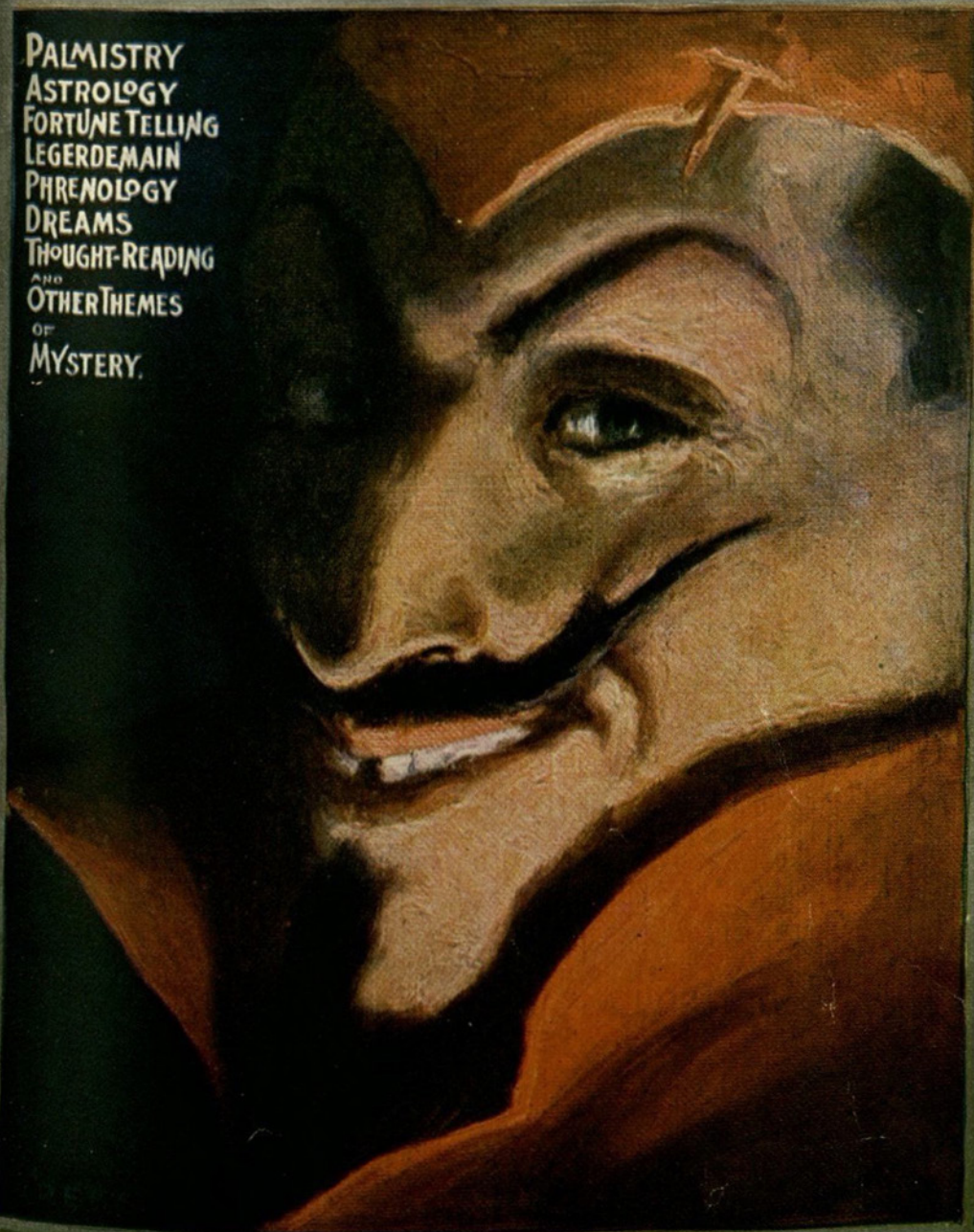


# The ENTERTAINER

PALMISTRY  
ASTROLOGY  
FORTUNE TELLING  
LEGERDEMAIN  
PHRENOLOGY  
DREAMS  
THOUGHT-READING  
AND  
OTHER THEMES  
OF  
MYSTERY.







IN presenting this book to our thousands of friends, we desire to make clear that the pages that follow are not issued by us with the same serious purpose as might be manifested in a precise and legitimate science.

We publish the contents for what they are worth and beyond that we do not care to go. If you should dream of a cow (which indicates *prosperity*) we decline to be held responsible if the instalment man drops in on you later on and hauls off your Grand piano for default of the three dollars.

If the cards declare you will marry a sweet-eyed little lady who will make an ideal housekeeper, we object very much to have you store up a grudge on us if she turns out to be constitutionally unfit for anything else but novel reading.

We refuse to be held accountable for the true fulfillment of what the future holds in the cards—the stars—the palm—the teacup, or the wild musings that come from eating cheese before retiring. If they afford you some amusement—well and good—if they don't come true you will have to blame Cruel Fate herself for getting twisted on the facts.

There is only one thing we're dead sure about, and that is something of our own doing. International Clothes are made by an exact science and we can tell exactly how long they ought to last. There is no guess work about them and should any of our prophecies go wrong, we are always willing to make good. If Fate decides that you wear International Clothes, you will find it good fortune indeed. It does not mean riches, or a happy marriage but it indicates that the future holds in store for you a long lease of satisfaction—a good appearance and the general aspect of a man who is stylish and up-to-date.

