

# THE MYSTIC ROAD TO SUCCESS



"Do not brood over the past,  
nor live on dreams of the  
future, but act now and secure  
the blessings of the hour."

# BEGIN



*Lose this day loitering—'twill be the same story  
Tomorrow, and the next more dilatory;  
Then indecision brings its own delays,  
And days are lost lamenting o'er lost days.  
Are you in earnest? Seize this very minute—  
What you can do, or dream you can, begin it.  
Courage has genius, power and magic in it.  
Only engage, and then the mind grows heated—  
Begin it, and the work will be completed.*

—GOETHE'S FAUST.

# THE SECRET OF SUCCESS

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Success! Success! 'Tis a word to conjure with. It is the favorable termination of an effort. Consider its achievement. Think of its dignity. Its possibilities are alluring inducements and its reality is the reward for trying. With many people it is as elusive and fickle as a will-o'-the-wisp, yet day after day, and year after year, through the past centuries, the ambitious, the persistent and the hopeful have battled on, dismayed by no difficulty, shrinking from no exertion, exhausted by no labor, and ever eager to renew their efforts to overtake it. Alas! How few of those who fought so bravely ever attained their heart's desire! Yet, there is a way to wealth that is reliable, a road to fame that is undeviating and a highway to success that is smooth and easily traveled. The fault was not with the road but with the man. His efforts were misdirected. He was not aware of his own great powers. Had he been, he would have commanded success to come to him and she would have willingly obeyed. The secret of the power exerted by successful men is revealed through the Law of Mentalism. This subtle power which dominates not only matter but sways the minds of other people is the inheritance of every man. To develop and use it for his advancement and for the good of humanity is a duty he owes to mankind and to his Creator. Man was sent into this world to be a growing and exhaustless force.

## ARE YOU AMBITIOUS?

Perhaps you are ambitious and eager to make an effort to win success, but lack confidence in your ability, or do not know just how to commence. You perhaps feel that you possess natural talent and ability, and if you only had someone to encourage and direct you in the right channel of thought, you could take up your work with renewed energy and increased hope and make a success of it. This is where a membership in this Club should help you, for it should supply the missing link between you and success, through the assisting influence of the Mentalism of every member. You would at once become a link with the other members, in the chain that moves the machinery of success. Their combined strength would be united with yours, and before such a mighty force all obstacles should give way.

The man who tries to battle alone is sure to meet with failure. To gain any marked degree of success one must enlist the assistance and co-operation of other people. We are all dependent upon each other, therefore it is better to think and work in union and harmony with thousands of others than to attempt to live in opposition to them.

## THE VALUE OF UNITY

It is an old but nevertheless a true saying that "Two heads (minds) are better than one." Likewise the combined intelligence and effort of five thousand people are five thousand times greater than the intelligence and efforts of one person. That this fact is recognized by intelligent people,

is demonstrated in the formation and organization of the various fraternal, social, business and insurance societies and clubs; by the legislative and political parties; and also by the workingmen's unions, organized for their protection and advancement.

## OUR SUCCESS CLUB—ITS VALUE TO HUMANITY

Success is the aim and object of all the members of this Club, not only for self, but for all their brother and sister members. It is by the combination of thought and effort centered upon one subject that we produce such wonderful results. THE MEMBERSHIP OF THE CLUB HAS GROWN VERY RAPIDLY. THIS HAS BEEN PRINCIPALLY DUE TO ONE CAUSE—THE SUCCESS OF ITS MEMBERS. Their success has demonstrated to their friends and acquaintances that they possess some vital knowledge or force that is not understood by the public in general. That they might possess the same wisdom, and win a like, or a greater success, these friends have enrolled as members. The work has thus become an endless chain of success—each member forming one link. The membership has extended to every country in the world, thus forming a circle around the earth.

## INSTRUCTIONS

Each member of the Club is instructed in the use of the Law of Mentalism, so that he may by its use create for himself and for others, the elements of success. While every man and woman possessing a knowledge of this Law can assist himself

or herself to success, still they may have that assistance increased a thousand-fold, if they are also in harmony with, and receive the mental help and influence from, a thousand people who are already attaining success. Then if that number is increased to ten thousand, the success should be increased in a corresponding ratio. The mental vibrations of one member are strengthened by those of all the members of the Club. Every member will use his mental force to help you, and in return you will send out your mental vibrations to unite with theirs and help them. As they become more successful, your success should increase, for you will all become as one great mind and think with one accord.

## NOTHING SUCCEEDS LIKE SUCCESS

Bear in mind that "Like attracts like." Therefore, when you are successful, you will attract to you successful people, but as long as you are unsuccessful, you will attract people of a like nature. Allow yourself to be placed in harmony with the members of the Success Club and you can soon become successful and attract to you the class of people who can, and will, assist you to greater success.

Do you wish to make a success? You should decide this question today. If you decide in favor of success, then take advantage of this opportunity to associate yourself with the Mental influence of all the members of this Club, and you will bless the day you made the decision. Upon receipt of your application for membership, the Secretary will send you full instructions, and you will be notified of the date and hour you will be harmonized with the other members of the Club.

