trenches the taking of the pinnacle will not be difficult. But if we relinquish our hold even at the last trench, though we have fought well and taken all, we are liable to be turned back and driven out.

To be ever doing things, then, is essential.

Change ideals if we have to. They are only targets to shoot at. But never slacken our ambition.

I sometimes think we hold too tightly those things we call our ideals.

We are to grow—must not stand still. And when we allow ourselves to become too infatuated with an ideal we are inclined to waste too much time over it.

You know if you have had any experience at all in life, that ideals are a condition of mind. We make them in our own image, and according to the light we have. If we are not growing our light will not increase in brilliancy as the days go by, and our ideal will remain stationary. But if growth is steady, and ambition does not lag, we will have our ideals shattered every little while.

This talk is to Success Club members.

Your mental exercises have placed you in a position where we can see and hear things alike. And I am speaking to you now as brothers and sisters who understand.

I remember when I was a boy there was something in the text books about "placing your ideal high." And this is good advice. But let us not place it so high that it will be too far above us.

I don't know what you think about it, but I always prefer to make my ideal something for today only. It is much like salvation. I have heard good old souls tell the exact date, and hour when they were converted, many, many years ago, and, yet, when I saw the way they lived and noted how cross and crabbed they had allowed themselves to grow, I had my honest doubts about it. Conversion is simply a turning about, and no man living can make one turn in life and then walk straight ahead.

In the same sense we cannot make one ideal last us for all the days we live. Should we attempt to do so we shall find it and ourselves standing still. Better have our ideal shattered daily than stand still.

In this mental life there must not be any stagnation. We must grow each day and as we grow we must move our ideal a peg higher.

We are moving.

We must move.

We are brethren and therefore are interested in each other. If you think as I do, then our heads are in the same stratum—we breathe the same atmosphere. And you already know what I know. My thoughts, and the thoughts of every member of the Success Club, are your thoughts, and your thoughts are theirs and mine. We have the same feelings, our aspirations are the same, our hopes are one.

We search daily for our own. It is our privilege to find those whose hearts beat in unison with ours—who respond to the same thought waves. Men are tuned like Marconi's wireless telegraph instruments to a certain key. Those tuned to a high key will not respond when a low key is sounded. Our own are those who are tuned in our key. And when our key is struck we answer back out of the silence of the isolated home or the noisy bustle of the city office.

If a brother or sister has lost ground from any cause whatever, we want you to feel that this department of The Segnogram is open to you. You should feel free to write us. We want to help you.

An exchange of thought will benefit you and help every member of the Club.

Tell us how you have been helped.

Let us know what success you are having.

The Segnogram is adding many new features. It is laying the foundation for the grandest organization of successful people that the world has known.

If you like you can assist us very materially.

We need your assistance as much as you need ours.

How many numbers of The Segnogram have you read?

How much good have you got out of them?

How much good would your neighbor get if he or she, too, were a reader?

How much would you give to enable him or her to get that amount of good?

A three-minute conversation may accomplish it.

Speak the word and see how much happiness it will give you to see another made happy.

We will furnish the sample if you will provide the name.

Let us see if we cannot add 10,000 new subscribers by the 1st of January, 1906.

THE EDITOR.

The Happy Era Now Here

Emerson, the philosopher, says that "a sick man is a villain," and Thomas Henry Huxley, the scientist, has foretold a stage of enlightenment when a man who becomes ill will be regarded as a fool or a criminal. Each can do his part toward ushering in this happy era, when hypochondriacs, and those who delight in magnifying slight ailments in order to excite sympathy, will be ashamed to parade their real or fancied ills.

SUPREMACY OF THE MIND

Very few people realize the importance of knowing themselves. They have a faint idea about life and their connection with it, but their conception of their possibilities and the importance of their developing those possibilities is so imperfect, that if they were asked just what their aim in life is, they would not be able to give an intelligent answer.

They have not learned, no, nor attempted to learn, the science of living. They do not realize the power of mind over matter; they do not know the heights to which they can rise by a concentration and a vitalization of their thoughts.

The secret of all success, of all health, and purity and stability of life is in the proper use and control of the mind. However bright a man's intellect may be, however quick his ability to learn and to grasp an idea, he will not achieve the best that is possible for him, until he has learned how to control and use the powers that are his.

Mental culture is far more important than physical culture. The mind is supreme. A strong physical body with every muscle intelligently developed, is a pleasure to look at, but if the mind is not behind it, the body is little better than that of a well-developed animal. But give to a strong body a strong, clear, healthy mind, and you have something to bank on.