It further means a saving of money, and that is the very basis of Good Fortune.

In the sincere hope that Fate will bring us together, we are,

Yours entertainingly,

INTERNATIONAL TAILORING CO.  
NEW YORK CHICAGO SAN FRANCISCO.





**I**N publishing this brief treatise on Palmistry, we do not intend to advocate it as a legitimate science, or ridicule it as a piece of charlatanism. In the past it was cultivated by philosophers and schoolmen like Magnus and Ptolemy, and advocated by many brilliant demerits are, it is certainly a and as such we offer it to our show the location, of the significance.



# The Art Of

Plato, Aristotle, Galien, Albertus in recent years it has been minds. Whatever its merits a subject offering innocent amusement readers. The accompanying illustrations various lines, and following we briefly give the



THE MOUNTS

## THE MOUNTS

**VENUS**—Significance—when normal, pure affection and tenderness. When exaggerated it is a sign of vanity and inconstancy. Its presence shows coldness, laziness and selfishness. Many lines on this mount is a sign of vulgar instincts. Excessively developed, means arrogance. Normal shows worthy ambition, honor and pride. A cross signifies a happy marriage.

**SATURN**—Shows caution, prudence and timidity. Exaggerated deep melancholy. If inclined toward the mount of Jupiter, it indicates good fortune. Its absence shows an insignificant disposition.

**APOLLO**—Shows art and genius. In excess, extravagance, vanity, frivolity, and conceit. One line on this mount indicates both fortune and glory. A spot means disgrace.

**MERCURY**—When normal, shows commercial aptitude and inventive ability. In excess it means deceit and treachery, and when absent, it shows absolute inaptitude for a business career.

**MARS**—Indicates cool temper, generosity, courage and self-possession. Its absence indicates cowardice. Exaggerated, means violence and brutality.

**LUNA**—or the Moon, shows imagination and love of poetry. When over developed it is a sign of superstition. A large star shows hysteria.

## THE LINE OF LIFE

This is the most important line of all. To be perfect, it should be clear, straight and well colored. This denotes long life, good health, character and disposition. The proportionate length of the line in both hands may predict accurately the time of death. A break in the line indicates illness. In both hands, danger of sudden death. Little bars across the line are a sign of continued illness. A sister line—that is, a smaller line running alongside is always a sign of good fortune. If the line ends in a tassel, it is a warning of poverty in old age. Lines running from the mount of Venus indicate worry at the time they intersect the life line. A ray ascending to the mount of Jupiter shows success obtained by merit and ambition. If the line of Head is separated from the line of Life, it shows carelessness and selfishness.

The man who wears an International suit has a fortune of good style on his back speaks well for his future.



THE LINE OF LIFE



# Phistry



When it rises from the mount of the Moon, with the opposite sex. Branches toward success. To Apollo, fortune from art. ambition. If it stops at Head line, one's stopped. At the heart line, a love affair has tune. Twisted and ragged at base, ill-luck in Split and twisted throughout, loss of fortune through pursuit of pleasure. The Circle of Venus is one of the worst signs, if broken or cut by strong lines or bars. If clear and well defined, it shows good fortune, with talent for art and literature. Cut by a deep bar beneath the mount of the Sun, means reverses due to women. Going off at its termination into the Mount of Mercury, energy and ardor in every undertaking. Broken completely in two, indicates sensuality. If the line of Fate is totally absent, it's no cause for worry. As a matter of fact, worry isn't possible when you go to the proper tailor. Try the INTERNATIONAL.

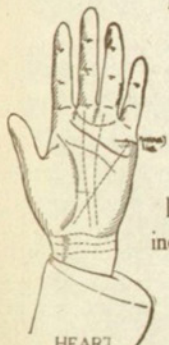
## THE LINE OF FATE AND CIRCLE OF VENUS

This line, when going the full length, shows good fortune. it signifies fortune by association Mercury indicate commercial Jupiter, realized good fortune has stopped one's for-early life.



LINE OF  
FATE

## THE LINE OF HEART AND MARRIAGE LINE



HEART  
LINE

These two may be taken together, both having their significance in affairs of the heart. The heart line extends from Jupiter to the base of Mercury. If it goes right across the palm, it shows excessive affection, resulting in jealousy. Pale and broad indicates the worn out libertine. Turning up and disappearing between second and third fingers, shows a long life of labor. Should it be forked, with one ray going to Jupiter, it indicates great riches and a happy love affair. The Line of Marriage refers entirely to the marital relations. If it slopes down toward the line of heart, it shows marriage. If broken, separation or divorce. If it terminates in a fork, engagement will be broken off. If the line is full of branches, the subject should not marry. Talking of marriage, it seems appropriate to remark right here that an International Prince Albert is the proper tog for a day wedding.

## THE LINE OF HEAD OR CEREBRAL

This line should start from the beginning of the Life Line and continue to the base of Mars. Pale and broad, it denotes feebleness of intellect. Short, a weak will. Long and thin, indicates treachery and avarice. Long and clear shows self-control. If it starts under the mount of Saturn, instead of the beginning of the Life Line, it shows learning came late in life. Stopping under Saturn, shows check of education in childhood. If it inclines toward the Moon, wild imagination. Forked at the end, with one prong descending to Moon, shows lying and deceit. A cross or break is a sign of violent death. A ray going to Jupiter shows good fortune.



