



TINY LIES

Pile cures, Prostate guns, Nose shapers:
Dubious & Miniscule Advertisements

Assembled & Annotated by

JAMES LILEKS

It was the study of the 19th century Laudanum trade that brought these ads to my attention. After poring through pages and pages of dense lugubrious prose - nearly unreadable by modern standards - the small ads in the back of the magazines were refreshingly direct and bold. This, I realized, was the birth of modern advertising. Not the elegant ads in the front of the magazines, but the short, sharp, crisp appeals to fear, lust, illness, and greed. That's when I knew I had to collect them.

The above is a lie, but who wants to read anything that starts out “well, some of these I scanned, and some came from some stuff I found online. Here you go.”

You'll note a few things as you go along: a marketer could claim anything; the number of credulous souls abroad in the land was obviously significant; half the male population must have suffered a rupture; they fell prey to diseases we have either cured or forgotten. Or most likely renamed. No one goes to the doctor complaining of “gravel” anymore, but that doesn't mean the human body stopped engraveling itself.


Enjoy, and be glad these days have passed, and no one's trying to sell women arsenic-dipped figs as a reducing agent. I mean, they'll *reduce*, all right, but not quite in the way you'd prefer.

Lileks

2013

1890s

BIG LETTERS! Thus was your attention snagged. The density of old newspapers and magazines is astonishing, and the tiny type was just ideal for an era of insufficient indoor illumination and imprecisely calibrated eyeglasses.



Mistress Mary
(quite contrary),
How does the
washing go;
With dainty lace,
and pillow-case,
And dresses
all in a row?
Their whiteness surely shames the snow
'Twas Santa Claus Soap that made them so!

All Grocers sell SANTA CLAUS SOAP.
Made by N. K. FAIRBANK & CO., CHICAGO.

DR. NELSON,
226 Washington Av S, corner Third av. Minneap
Minn. Regular graduate; devoted 20 years to hos
and special office practice.
Guarantee to eradicate and permanently cure, v
out caustic or mercury, chronic or poisonous dise
of the blood, throat, nose, skin, bladder and kin
organs. GRAVEL and STRICTURE CURED WI
OUT PAIN OR CUTTING. Acute or chronic uric
diseases cured in THREE TO EIGHT DAYS
local remedy. Victims of indiscretion or excess,
cough, indigestion, tired feeling, nervous, phy
and organic weakness, rendering marriage impr
or unhappy, should call or write, as they are o
treated for consumption, dyspepsia and liver c
plaint by inexperienced men, who mistake the c
of the evil and thus multiply both. Separate ro
for ladies. No nauseous drugs used. Hours 1
12 m., 2 to 3 p. m., 7 to 8 p. m., Sundays 2 to 3 p
Book and question list 15c.

RUSSES!
skillful mechanical treatment of RUPTURE a
ty. Elastic stockings for swollen limbs. H.
L.Y., 242 Nicollet av.



WILL MEN FLY?

"I say, Mary, do you think men will ever fly?" asked John, turning from a paragraph on the subject.

"I can't say as to men," replied Mary, "but ever since using Dr. Pierce's Favorite Prescription I feel light enough to fly, it lifted such a dragging weight from me with the pain that tortured every step. I think that medicine the best to make a woman's troubles fly."

WARRANTED.

The famous medicine, so gratefully referred to, is the only medicine for the ailments and weaknesses peculiar to women, sold by druggists, under a *positive guarantee* from the manufacturers, that it will give satisfaction in every case, or money paid for it will be refunded.

Copyright, 1888, by WORLD'S DISPENSARY MEDICAL ASSOCIATION, Proprietors.

Pierce's
SIZE OF PELLETS
Pleasant Purgative Pellets

DR. PIERCE'S PELLETS

Purely Vegetable and Perfectly Harmless.

Unequaled as a **Liver Pill**. Smallest, cheapest, easiest to take. **One tiny, Sugar-coated Pellet a Dose.** Cures **Sick Headache, Billious Headache, Constipation, Indigestion, Billious Attacks,** and all derangements of the stomach and bowels. 25 cents, by druggists.

Pierce's Pleasant Purgative Pellets, one may safely assume, consisted of opium, with perhaps a chewy morphine nougat at the end, and possibly sprinkled with caramelized hash. Because Mary is *straight-up tripping*.