Perhaps no book has ever done so much to teach men the secret of mental development as A. Victor Segno's "Law of Mentalism." Its value to the man or woman who desires to grow is inestimable. From the first page to the last its every thought is to teach men to live the best that is in them, showing by words and illustrations so logical, simple and kind, that he who runs may read and understand.

The price of the book is Three Dollars. It is worth \$30.00. Yes, to the man who wants to *be*, to *become*, to *do*, to LIVE, it is priceless.

Perhaps the best acknowledgement of its worth is found in the fact that the most advanced libraries in the country are adding it to their lists.

It is a book that we can recommend to every reader of The Segnogram. Once read, it will be twice read—then you will proceed to study it.

Quickening Thoughts

WHERE ARE YOUR THOUGHTS?

We are as great or as small as our own thoughts make us; if we are so small as to be buried under an avalanche of trifles, we have none but ourselves to blame. Drink the wine of life, not its lees. If you must indulge in fancies, weave them in bright colors rather than in the somber hues of night. "I find the gayest castles in the air that were ever piled," says Emerson, "far better, for comfort and for use, than the dungeons in the air that are daily dug and caverned out by grumbling, discontented people."



NEVER DARKEN THE SUNSHINE.

A Hungry man who would refuse to eat a good dinner set before him today, because he feared his wants might not be satisfied tomorrow, would be regarded as a fool or a maniac. But, is he any more senseless than the man who darkens the sunshine of the present by worrying over the difficulties that may arise in the future? Which is wiser, the woman who provides herself with the light, airy gown she needs for the coming summer, or the one who spoils her comfort and happiness by putting away the money for some possible future contingency?



WHERE YOU WILL SUCCEED.

There is a particular kind of work that always seems to be surrounded by an atmosphere of enchantment.

You have a secret conviction that this must be the most delightful occupation in the world.

For years everything connected with it has had a certain fascination for you.

You have a reverent admiration for everybody engaged in it.

They seem to be the cleverest people in the world.

This feeling has led you to form a boundless estimate of their capabilities.

You believe inordinate ability is required.

You regret that it is not for you.

Instead it is the work of all others that you should be doing.

Your admiration spells "fitness."

Your appreciation, understanding.

Your enthusiasm, special adaptability.

It is the work in which success awaits you.

HERE'S THE MAN WHO WINS.

The man who would win must carry in his very presence an air of assurance, the certainty of a conqueror. People admire a confident man. They can trust him. They hate doubt or vacillation. It is the balanced man that wins, not the one who goes about as if he did not, himself, believe that he could win if he had a chance. It is the strong, aggressive character that creates enthusiasm and radiates confidence.



DON'TS FOR THE HOME.

A writer in the Chicago Journal briefly says:

Don't be afraid of a little fun at home. Don't shut your house lest the sun should fade your carpets, and your hearts, lest a hearty laugh shake down some of the musty cobwebs there.

Therefore let the fire burn brightly at night and make the homestead delightful with all these little arts that parents so perfectly understand. Don't repress the buoyant spirits of your children; half an hour's merriment round the lamp and fireside of home blots out the remembrance of many a care and annoyance during the day, and the best safeguard they can take with them into the world is the influence of a bright little domestic sanctum.



SECRET OF BEING HAPPY.

The Bishop of London is an optimist who always has a good word to say for everybody, even if the person under discussion may seem to have no admirable qualities. One day, when he had been standing up for a particularly disreputable specimen of humanity, a friend said to him: "How is it that you can always think of something pleasant to say about everybody under the sun?" The bishop laughed. "Well, you see," he said, "there is so much good in the worst of us and so much bad in the best of us that it does not become any of us to speak ill of the rest of us."



SODA WATER FOR HUNGER.

Soda water is now prescribed for hunger, especially for the abnormal hunger produced by disease. The seat of hunger is found in the solar plexus. By the use of water charged with carbonic acid gas the branches of the solar plexus distributed through the mucous membrane of the stomach are influenced in

such a way that the abnormal irritation of the plexus which is the foundation for the ravenous hunger often present in diabetes and certain forms of indigestion may be greatly mitigated if not wholly appeased.



THE NOBLEST ATTRIBUTE.

One of the noblest of human attributes is the fine generosity of soul that causes one to truly rejoice in the success of others. To be able to say "I am glad" when good fortune is vouchsafed to others, instead of to ourselves, is the highest form of generosity.

Two girls who were members of the same class at college competed for a certain prize which would enable the winner to remain another year at the college.