HEAD  
LINE



## Tea Cup Fortune Reading

**P**OUR the grounds of tea or coffee into a white cup, shake them well about so that their particles will spread over the surface. Reverse the cup to drain away the superfluous contents, and then exercise your fertile fancies in discovering what the figures thus formed represent. Wavy lines denote vexation and losses, their importance depending on the number of lines. Straight ones, on the contrary, foretell peace, tranquility and long life.

The emblems relate sometimes to the past, especially if they are in the bottom of the cup, but they more frequently foretell the future, thus if they appear near the bottom they are near at hand; if near the top, they will be deferred. Human figures are generally good omens, announcing love affairs and marriage. If circular figures predominate, the person by whom the experiment is made may expect to receive money. If these circles are connected by straight, unbroken lines, there will be delay, but, ultimately all will be satisfactory.

The squares foretell unhappiness; oblong figures denote family discord, while curved, twisted or angular ones are certain signs of vexation and annoyances. A crown signifies honor; a cross, news of death; a ring, marriage—if a letter is near it, it denotes to the person the initial of the name of the party to be married. If the ring is in the clear part of the cup it foretells a happy union, but if it should chance to be at the bottom, then the marriage will never take place.

If you see the letter "I" in the "T" cup, it means I. T., and I. T., you know, stands for International Tailoring. This is always a sign of style, quality and high grade workmanship.

A wreath of clover may be considered a lucky sign, denoting, if at the top of the cup, speedy good fortune, which will be more or less distant in case it appears at or near the bottom. The anchor, the emblem of hope, if at the bottom of the cup, denotes success in business. At the top and in the clear part, love and fidelity; but in thick and cloudy part it also denotes love, but tinged with the incontinency of the butterfly.

A face in the coffee grounds with a broad grin on it is a sign that your new Fur International overcoat will tickle you into smiles.

A serpent is always the sign of an enemy. A coffin, portends news of a death or a long illness. A dog at the top of the cup signifies true and faithful friends; in the middle, that they are not to be trusted; but at the bottom they are secret enemies. A letter signifies news; if in the clear, very welcome ones; surrounded by dots a remittance of money; but if hemmed in by clouds, bad things and losses. A heart near it denotes a love letter. Mountains signify either friends or enemies, according to their situation. The sun, moon and stars denote happiness, success. Clouds, happiness or misfortune, according as they are bright or dark. Birds are good omens, but quadrupeds—with the exception of the dog—foretell trouble and difficulties. A triangle portends an unexpected legacy; a single straight line, a journey. Flowers are signs of joy, happiness and peaceful life. A heart, surrounded by dots signifies joy, occasioned by the receipt of money; with a ring near it, approaching marriage.

When you see anything in your cup that looks like a Ten Spot, it indicates that you will save some money on your next suit by ordering same from the International.



# Fortune Telling By Cards



comes before or after the king, queen or jack of the suite selected is of significance. The meaning of each card follows:

## CLUBS.

ACE—Coming wealth and happiness.

KING—An upright, affectionate man, faithful to all his engagements.

QUEEN—A tender, mild and rather amorous disposition, will make a good wife and mother.

JACK—A friend who will exert himself for your welfare and that of your family.

TEN—Riches from an unexpected quarter.

NINE—You have false friends who will try to do you injury, but will be frustrated in their intentions.

EIGHT—Shows the person to be covetous and fond of money, luxury and dissipation.

If the card following the five of Clubs indicates a large family, let us hope they'll all be boys. More work for the International.

SEVEN—Promises a very brilliant future.

SIX—You will engage in a lucrative partnership—success will be partly due to your partner's efforts.

FIVE—Marriage to a wealthy person—the card following will give number of children.

FOUR—Incontinence for the sake of money, which will lead to trouble.

THREE—You will marry several times, and always to one of wealth.

TWO—Your ambition will be thwarted by those whom you believe to be your most intimate friends.

## DIAMONDS.

ACE—A person fond of rural life—will be happily married.

KING—A man of fiery temper, and of revengeful nature—one to beware of.

QUEEN—A woman who is fond of company and something of a coquette, but good-hearted.

JACK—One nearly related who will look after his own interests more than yours.

TEN—A husband or wife of great wealth—the card next to it tells how many children you will have.

NINE—A person of roving disposition.

EIGHT—Shows you will marry unfortunately.

SEVEN—Unfortunate early marriage.

SIX—Shows you will never be happy except living in the country.

FIVE—Indicates a large family.

The poor chap who is handed the three of diamonds should wear nothing but International garments, thus deriving *some* pleasure out of life.

FOUR—Incontinence on the part of the person you will marry.

THREE—Perpetual domestic quarrels.

TWO—Fickleness in love affairs.

## HEARTS.

ACE—One inclined towards dissipation and love of pleasure—often a gambler.

KING—A man of easy going temperament and generous disposition.

QUEEN—A woman of great beauty, but bad-tempered and self-willed, yet strong in her affections and faithful.

JACK—A false friend—a dark complexioned man with pleasant manners, who will profess friendship.

TEN—Good-nature—many children and domestic happiness—not easily discouraged—a pleasant surprise.

NINE—Wealth, grandeur and high esteem.

The ten of Hearts means a pleasant surprise. Your first International suit means the same thing.

EIGHT—Careless in business—if followed by a bad card shows loss of property and fortune—a poor manager.

SEVEN—A fickle person unfaithful in all things, particularly in matters of love.

SIX—A generous nature—easily imposed upon and easily flattered.