Then again, maybe not; the company offered \$500 to anyone who could prove there were "injurious drugs" in the pellets, knowing that the perky potions it packed in the pleasant purgative pellets weren't purported as poisons at all. Times change, though - one of the ingredients was May Apple, a caustic substance now used for burning off warts, and *Nux Vomica*, which is Latin for "My God I don't know how I can keep throwing up because there's nothing left, nothing at all," and was used to quicken the pulse - and then, if you gave another dose, stopping it entirely. So versatile!



Jenks had a queer dream the other night. He thought he saw a prize-fighters' ring, and in the middle of it stood a doughty little champion who met and deliberately knocked over, one by one, a score or more of big, burly-looking fellows, as they advanced to the attack. Giants as they were in size, the valiant pigmy proved more than a match for them. It was all so funny that Jenks woke up laughing. He accounts for the dream by the fact that he had just come to the conclusion, after trying nearly every big, drastic pill on the market, that Pierce's Pleasant Purgative Pellets, or tiny Sugar-coated Granules, easily "knock out" and beat all the rest hollow! They are the original and only genuine Little Liver Pills.

Beware of Imitations, which contain Poisonous Minerals. Always ask for Dr. Pierce's Pellets, which are little Sugar-coated Pills, or Antibilious Granules. **One a Dose.**



SICK HEADACHE,

Bilious Headache, Dizziness, Constipation, Indigestion, Bilious Attacks, and all derangements of the stomach and bowels, are promptly relieved and permanently cured by the use of Dr.

Pierce's Pleasant Purgative Pellets. They are gently laxative, or strongly cathartic, according to size of dose. Smallest, Cheapest, Easiest to take. 25 cents a vial, by druggists.

So Jenks had that queer dream last night again, eh? He seems to be enjoying it, but he'd probably have the same expression if he expired from Spasmodic Chillblains, or some such malady no one gets anymore.

The pills come in Antibilious Granules, which sounds like the name of a 17th century Maryland governor.

HELP WANTED—MALE.
UNITED ORDER DETECTIVES—We want an organized force of detectives all throughout the United States, to work in cooperation by informing each other of suspicious characters in any locality, quelling riots and to intercept criminals at any point upon notice from main office to be established at Minneapolis. No membership fee required. For particulars address U. O. D., care Journal, Minneapolis.

Well, don't we *all* want an organized force of detectives all throughout the United States?

This would appeal to anyone who thought that riot-quelling would be a snappy job for a brawny jasper like himself. He couldn't wait for the interview. *I could use brass knuckles, right?* Yes. Now, if you see a riot forming - *And I could hit them on the back of the head when they weren't looking?* I suppose, it it helps to quell the riot, but - *And I could continue to punch them when they were down, and remove their trousers?* Whatever works; we leave it to your discretion. Now, fill out this form, and we will see about your position. *Can I take a daguerreotype of their backsides?* There's a ten-dollar bond. Cash only.

THIS INTERESTS
Only the Heads of Families.
R 4712.
ASK YOUR DRUGGIST FOR AN EXPLANATION.

By "Heads of Families" they mean men, of course, which means 4712 was some useless salve that restored Vigor and Ruddiness to prostates, if you rubbed it on your nose for a week while gargling mercury.

Or it's an aphrodisiac. Mix with oatmeal. When lickerish look appears in the spouse's eyes, it is only a matter of time before she is overcome with natural desires, and hitches up her skirt to admit one to gaze upon her ankle. The druggist, being a man of Medicine himself, will tell you how to recognize, and pleasure, ankles of all sort.

DR. NELSON,

226 Washington Av S, corner Third av. Minneapolis, Minn. Regular graduate; devoted 20 years to hospital and special office practice.

Guarantee to eradicate and permanently cure, without caustic or mercury, chronic or poisonous diseases of the blood, throat, nose, skin, bladder and kindred organs. GRAVEL and STRICTURE CURED WITHOUT PAIN OR CUTTING. Acute or chronic urinary diseases cured in THREE TO EIGHT DAYS by a local remedy. Victims of indiscretion or excess, with cough, indigestion, tired feeling, nervous, physical and organic weakness, rendering marriage improper or unhappy, should call or write, as they are often treated for consumption, dyspepsia and liver complaint by inexperienced men, who mistake the cause of the evil and thus multiply both. Separate rooms for ladies. No nauseous drugs used. Hours 10 to 12 m., 2 to 3 p. m., 7 to 8 p. m. Sundays 2 to 3 p. m. Book and question list 15c.

This may have been his way of warning you he was hard of hearing.