When Helen won the prize she said: "Oh, I'm almost sorry I won it, for Lucy will feel so badly about it."

But at that moment Lucy burst into Helen's room with shining eyes and radiant face that left no doubt of her sincerity, and said: "Oh, Helen! Helen! I'm so glad you won the prize!"

"But aren't you disappointed, too?"

"Oh, yes some, of course, but not enough to keep me from being glad in my very heart that you won it."

And the very words were proof of the most beautiful generosity of soul.

EXPERIENCE THE TRUE TEACHER

"Experience is a dear teacher," the sages tell us. And some of us believe them. But there never was a particle of truth in the assertion. It is not logical. It is not true.

Experience is not a dear teacher. It is the cheapest teacher we can have—and the only teacher that can teach us anything. We can not learn in any other way. We *must* learn by experience or not at all.

Experience is life. Nothing else is. Book learning is only the reflection of another's mind. The thoughts are photographed upon our minds but we do not know what they mean because we have not *felt* them. We have not experienced the throes through which the soul passed to produce them.

An ounce of experience is worth a ton of reflection. We might acknowledge the power because we can see its possibilities, but we cannot exert the power because we have not had the experience. And the only way we can gain the power is by experiencing its

working. Thus we find experience is not a dear teacher, but a cheap teacher and the only teacher.

Take for example the newly discovered power of radium. Scientists tell us *about* it, but they cannot tell us *of* it. Though science has been working with it ever since its discovery and can tell us all about what it ought to do, yet they cannot tell *how* to do anything with it, and until they have learned by experience how to use it, radium will be as useless as if it were never discovered.

The same may be said of mental science. Men talk readily, even flippantly, *about* it, but only now and then do we find one who has experienced its working and can talk intelligently *of* it.

To acknowledge that it exists is not to know about it. Experience is the only teacher that can teach mental science—or any other science. We must live a thing to make sure of it.

When General Sherman said "war is hell," he was not speaking theoretically. He had lived it. He knew what he was talking about. And when we say that great power lies in the science of mentalism, we must experience it if we are to know it.

It is all very well to tell the careworn soul that patience hath its reward, or to say to the worker "do your best" and promotion will come to you, but you must have had the experience to back up your words if they are to carry any weight.

It is no idle suggestion that has been thrown out and emblazoned on every factory wall and office counter: "Do it now." The originator was wiser than he knew. It is by *doing things* that we grow. Experience teaches us as no other teacher can, and is the cheapest teacher we can get.

MUST STOP SMOKING

Prince Frederick Leopold of Prussia, son of the late "Red Prince" Karl, is one of the most persistent enemies to the use of tobacco. He is reported to have issued a stringent order that none of his servants in any of his residences is to be permitted to smoke. Even in their own apartments this privilege is to be denied them, nor are they to smoke while outside the princely premises while in liver. If they must smoke while outside they are to don ordinary dress and to take care that they do not bring the odor of tobacco back with them.

EXERCISE IN BREATHING

Here is a simple, reliable, and easy exercise for young and old in the art of breathing. Perhaps you can get one "just as good" by paying \$10.00 to a physical culturist, but he cannot give you anything better.

First, throw the shoulders back, hold the chin low and *shut your mouth*.

Your hands should be by your side, not in your pockets. It is better if they are folded naturally behind you.

You may take this exercise while walking to your work; standing or sitting.

Inhale slowly while you are taking six steps or while you count six slowly; hold the breath while taking six more; exhale while taking six more, and hold the lungs empty while taking six more. Repeat this as long as you can, and gradually increase the inhalation.

It is important that the time of inhalation, exhalation and holding the lungs full and empty should be equal.

This exercise, in addition to developing a powerful pair of lungs, also brings the physical faculties under control of the mind or will, and administers the discipline so essential to a well-organized and well-drilled body.

Some teachers in physical culture will tell you to fill the lungs as full as possible and to hold the breath to the limit of endurance. In so doing one is forced to lose control of his lungs at exhalation and the air rushes out too rapidly. The lungs fill and empty so rapidly that the good of the exercise is lost.

If the directions here given are followed conscientiously, and the exercise is repeated regularly, the control of the lungs becomes perfect and there never is any danger of injuring them, however weak they may be when the exercise is commenced.

Goodness is Godness

Good impulses are God-given. All that aspires and looks up bears the stamp of the Omnipotent. The good in us, so far as it goes, is Omnipotence; for good, wherever manifested, is God and life. All else is death.