FIVE—A wavering disposition—never attached to one object.

FOUR—Will not be married until late in life.

THREE—Your imprudence will contribute to the misfortune of others.

TWO—Extraordinary good fortune and success in all undertakings.

## SPADES.

ACE—Successful in all love affairs, but fickleness will lead to trouble.

KING—A successful and ambitious man who will work for your welfare.

QUEEN—A woman easily corrupted by the opposite sex—a coquette and flirt.

JACK—A friend who has your welfare at heart, but too indolent to pursue it.

TEN—A card of bad import—if followed by bad cards means great misfortune.

NINE—The worst card in the pack—por-

tends sickness, loss of fortune and death.

EIGHT—Morbid and pessimistic, with suicidal inclinations and love of drugs.

SEVEN—The loss of a very valuable friend.

SIX—Success in all business ventures.

FIVE—Good luck in all things—very happy marriage and bright children.

FOUR—Sickness, loss of property, and death of a friend.

THREE—Unfortunate marriage.

TWO—Grievous mental affliction.

Shuffle the cards well and ask a friend to pick a card. If it's a Heart it signifies you will be pleased with International clothing. If it's a Club it signifies you will appreciate the Style. If it's a Spade it signifies you will recommend us to your friends. If it's a Diamond it signifies you will write and tell us how satisfied you are with the Fit.



# A Chapter On Astrology



THE science of astrology is too complicated and exhaustive to tell in full outside of a volume. That our lives are controlled by the planets has never been scientifically disproved, but as to the truth of the art we do not presume to say. There is no doubt that people born under the same stars have similar characteristics. Of course, surroundings, education and training can change one's natural tendencies and for this reason reading by the stars may be rendered useless except to warn the subject against natural influences.

The following rules of astrology will give you a good idea of one's character as formed by the position of the planets at the time of one's birth.

*Born between Jan. 18 and Feb. 17.*—Agreeable companions, good natured, rarely passionate or quick tempered, successful among and in dealing with others, quiet and dignified.

*Born between Feb. 17 and March 21.*—Restless, anxious, affable, kind, honorable and just; are often depressed, and should seek jolly company as an antidote; are found in positions of responsibility and trust.

Any man over eighteen and born between May first and April thirtieth is old enough to wear International clothes.

*Born between March 21 and April 23.*—Are natural reasoners and leaders, cannot be forced or driven; love to excel, love order, elegance and beauty; make good lawyers, teachers, etc.

*Born between April 23 and May 23.*—Have strong likes and dislikes, splendid memory, great physical and mental endurance, apt to be jealous, fond of the opposite sex.

A child born in 1906 will be able to wear International clothes around—1918-19.

*Born between May 23 and June 22.*—Are very restless, changeable, and never satisfied. (P. S.) Notwithstanding this, an International suit will *satisfy* anybody.

*Born between June 22 and July 21.*—Great lovers of home and family, if women, inclined to be talkative; if men; quiet, inclined to be close in money matters.

*Born between July 21 and Aug. 21.*—Can readily adapt themselves to almost any condition in life; will bear trouble rather than fight it; impulsive, love nature.

*Born between Aug. 21 and Sept. 23.*—Lovers of singing, admire elegant surroundings, happy and agreeable, make good critics.

*Born between Sept. 23 and October 26.*—Have great foresight, guided very perfectly by their intuitions, good practical judgment; originators and inventors in mechanical matters.

*Born between Oct. 26 and Nov. 25.*—High temper, silent, dignified appearance, strong will, love book knowledge, love to be praised and looked up to as superiors.

*Born between Nov. 25 and Dec 22.*—Are bold, fearless, not easy to get acquainted with; people of action rather than words, have great fidelity in love relations.

*Born between Dec. 22 and Jan. 18.*—Natural heads of large corporations, proud, independent, talkative, versatile competent to bear great responsibilities.





THE young magician who would entertain others with success must start with or early acquire a cool head, a capacity for untiring practice, and the ability to keep up a continuous fire of explanation which does not explain. The cool head comes in time, of course, with practice, and it is not difficult to memorize and adapt to the progress of your work a good line of "Patter" so that the best of all requisites is—PRACTICE.



We give here a few tricks that require little or no knowledge of the intricacies of legerdemain, yet are clever enough, even for professional entertainment. Try them just for the fun of the thing and see how easy it is to mystify your friends.

**THE DISAPPEARING COIN**—This trick consists in dropping a coin, say half a dollar, into a glass of water and having it disappear. It is extremely simple, but it is most astonishing how mysterious it looks to the onlooker.

First, provide yourself with a piece of glass the size of half a dollar, and keep the same hidden in your left hand. Ask some one in your audience for a fifty cent piece and when this has been secured cover it over with a handkerchief. While your hand is beneath the handkerchief substitute the piece of glass for the coin and when you take hold on the outside none will suspect that you are holding the half dollar—the glass being the same size. Place the handkerchief over a glass of water and removing your hold from the coin let it drop. The tinkle in the glass disarms all suspicion and when the handkerchief has been removed and *nothing* is seen everyone is mystified.

The fact is, the piece of glass cannot be distinguished from the bottom of the tumbler itself. To carry the trick further you can pour the water out and as the glass sticks to the bottom, it looks more mysterious than ever. Another good idea is to drink the glass of water and as the half dollar is still in your hand you can make believe to bring it out from under your vest, your elbow or anywhere else you may think of at the moment.