Gravel? An old term for bladder problems, perhaps. STRICTURE was a malady of the urethra. Given his emphasis on maladies that were “rendering marriage improper or unhappy,” he was probably referring to the nether parts, and dealt with men unwilling to undergo the marital act because just the simple act of voiding one’s bladder felt like they were trying to push a brick through an eyedropper.



Man, you hate it when you get a gun-shot wound and you're out of Russia Salve. You have to get on the horse somehow, tie your arm to the saddle so he'll drag you into town if you pass out, hope the druggist is open. Even then he might be out. *Sorry, Clem. Got some Polish Gash-Lube, if'n you want. Mostly the same as far as I reckon.*

Russia Salve also claimed it would cure "Scald Head, Nettle Rash, Cancer, Felons, Wens, Lame Wrist, Sore Nipples, and the Bites of Venomous Reptiles." I don't know why people didn't spread it on toast every morning just to be safe.

BEAUTY IS POWER.



DR. CAMPBELL'S SAFE ARSENIC COMPLEXION WAFERS, FOULD'S ARSENIC COMPLEXION SOAP and FOULD'S ARSENALINE CREAM are a NEVER FAILING combination to CLEAR, BEAUTIFY and PRESERVE the complexion. WAFERS, PER BOX, \$1. ARSENIC SOAP, 50 Cents. ARSENALINE CREAM, 50 Cents. Address all mail orders to H. B. FOULD, Department R., 214 6th Avenue. New York.

SOLD BY DRUGGISTS EVERYWHERE.

“Your wife appears to have been poisoned, sir, but I’m afraid we don’t know how. Has she been consuming anything unusual?”

“Unusual? Certainly not. She was careful to a fault about her health, and had been a strict devotee of the all-arsenic diet for years.”

“Ah. Well, perhaps it was something else. Vegetables, perhaps. Was she keen on carrots, but any chance.”

“Only when boiled in arsenic.”

1900 - 1919

How much do you have to sweat to *rust out your corset*? You won't learn that here, but you'll find out what was bugging them back then: liquor and touchy handguns.

WARNER'S RUST-PROOF CORSETS



RUST-PROOF BONING DOUBLES THE LIFE OF A CORSET
LIGHT, PLIABLE, PREVENTS STAINING OF CORSET, AND UNDERLINEN
SHAPES TO FIT ALL FIGURES. MADE ONLY IN HIGHEST GRADE MATERIALS, EXQUISITELY TRIMMED.

THE STRAIGHT FRONT DESIGNS FOR ELEGANCE AND EASE ARE UNSURPASSED. THEY GIVE THE UPRIGHT POISE, SLOPING BUST, EXTENDED WAIST LINE, WITH FLAT ABDOMEN, AND HIPS GRACEFULLY ROUNDING.

THE ONLY GUARANTEED RUST-PROOF CORSET

"WARNER'S BONED WITH RUST-PROOF" STAMPED ON EVERY PAIR.

A Few of Our More Popular Straight-Front Styles.

Hilda.	Thalia.	Anita.	Ophelia.
Medium or long length. Low bust.	Medium or long length. Low bust, long skirt.	Extra quality. Low bust. Medium or long length.	Superb materials. Medium bust.
White, Drab, Black—\$1.00.	White, Drab, Black—\$1.50.	White, Drab, Black—\$2.00.	White, Drab, Black—\$2.50.

Ask your merchant for booklet giving the different styles or send to THE WARNER BROS. COMPANY, New York: 632-634 Broadway; Chicago: 207-209-211 Jackson Boulevard; San Francisco, 528 Market Street.

EVERY PAIR GUARANTEED

THE TEXTILE PUB. CO. N.Y.

No more Drunkenness.



A Sample of the Great Coza Powder will be sent Free of Charge.

May be administered in coffee, tea, milk, beer, water, liqueurs, or solid food, without the partaker's knowledge.

COZA POWDER has the marvellous effect of producing a repugnance to alcohol in any shape or form (beer, wine, whisky, brandy, &c.).

COZA POWDER does its work so silently and surely that wife, sister, or daughter can administer it to the intemperate without his knowledge and without his learning what has effected his reformation.

COZA POWDER has reconciled thousands of families, saved from shame and dishonour thousands of men, and transformed them into sturdy citizens and capable business men. It has led many a young man along the direct road to good fortune, and has prolonged by several years the lives of many individuals.

COZA POWDER is guaranteed to be perfectly harmless, and the institute which owns this famous powder sends free to all

applicants a sample and a book containing several hundred testimonials.