Friends and Enemies

Thoughts may be classified as friends and enemies. Charitable, inspiring, uplifting thoughts are our friends, and discordant, malicious, life-destroying thoughts are our enemies.

YOUR CHARACTER

Personality and Future will be read by an expert of wide repute on receipt of 12 cents and specimen of handwriting.

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Make all money and express orders payable to,

MRS. FRANKLIN HALL, Pres.

Kind Words to Make Us Grow

If you want to know what good you are doing, stop and listen to the heart throbs of those for whom you live and work. The Mutual Success Club is not an organization of "Horn Blowers." Its members live to learn by doing. And when one member has been helped by another, or by the Club, he is quick to acknowledge from whence the help came. And, don't you know, I believe right there is the secret of LIFE: To be honest with those who help you. It does your heart good and encourages the helper.

Let us reproduce a letter or two from brothers in faraway lands. They unconsciously tell the heart throbs of noble souls who know the blessing of hard knocks:

◆ ◆ ◆

No. 2, D Block, Prison Reserve, Pretoria, S. Africa.

Dear Sir: I am very pleased to drop you a line and to be able to say what the Mutual Success Club has done for me. Already I am a different man to what I was six weeks ago. People have told me of the great change that has taken place in me. I feel younger, healthier, and stronger. And I thank God for ever hearing of such a Society. It is for the good of mankind. I have already recommended it to a few of my friends.

Your very sincere friend and well wisher for the Success Club,

J. ANTROBUS.

◆ ◆ ◆

Ingleburn, N. S. W. Australia, June 26, 1905.

Dear Mr. Segno: I sincerely thank you for taking so kind an interest in me. I will continue with your magazine. I think a great deal of it. It cheers me up and makes me feel a better man at once.

Yours faithfully, H. C. PAGE.

◆ ◆ ◆

Merchiston, Rata, Rangitiku, N. Zeal., June 21, 1905.

Dear Sir: The back numbers of The Segnoqram arrived in due course, and I am very pleased to get them. I think it is undoubtedly the best little magazine out, and always look forward to its arrival with pleasure, but I suppose I am not the only one who sends you such words of praise.

Yours sincerely,
MURRO R. GABRIEL.

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This booklet teaches that the Solar Plexus is a center or storehouse of energy and power.

When normally active this center radiates life, health and strength to the body, just as the sun radiates life and warmth to the system of worlds of which it is the Center.

The Solar Plexus is the sun center of the human body.

The booklet gives deep breathing exercises of great value, and will help to outgrow fear, anger, hate, worry, etc. and develop concentration, thus promoting mental strength and pose of mind and body.

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If you are afflicted with a humiliating, disfiguring growth of hair, or any other blemish on face, neck, arms or hands, don't experiment with dangerous apparatus, lotions, liquids, powders, etc., but write me at once, and I will give you, free of charge, full information how to **Destroy it Forever**, in your own home, privately, painlessly, inexpensively, and without the slightest ill effects. I will also tell you how to secure a perfect complexion and

BE BEAUTIFUL.

Many claim to "remove" hair and may do so temporarily. This is the only method that is safe and that "destroys" it forever. It is endorsed by scientists and doctors, and is guaranteed with \$100,000 assets.

Write to-day and be glad forever.

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Living the Fuller Life

Let your thoughts of another be the best. It pays in many ways. It pays because the thoughts you hold of another are developing in you the very characteristics you see in others. You cannot think ill of another without attracting the evil thoughts of others to yourself. "Like begets like" in nothing more than in thought. We see in Neighbor Jones what is in ourselves; and if we think evil of Neighbor Jones long enough we will surely find the same evil in ourselves, growing so large as to overshadow the good in us. Someone is responsible for this thought: "The only difference between good people and bad people is this: the bad of bad people is on the surface, while the bad of good people is under the surface."

After you have thought on this for a month or two, make your deductions and see if it isn't so. When we are bad, we are not less natural than when we are good. Another part of our nature is brought to the surface, that is all. There are, it is true, degrees of evil and good, but it is all the same power at work. When we give way to impulse, if only in thought, we are made either better or worse for it. Christ recognized this when he said: "As a man thinketh in his heart, so is he." And again: "Whosoever looketh on a woman to lust after her hath committed adultery with her already." It will be seen how important this question of pure thinking is. As we think—of others—so are we.

When we get this idea clearly placed in our minds; when we can clearly understand what it means, life becomes larger, and we enter into it more fully. The petty strifes of life are only little incidents, that come like squalls on a windy day. If we meet them fairly, our course is not changed by them. And our having met them bravely has prepared us for the next when it comes.