**HOW TO CRUSH A GLASS OF WATER**—Another very mysterious trick is to cover a glass of water with a handkerchief and crush it between your hands. It is very simple, but a little practice is necessary to make it work perfectly. Before starting cut a piece of cardboard the same size as the mouth of an ordinary glass tumbler. Keep this hidden in your hand and as you place the handkerchief over the glass of water slip the cardboard underneath. Now instead of gripping the glass, take hold of the cardboard and, turning round quickly, hold the same in the air and everyone will imagine that the glass of water is in your hand. As a matter of fact the glass is still on the table, but as all eyes are watching your hands it is very easy to take attention away from the table. Stand in front of it carelessly and none will ever suspect. Hold the cardboard very carefully just as you would a real glass of water, then suddenly crush the handkerchief and cardboard in both your hands. The effect will astonish you. Before anyone recovers quickly enough to want to examine the handkerchief turn quickly around and pretend to return the glass of water to the table. This is done by merely turning aside and with a wave of the hand disclosing the glass of water. As all eyes turn to the table, remove the crushed card-board from your handkerchief and hide it somewhere on your person.



# Magic

## *A Few Simple Tricks To Entertain Your Friends*



A CLEVER FEAT in parlor magic is to put a good looking girl's head on the soft round shoulder of an International coat and make a few mysterious passes over her cheek. If the trick is worked properly the girl will pass off into a hypnotic spell and talk like a dove, but if bungled in the early stages through faulty legerdemain the operator should fade away before the girl gets her hair fixed and begins to say things beginning with—"Well—S-I-R"

**THE MYSTERIOUS GLASS OF INK**—This trick consists in showing a glass of ink to the audience, covering it for an instant with a pocket handkerchief, when it changes to clear water. To perform this is very simple, but easy as it seems, it never fails to mystify. The whole secret lies in a piece of black silk lining which is made to fit the inside of the glass, thus giving the appearance of ink. It should be made without any bottom and the top should be wound around a thin piece of wire to prevent it from dropping over. When water is poured into the glass it presses the silk against the glass and to all appearance looks like ink. You can readily see how simple it is to cover the glass with a handkerchief, and gently taking hold of the silk lining, draw it out of the water. This is hidden in the hand underneath the handkerchief, and can easily be gotten rid of when the audience's attention is drawn towards the mysterious change of the ink to water. Try this a few times and you will be astounded at the results.

**THE MAGIC LETTERS**—This wonderful trick consists in showing a suit of clothes to an admiring audience, causing every man present to look on in open-eyed wonderment. It is very easy to perform, the sole apparatus required being a new made-to-measure suit of nobby design together with a magician's wand and the receipted bill for the clothes. Stand in the centre of the parlor, and holding the bill between your finger and thumb, draw the attention of the audience to the price. "Gentlemen," you may say, "this bill is for the elegant suit you now see me wearing. Observe the fit, the workmanship, the style." At these words the entire audience will be completely mystified. When you say this, move your hand with an air of mystery, take off your coat and in full view of the audience display the label with the magic letters—INTERNATIONAL. This will clear the air immediately, for what appeared so mysterious at first will be shown to have been no mystery at all.

**THE MYSTERIOUS HANDKERCHIEF**—This is a very mysterious trick, yet so very simple that the most inexperienced amateur may perform it with success. It consists in dropping a handkerchief over any number of small borrowed articles, such as watches, rings, locket, and having them instantly disappear.

The handkerchief which is used for this performance is really a double one, being two handkerchiefs sewn together round the edges, with a slit about four inches long cut in the centre of one of them. In covering over the article placed on the table the performer takes care to push it just inside the slit, so that when he again takes up the handkerchief the watch or locket falls inside, leaving the table bare, while the handkerchief is gently shaken, to prove the article is not concealed in it. This is restored later on during the entertainment, and should be, if possible, produced from some place or other where it is least expected.





# Fool Magic

**Y**OU can give a half-hour exhibition of "pretend" magic that will keep any number of young people in laughter, provided you have the gift of talking. As you will see by these examples no skill is required, but a serious face and manner and a good stock of magician's patter will be needed to make them go with the best results.

## THE TRANSFERRED COIN.

Take a coin in each hand and then hold both arms straight out. Now say that you will get both coins into one hand without changing the position of your arms in the least. After everybody is wildly curious to know how you are going to do it, walk to a mantelpiece, lay the coin on it from one outstretched hand, and turning around, take it up with the other.

## THE EFFECT OF HYPNOSIS.

Then tell another person that you have hypnotized him so that he is unable to take off his coat alone. He will take it off immediately, of course, but the moment he starts you take off your coat also, and thus you have proved to him that he couldn't take off his coat *alone*.

## BREAKING THE MAGIC CIRCLE.

Tell your audience that it is in your power to place any person present in the middle of the room and draw a circle around him, out of which, although his legs and arms are free, it will be impossible for him to escape without taking his coat off.

"I shall absolutely use no force to detain you," you must say, "and I shall not bind you in any way, but all the same you will not be able to get out of the ring, struggle as you will, without partially undressing!"

Your audience will be puzzled, and some one is sure to offer to be put in the magic ring. Place the person in the middle of the room, blindfold him, button up his coat and then take a piece of white chalk and draw a line right around his waist—*outside his coat*. When the handkerchief has been taken off his eyes he will see that it is impossible for him to get out of the "ring" without taking off his coat, and the audience will laugh heartily at the joke.