## MEMBERSHIP FEE

The fee for membership in the Success Club is One Dollar for two months or Five Dollars per year, payable in advance. A new harmonizing key is sent for each month to every member in good standing. Instructions explaining the Law of Mentalism, and how to use it, are also sent to each member. By a knowledge of the Law of Mentalism and an earnest application of this knowledge all men may perform what have heretofore been called Miracles.

## IS SUCCESS WORTH ONE DOLLAR?

If you have any doubt as to the value of this mutual mental co-operation, you owe it to yourself to test its truth before passing an opinion upon it. Then join the Club for two months; the experiment will cost you but very little, and it will satisfy you as to the merits of our claims. You would not be so unjust as to criticize something you have not investigated and consequently know nothing of. You can prove to yourself and others that you are ambitious and honestly desire to succeed, by giving the methods of the Club a fair trial. We are certain that if you become a member, you will receive so much benefit during the first month that you will see it would be a profitable business investment to remain a permanent member. Do not delay. Send in your application today.

**American Institute of Mentalism**

**Los Angeles, California**

Make all remittances payable to

A. Dell Segno, Treasurer.

## STOP AND THINK FOR A MOMENT

Are you sure that your success is so permanent that next month or next year something could not happen to destroy it? If you have the slightest doubt about this you will be wise to place yourself on the safe side, for "An ounce of prevention is worth a pound of cure." The Mental Vibrations of Success extended to you by thousands of people cannot harm you, but they can, with your assistance, keep you successful and ward off failure.

### A TWO MONTHS' TRIAL MEMBERSHIP FOR ONE DOLLAR

or a year's membership for Five Dollars. All who join the Club under the terms of this special offer will be entitled to the same rate as long as they remain members.

### CAN YOU AFFORD TO PASS THIS OPPORTUNITY?

Remember, thousands have proven the value of a membership. What it has assisted others to do it can help you to accomplish. Success comes only to those who try; will you? If you become a member, all the members of the Club will extend to you the assistance of their Mental Suggestions twice each day. Where else can you procure so much for so little money? Fill out the enclosed application form and send it and the membership fee at once to the

**AMERICAN INSTITUTE OF MENTALISM**  
Inspiration Point, Echo Park  
Los Angeles, Cal., U.S.A.

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I am proud to say that since I became a member of the Club I have had so much better luck that I want to always keep my membership in the Club. I made more money last month than I have made in any four months since July, 1909. Enclosed find \$1.00 for two months' dues. In a week or so I am going to send the \$5.00 for a year's membership. I have been unsuccessful so long that I was a long way behind, but thanks be to God and your Success Club, I am coming through.

Member No. 114,127, Pensacola, Fla.

I am Member No. 43,540, and have been a member of your Club for the past seven years, and say in all earnestness that I would not be without membership in this wide and far-reaching circle for anything in the world. It was the silent means of helping me in so many, many ways that I will not begin to enumerate them.

Member No. 43,540, Philadelphia, Pa.

I wish everyone could know what comfort and strength has been attained by myself since joining the Club. The glorious and strengthening help derived from the Harmony Keys has made a new man of me. They have helped me to come triumphantly through trials and hardships which would have utterly crushed me but for this support. I cannot find words to thank God for the day I undertook to follow and be guided into such a broad, rich, beautiful way to live.

Member No. 91,949, Harrisonburg, Va.

I was skeptical and just a wee bit tending toward the pessimistic side. Good things have come to me in abundance. The fact is, my business has jumped so high that I have been too busy to write you.

Member No. 147,248, Philadelphia, Pa.

# The Club Emblem

**I** WISH to call your attention to our beautiful Club emblem which we present to all members who join the Club for one year.

This shield of solid bronze exquisitely finished constitutes an artistic piece of jewelry, while the deeper meaning and the purpose for which it was designed make it doubly interesting and useful to all members of the Club.

Bronze, the refined strength of all metals, signifies that the mental is the real refined strength through which the physical operates, and is typical of our aim, which is to teach the highest degree of mental development as being the surest road to success.

Note the sun in the triangles. The base of the triangles is formed of heavier lines representing the physical, the left lines of the triangles are lighter, representing the mental, and the right hand lines, representing the source or spiritual, are still lighter.

The most beautiful of all is the inscription on the back of the shield

which brings you into harmony with your inner self and to a recognition of the strength of the basic power of the physical world.

Our teachings being of a non-sectarian nature, all members are free to worship according to their belief. Our aim is to develop the mental and thus aid you to live up to the best within you.

To all members joining our Club for the period of one year, we will give FULL INSTRUCTIONS AND THE CLUB EMBLEM FOR FIVE DOLLARS.



### EVIDENCE

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If you could see the progress I have made since becoming a member of the Club, you might realize how cheerfully I send in my membership dues.

Member No. 112633, Palmyra, Mo.

To the Success Club:

I have not the language to express the gratitude I have. From the help of the Club in nine days it made me \$421.74.

Member No. 165,989.