The thing to do, then, is to keep sweet. Not that sugar-coated sweetness that dissolves with the first drops from the storm cloud, but the sweetness that keeps the gate open to another's heart, and brings peace out of chaos by thinking no evil.

Look Out for Break-Downs

Quite recently a famous novelist called in a doctor and asked him what was the matter with him. All the various symptoms were thoroughly gone into, and an exhaustive verbal examination was made, and the medical man then spoke as follows:

"You are selling your nerves; you cannot sell them and keep them, too! You must either work with less intensity or you must change your occupation. So long as you continue to work your imagination and your nervous system as you have been doing lately, so long will you be subject to breakdowns such as the present one."

First of all, there is the writer of romance, who puts on paper events and conversations and scenery such as has never had any foundation in fact.

Where does he get his material from? It comes, so it is popularly said, from his "inner consciousness." That is a good answer for the ordinary person, because it is easy. But what is this mysterious "inner consciousness"?

It is, roughly, a picture, or an impression, manufactured by the brain and the nerves of

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Foreign Postage Stamps For Sale

We have a quantity of canceled postage of various denominations that we received on letters from all parts of the world. Among them are stamps from Japan, China, Russia, India, Ceylon, Turkey, Egypt, Iam, Borneo, Cape Colony, Transvaal, Gold Coast, Lagos, Africa, Norway, Sweden, Germany, Switzerland, Spain, Italy, France, Holland, Belgium, England, Canada, Colombo, Panama, British Honduras, Mexico, Australia, New Zealand, Tasmania, Central and South America.

We have had these stamps sorted into packages of 25 (all different) and will send them prepaid for ten cents a package.

Foreign stamps are interesting souvenirs. Many people make a collection and keep them in albums, but the latest fad is to use them for decorative purposes. Screens, picture frames and walls are being decorated with them. They make very artistic effects when nicely arranged.

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the writer, who draws, as his artistic sense dictates, happenings and talks and views which he creates by means of brain and nerve cells which have never yet been fully and satisfactorily described to the unscientific mind.

A novelist, or a poet, or a painter, or a great musician, or, in short, anybody who acts upon inspiration, gives out his nerves when he practices his art.

Were he not to go through the effort, or task, of giving out his very life-blood in this manner, he would have much more physical vitality for ordinary purposes, such as the withstanding of chills and shocks and attacks of one sort and another to which we are all of us liable.

Open Air Treatment

Dr. H. W. G. Mackenzie, in the London Lancet says:

"The advantages of the open-air treatment for consumptives may be thus briefly summarized: The patient exposed continuously to fresh air gains in appetite, assimilates his food better, sleeps more soundly and awakens more refreshed. Free exposure to air is the best antipyretic. Sweating at night, formerly so common a symptom, usually ceases. Colds are practically unknown among patients leading an open-air-life. Secondary infection, on account of the comparative freedom of the air from micro-organisms, is much less likely to occur. Tolerance of outside air is very quickly established, and no one who has tried the open-air life will willingly go back to the former conditions of stuffiness. I have never seen any one made worse by exposure to fresh air. Even during a thick London fog patients get on better lying in bed on a balcony or in rooms with windows wide open and a good fire burning than when attempts are made to shut out the fog by keeping the windows shut."

Learning as He Lives

Canon Hone Lyttleton, head master of Halybury, one of the great British public schools, brother of the Colonial Secretary, and nephew of the late Mrs. Gladstone, announces his agreement with Tolstoi that it is well nigh impossible for even the best intentioned man to live physically pure if he eats meat in excess.

Commence To-Day

Oh, the future sky is the bluest sky,
With never a cloud in view,
But the sky of today is the truest sky,
And that is the sky for you.

—FRANK STOCKTON.

HOW ONE MAN MADE MONEY

A Story of Success



GEO. W. HOMAN

One year ago, Geo. W. Homan of 221 South Linden Street, Carthage, Ohio, was situated like thousands of young men who have no particular employment. He earned a little, spent it all, and made no progress toward that success which all young men crave. He was more than half way satisfied with himself because he did not appreciate the value of the time he was wasting. An idle hour meant no appreciable loss to him.

One day he picked up a paper and discovered that he could learn bookkeeping at his own home at a small cost and have someone outside of himself interested in getting a position for him. This made him think. The result was that he wrote to the Commercial Correspondence Schools, Rochester, N. Y., for full information. After considering it carefully, he took up their course.