## AN UNBREAKABLE COMMAND.

After placing a chair in the middle of the room say to your audience: "Now, if some one will stand on that chair I can make that person get down the first time I tell him without ever going near him!"

Of course some one will at once declare the statement to be ridiculous, and jump onto the chair to prove that you cannot carry it out.

Then say: "I order you to come down off that chair!"

"Indeed I shall do no such thing!" the person will most likely reply.

"Very well, then," you answer quite calmly. "I have told you once—I shall not tell you again!" And then of course your victim will see that unless he wishes to remain perched on that chair forever he will be obliged to "get down the first time you tell him!"



# The Language Of Flowers




ALMOST every flower has a language of its own, but beyond the popular ones few people seem to know the language that they speak. When sending flowers their meaning should be looked into, otherwise offense may be taken in their wrong interpretation. For the guidance of our readers, we publish herewith a comprehensive list, so that hereafter none shall commit the error of sending a bouquet of ice plants, meaning "you freeze me" to the girl who should get the peach blossoms, which in the language of flowers means "my heart is thine."

*Alyssum*, Sweet—Worth beyond beauty. *Apple Blossom*—Preference. *Azalea*—Romance. *Bachelor Button*—Hope in love. *Bell Flower*—Gratitude. *Buttercup*—Riches. *Calla Lily*—Feminine beauty. *Carnation, yellow*—Disdain. *China Aster*—I'll think of it. *Chrysanthemum*—Truth. *Crocus*—Cheerfulness. *Dahlia*—Forever thine. *Daisy*—Innocence. *Dandelion*—Coquetry. *Forget-me-not*—Truest love. *Geranium*—I prefer you. *Golden Rod*—Encouragement. *Heliotrope*—Devotion. *Honeysuckle*—Bond of love. *Hyacinth*—Sorrow. *Ice Plant*—You freeze me. *Ivy*—Friendship. *Laurel*—Glory. *Lilac*—First love. *Lily*—Purity. *Magnolia*—Proud. *Mistletoe*—I conquer. *Morning Glory*—Coquetry. *Nasturtium*—Patriotism. *Pansy*—Think of me. *Passion Flower*—Piety. *Peach Blossom*—My heart is thine. *Peony*—Anger. *Petunia*—I am not proud. *Pink*—Pure love. *Primrose*—Early youth. *Rose*—Beauty. *Rose, wild*—Simplicity. *Rosebud*—Young girl. *Sunflower*—Pride. *Tuberose*—Dangerous pleasure.

In the language of flowers the geranium means "I prefer you." This would be quite appropriate to pin on the lapel of an International suit.

## The Meaning Of Jewels and Stones



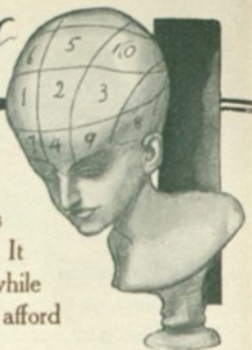
WHAT month were you born in? are aware that every month of the special stone, and that every stone has a great many people, in buying jewelry, apply this a pretty idea. In making birthday presents it is always applies to the month in question. To assist you in determining a complete list of birthstones and their significance.

Doubtless you year has its own a meaning of its own. knowledge, and it is quite best to select the stone that ing this we publish herewith

*January* — (Garnet) Power, Grace, Victory. *February* — (Amethyst) Affection. *March* — (Jasper) Courage, Wisdom. *April* — (Sapphire) Consistency, Virtue and Truth. *May* — (Chalcedony) Cheerfulness. *June* — (Emerald) Immortality. *July* — (Diamond) Purity. *August* — (Turquoise) Prosperity. *September* — (Chrysolite) Hope. *October* — (Beryl) Happiness. *November* — (Topaz) Friendship, Fidelity. *December* — (Ruby) Charity, Divine Power. The most appropriate stone for the International Tailoring Co. is the Sapphire. Their virtue lies in their consistency of living up to their promises. This is Truth.



# A Chapter On Phrenology



**E**ACH mental faculty has a direct influence upon one or more parts of the face and head. The stronger the mental faculty the more intense, constant and marked its force is upon the parts governed. This is the basis of phrenology. It is a natural and practical art with a scientific foundation, and while requiring great study, a brief knowledge of its principal features will afford considerable value and enjoyment to the student.

It is quite impossible to go into the matter thoroughly, but generally speaking the following rules give a pretty good key to the character of the person studied.

A man or woman with thin jaws and whose cheek bones protrude is of a restless disposition, fretful, and always forboding evil, without any plausible reason, and more disposed than capable of enjoying the pleasure of love.

If the forehead is large, round, and smooth, it denotes the man or woman to be of an open, generous temper, and will be extremely good-natured.

If the forehead is flat in the middle, the man or woman will be found to be proud, and little disposed to generosity; in love affairs the man will be violent, and very cautious of his own reputation, as well as that of his family.

If there is a hollow across the forehead, in the middle, of man or woman, with a ridge, as of flesh, above, and another below, the man will be a good scholar, and the woman great in whatever occupation she may engage in; they will not be liberal in bestowing, but if they can be of service without hurting themselves, they will do it cheerfully.

If the forehead projects immediately over the eyebrows, running flat up to the hair, the man or woman will be sulky, proud, insolent, imperious, and treacherous.

If a crescent or half-moon line passes through the forehead, the party must beware of evil.