Coza Powder may be obtained at all chemists'. Orders by post and requests for free samples should always be sent direct to the Institute in London.

COZA INSTITUTE, (Dept 191), 62, Chancery Lane, London,

Write to-day Cut this out so as not to forget. W.C.

Beware of imitations! The Great COZA POWDER is the only genuine Powder for Drunkenness.

A British magazine did a sample in 1909, and discovered that Coza Powder was 90 percent Sodium Bicarbonate - baking soda - and the rest was cinnamon and cumin. If you slipped it in someone's drink, he might believe that he'd lost his taste for liquor, pour it all down the drain, take the pledge, go to church, stop kicking the dog and squandering his wages on faro.

Or he might dump out the glass and pour another one, because the wife put that \$%*# powder in his drink again.

A Word To People Who Think Goat Lymph Feeds Nerve Cells

Brain Fag
Paralysis
Epilepsy
Neurasthenia
Nerve Exhaustion
Locomotor Ataxia
Premature Old Age

During the last four years we have thoroughly demonstrated by actual results that Goat Lymph is the scientific and rational treatment for all nervous affections. Scientific men, medical journals, and the daily press after investigation have given it their unqualified endorsement.

The action of the Lymph is such that the exhausted nerve cells are physiologically revitalized thus giving new life and force to the worn-out system.

For this reason patients suffering from serious nerve complications have found prompt and permanent relief through its use.

Our faith in this treatment is unbounded, our purpose is to extend the knowledge of it as widely as possible, and if you are a sufferer we advise you to send for

THE GOAT LYMPH MAGAZINE

which will be mailed to you upon request. If, at the same time, you will in your own language outline your ailment we will be glad to discuss the subject with you and advise you as to the results you may reasonably expect to obtain from the administration of the Lymph. *Ask for Magazine No. 19 3rd edition*

Goat Lymph Sanitarium Association,

GILBERT WHITE, M. D., Medical Director,

17 East 32 St.,
New York City.

Auditorium Building,

Chicago, Ill.

Well, I've always said you can't have a Goat Lymph Sanitarium without a Goat Lymph Magazine, and this ad bears me out. Dr. White said that it was not a cure-all or a patent medicine, but "merely one of nature's animal products." You could say that about goat crap as well, I suppose. He said it was good for such disease as "locomotor ataxia, paralysis agitans, and primary dementia." To say nothing of Brain Fag, and let us not.

And what are the initial symptoms of primary dementia? *Eating goat lymph* is probably high on the list of leading indicators.

Hammer the Hammer

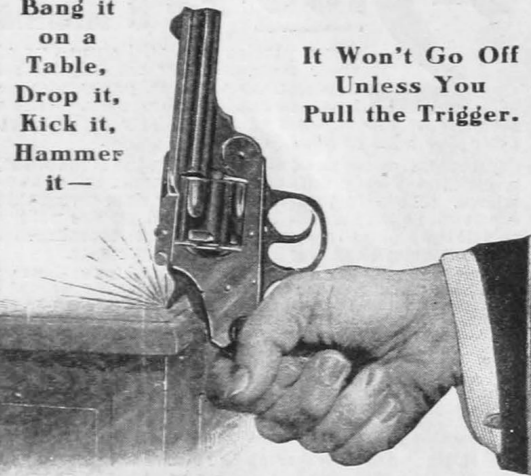
We figure that every man who makes this test, means an average of three new customers—himself and at least two of his friends.

If you want a revolver that will not go off by accident, then get an

IVER JOHNSON

SAFETY
AUTOMATIC REVOLVER

Bang it
on a
Table,
Drop it,
Kick it,
Hammer
it—



It Won't Go Off
Unless You
Pull the Trigger.

Like all really great inventions, the **Iver Johnson Safety Principle** is very simple—the **safety lever** upon which the principle depends, is entirely inoperative **except when the trigger is pulled**—then it is raised and receives the revolver hammer's blow and transmits it to the firing pin. Simple, yet safe.

Our Free Booklet, "Shots"

goes into every detail and explains why it is also accurate and reliable—gladly sent on request together with our handsome catalogue.

For sale by Hardware and Sporting Goods dealers everywhere. The name is on the barrel and an owl's head on the grip.

Hammer \$5--Hammerless \$6



IVER JOHNSON'S
Arms and Cycle Works
140 River St.
Fitchburg, Mass.

New York Office: 99 Chambers St.