This is an extract from a letter written eight months afterward: "Through the knowledge I received from your course, I was offered three fine positions. I took the one I now have. My wages have been increased, and I am earning more than twice as much money as at first. I am now married and have money to spare, and have a nice home. I owe it to you. I do not keep books at present, and I tell this because one of the arguments used against my taking bookkeeping was 'once a bookkeeper, always one.' I said it was not so and I have proved it. Bookkeeping is the stepping stone to a higher position in the business world. If it were not for the knowledge I received from your course, I would not be where I am now in business."

The Commercial Correspondence Schools will send you its free book, "How to Succeed in Business." This is the book that started Mr. Homan on the road to success. It tells you how you can learn bookkeeping and pay your tuition after you have been placed in a profitable and permanent position. It tells about the best system of accounting ever devised. It is full of valuable information that will help you succeed in life and push your way forward in business.

A limited number of these books will at present be sent absolutely free to any ambitious person who sincerely desires to better his position in life. Write to Commercial Correspondence Schools, 171A Commercial Building, Rochester, N. Y. All you need to do is to send your name and address on a postal card. You will receive the book by return mail.

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The use of pure Olive Oil will prolong life. Impure and adulterated oil is injurious to health and dangerous to life. Adulterated oils usually contain a large amount of cheap cotton seed oil. When taken into the stomach cotton seed oil forms a gummy coating over the membranes and destroys the power of digestion.

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6 Cans	3.25	5.50	11.00	20.00
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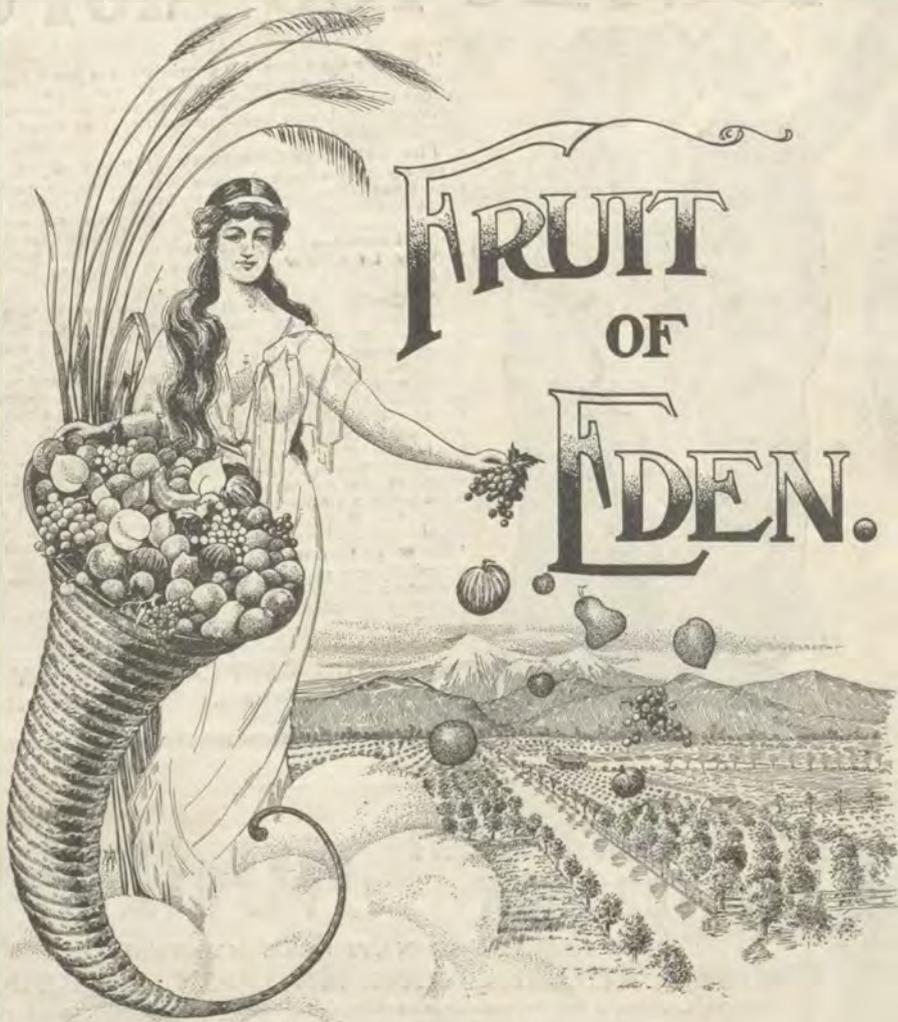
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