If the temples are hollow, with the bones advancing towards the forehead on either side, so that the space between is flat, with a small channel or indenture rising from the upward part of the nose to the hair, the man or woman will be of a daring temper, and a restless disposition.

The eye that is large, full, prominent and clear, denotes a man or woman to be ingenious and without deceit; of an even, agreeable disposition; modest and bashful in the affairs of love; will suffer no great hardships, nor enjoy any great share of happiness.

The eye that is small, but advanced in the head, shows the man or woman to be quick-witted, agreeable in conversation, and of good morals, but inclined to jealousy.

The man or woman whose eyes are sunk in the head, is of a jealous, distrustful, malicious, and envious nature.

A nose that is even on the ridge, and flat on the sides, with little or no hollow between the eyes, declares the man or woman to be sulky, disdainful and treacherous.

The nose that rises with a sudden bulge, a little below the eyes, is petulant and noisy.

The nose that is small, tapering round in the nostrils, and slightly tilted, shows the person to be ingenious, smart, of a quick apprehension, but giddy, and seldom looking into consequences.

The chin that is round, with a hollow between that and the lip, shows the person to be of a good disposition, kind and honest, sincere in friendship, and ardent in love.

The man with the intelligent looking eye is the kind as a rule who patronize the International Tailoring Co. You can't fool 'em.



# Significance



# Of Dreams

A MAN is not tied down to rule or method when he starts out for dreamland. The subjects he may select are wider than the universe and are thus beyond the possibility of putting down on paper. We cannot hope therefore to give the meaning of every dream our readers may indulge in, and for this reason we respectfully ask our readers to confine their midnight ramblings to articles set down as follows:

If you dream of something not in our list, the wisest thing to do is to quit rarebits at midnight and take to something that leads to milder fantasies.

To dream of—A serpent—ingratitude, betrayed friendship, enemies.

Worms—Contagious disease, worry.

A horse—Good fortune, to mount one, is success in enterprises. A black horse, partial success,—white, unexpected good fortune. To shoe one—good luck.

A cow—Prosperity—abundance.

A cat—Treason—enraged, family quarrels.

Mice—Business affairs embarrassed through machinations of dangerous friends.

Dove—Happiness at home. Turtle-doves—fidelity, love, early marriage.

Strawberries—Unexpected good fortune.

Birds—A successful journey.

Singing—Profit, pleasure and success.

A pigeon—Reconciliation.

A garden—Happiness, bright days to come. Well kept—increase of fortune. In disorder—failure in business.

Flowers—Happiness, lasting friendship.

A bouquet—To carry one—marriage. To destroy one—separation and divorce.

A garland—Hope and prosperity.

Tears—Pleasure—happiness.

Roses—Always a happy omen. Full-bloom, health, joy and abundance. Faded—success, prompt, but dangerous.

Thorns—Pain, disappointment, sorrow.

Myrtle—Declaration of love.

Orange blossoms—Approaching marriage.

Violets—Success in all undertakings.

Laurel—Honor, gain, a fortune.

Holly—Annoyance, jealousy.

Thistle—Folly, approaching dispute.

A barn—Full—wealthy marriage. Empty—distress. On fire—considerable gain.

Mountain—Good fortune. Covered with snow—a favor granted.

Precipice—Snarers. Look out for enemies.

Fields—Joy, good health, long life.

The sea—A long journey with success.

A ship—Fulfillment of wishes.

A river—Success in business enterprises.

Rain—Legacy or present.

A storm—Outrage, terror, trouble.

Mud—Riches, change for the better.

Church—A heritage in real estate.

To dream of the dead—Tidings of the living. Early divorce. Unexpected dangers, troubled future.

A kiss—Love, proposal of marriage.

If you dream that your International pants are hanging upside down, it means that your wife needed some small change, but didn't like to ask you.

If you dream of the International Tailoring Company it is a bad omen unless you order your winter overcoat early. NOW'S the time.



Earthquake—Loss of business; if followed by fire means renewal of business followed by greater success than ever.

The Moon—Love. Shining brightly—Continual pleasure. Over-clouded—Sickness, danger of death of some person beloved by the dreamer. At the full—Wealth. New—Awakening affection. On the decline—Deceit. Red—Renown. Ice—Betrayed confidence.

Stars — Happiness. Pale — Affliction. Shooting—Death of a relative. Snow—Good harvest, profit. A procession—Constantly in love. Funeral obsequies—Unexpected heritage. A coffin—Rupture, loss. A grave—Open—Loss of a friend. Filled up—Good fortune. Funeral service—A legacy. Bells—Quarrels, alarm, misfortune.

## A Chapter On Omens



TO meet a white horse when you are going on any particular business, is a sign of success, and a piebald one, if you are going to ask a favor; to be followed by a strange dog is lucky, especially to a man who is going courting.

Even International suits may prove unlucky. If you wear one of our business suits to a formal evening function we cannot guarantee how you will be received. At affairs of this kind an International evening dress is highly popular and a very good omen indeed.

For a bird to fly into your house is a sign of sickness, and if it rests on a bed, it is death; but two birds is a sign of a wedding.

It's a pretty good "sign" to see a card in a window reading thus: "Orders for International Tailoring taken here."

Never pick up an old glove in the street; it is not fortunate.

Blonde hair on an International coat shoulder is a sure sign of trouble if your wife happens to be a brunette.

Never tell any dream before breakfast. If you dream any dream three times, look on it as an omen of friendly warning, particularly if it regards water, traveling, or any other perilous business. It may be intended by a watchful Providence to save you from danger, so do not despise the caution. There are several remarkable instances in history such as William the Second, the Duke of Buckingham, and many others—who might have escaped death at that time by due attention to these warnings.

When you see a misfit suit on a man it's a sure sign he doesn't wear International clothing.

A bad omen: If you walk out on a cold December night without your International overcoat it's a sign that on the following evening you will be sitting with your feet in a mustard bath.

If a girl settles down on your knee at 10 p. m. it's a sure sign that your swell International trousers will have no crease left by midnight.



# How To Read Thoughts



**M**YSTERIOUS as thought-reading may appear to the ordinary person, it is nevertheless a very simple proposition. It is purely a matter of trickery, but, like sleight-of-hand it must be skillfully done to deceive the critical observer. Every thought-reading performance is done by the aid of a confederate, and once the basis is understood any of our readers may originate methods of his own and extend the practice in accordance with his ingenuity and ability. A great deal of fun may be had out of it, and the man who is able to entertain his friends in this way is always welcome at parties and private entertainments. As a simple illustration, let us take the seemingly mysterious art of telling a word thought of by the audience.

The thought-reader leaves the room and a certain word is chosen in his absence. The performer enters, and, selecting his confederate passes his hands over his or her head and face as though intent upon reading the mind. The performer moves his fingers slightly on the forehead of the confederate and the confederate signals back by a slight movement of the forehead. Suppose the word thought of was "International." The performer presses his fingers lightly down and softly moves them, counting all the while. At the 9th motion the confederate moves his forehead, and the performer knows that "I" is the first letter. This is repeated until the word is discovered; but it is seldom necessary to finish, as most words can be guessed when half of it is spelt. The audience will never suspect, as the touch and signal are so slight that the fingers may appear almost motionless. A little practice makes perfection, and it is astounding how mysterious the whole thing appears. All performances on thought-reading are based on the same idea. The telling of dates on coins is transmitted to the thought-reader by the prattle of his confederate. Suppose a coin is dated 1896. The confederate may start off with—Now, Mr. Johnson, can you tell me the date of this half dollar? The using of the word "now" tells the thought-reader that the century is 18; if it were 17 he would start with "Mr. Johnson;" if 19, he would cut "now and Mr. Johnson" out and start off with—Can you tell? During the conversation he walks across the floor, and according to the number of steps the next number is found. 9 steps indicate the nineties. The 6 is found by display of the confederate's hands. The hand in the pocket means over five, and all above that is shown by carelessly tipping the table by the requisite number of fingers on the other hand.

Every thought-reader arranges his own code. On understanding the principle to begin with the amateur may carry this thought-reading performance to almost any extent.

It requires no ability as a thought-reader to tell an International suit from the ordinary kind. A glance is all that is needed. The style and dignity are unmistakable—the quality is discerned by a mere touch of the finger. Compare our garments with others, and once you have done so, you will find it quite easy to point your finger at a man and say: "You are wearing an International."

If they want to test your ability still further, you can detect an International suit even when blindfolded. Put your hands over the shoulders and see how perfectly it fits. This, together with the softness of the fabric, is a sure indication that it bears the label of the famous International Tailoring Company.



# How To Tell A Man By His Clothes



**B**BETTER than the stars, the palms or the cards is the art of Clothes Fortune telling. A little observation is all that's needed and anyone can learn it. You can tell the occupation of many men by their clothing, and by the same reasoning you can tell their characters and dispositions.

The well bred gentleman is never radically dressed—between him and the showman of the race track tout there's a far cry, but in lesser degree are the peculiarities for others made discernable.

There is no hard and fast rule to go by—for Clothes taste is just as varied as the ideas of man himself. Nothing shows individuality more than clothing; it is part of the man himself and he is known by his taste in this direction as he is by his face—his manner or his personality. Just think for a moment and picture in your mind's eye a few of your friends and you'll be astonished to find that your mental picture invariably shows them each and every one with a different kind of dress. You may not be able to tell the pattern or the color, but the hang of the clothing looks different from that of any other. By this you can distinguish him even though his face be hidden—and it's positive proof that a man's dress is a living part of his personality. Judgment on the man is comparatively easy when this is understood. Slovenliness, pride, refinement, carelessness, conceit, vulgarity and all the attributes of man are visible in his dress. These conditions no tailor can wipe away entirely, but many things can a good tailor modify. The International Tailoring Company, for example, can give to a man an appearance of the highest refinement and good taste. They can give to a man an aristocracy of bearing by imparting to the cut of his clothes the characteristics that make the aristocrat. Richness they can give to all. Even our cheapest fabric has a richness to it, and this is made more pronounced by the stylish manner in which it is made up. But the most important thing of all is the physical advantages to be derived from the International System of clothes making. Few men are perfect—there is some little thing wrong somewhere and for this simple reason every man ought to have his garments made to measure.

Are you aware that your shoulders are not exactly alike? The constant use of the right arm has made the difference. Slight as it may be it is nevertheless made noticeable if your coat is not built to your exact inches. Our idea is to remould a man and cover up with tailoring skill the little peculiarities of his physique. This alone is sufficient argument for made-to-measure clothing, but when the merit of the International is added, all argument seems superfluous.





SEE THE FAMOUS INTERNATIONAL SAMPLES  
HAVE YOUR MEASURE TAKEN NOW.