*"I don't want
Mummy,
I want
my*



RIDGE'S FOOD
WHICH IS
SATISFYING, EASILY DIGESTED, NOURISHING,
SUSTAINING, AND MOST ECONOMICAL.
Babies thrive and get strong when fed on Dr. RIDGE'S
FOOD. Write for
A FREE SAMPLE TIN,
sent post free from RIDGE'S ROYAL FOOD MILLS
(Dept. H.C.), London, N.

Yes, Mom's really going to make sure she's got plenty of Maternal Displacement Food around. The kid won't just reject your cooking, he'll throw *you* over for the stuff. WARNING: Made in a facility that may also process nuts. Did we say nuts? We meant cocaine.



Table-tennis was popularized in England in the 1880s, and was known as “Whiff-whaff.” This ad from 1908 is truthful, inasmuch as the game was popular enough to have tournaments by 1902, but you wonder what people who did not have “ideal homes” played with. A small ball dipped in syphilis and whiskey, perhaps.

LADIES Let us send you **FREE**, a 50 cent
Box of **VITA SANA**, a Home
Treatment for Female Diseases.
WRITE NOW. Edwin Mercer Co., Dept. 16, Detroit, Mich.

PILES Absolutely cured. Never to return.
A Boon to Sufferers. Acts like Magic.
Trial box **MAILED FREE**. Address,
Dr. E. M. Botot, Box 978, Augusta, Me.

CANCER Treated at home. No pain, knife,
plaster or oils. Send for Free Treatise.
Add. A. J. Miller, M. D., St. Louis, Mo.

BED WETTING

ECZEMA

Given the choices, I'll take "Ladies," please.

\$1.00 Box

**Free
to Fat
Folks.**



Here is a simple herbal remedy that is doing wonders for Fat People. Hundreds have been reduced in weight & restored to health by its use. Here is only one letter from many others we have received. Mrs. H. Passage, of Mich. "Ten years ago your method reduced my weight 20 pounds & I have not gained any in weight since."

If you are too stout for comfort why not reduce your weight and be comfortable. Don't ruin your stomach with a lot of useless drugs. Our method is perfectly safe, natural & scientific. It will make you feel lighter, allow you to breathe easier & is a good remedy for Big Stomach, Fat Hips, Double Chin, etc. If you have never tried this remedy, return this coupon to the Hall Chemical Co., 691 Hall Bldg., St. Louis, Mo., with ten cents to pay for postage, etc., for a full size dollar treatment. Each box with directions mailed in a plain sealed wrapper, with no advertising on it to indicate what it contains.



.....TEAR OFF HERE.....

Free \$1.00 Box Coupon

HALL CHEMICAL Co., 691 Hall Bldg., St. Louis, Mo.

As I have never used your Tablets I enclose ten cents for postage, packing, adv'g., etc., so please send a \$1.00 box of your Herbal Obesity Tablets Free by mail postpaid, in a plain sealed wrapper to

Name

Street No.....

City & State.....

Herbal Obesity Tablets: the initials spell HOT, and that's what you'll be. A mere ten cents for a shuddering, bowel-emptying purgative that'll have you frantically undoing the corset stays to get off your undergarments because a horrid torrent that demands its release? Deal.

Sister Woman!

LET ME HELP YOU

My mission is to make sick women well and I want to give to you or any suffering woman, **absolutely free**, a full fifty-cent box of our splendid remedy, Balm of Figs. I will send this fifty-cent box **absolutely free** to convince anyone that I can really benefit my suffering sisters. I will send it to you to prove that in Balm of Figs I offer any woman a chance to get well and strong—a real opportunity to enjoy perfect health every day in the year. You as well as many others will probably ask yourself this question: Why does Mrs. Richards offer to give a full fifty-cent box of Balm of Figs free to thousands of women whom she doesn't know?

I will tell you why.

I will be perfectly honest with you.

I really feel it my sincere duty, after fifteen years of success with this great remedy, to make it known to every woman, and that is why, dear friend, I want to send you, your daughter, your sister, your mother, or any ailing friend a full fifty-cent box of Balm of Figs, **absolutely free**. It is a remedy that cures woman's ailments and I want to tell you all about it—just how to cure yourself right at home without the aid of a doctor—and the best of it is that it will not in the least interfere with your work or pleasure. Balm of Figs is just the remedy to make sick women well and weak women strong, and I can prove it—let me prove it to you—I will gladly do it, for I have never heard of anything that does so quickly and surely cure woman's ailments. No internal dosing necessary—it is a local treatment, yet it has to its credit some of the most extraordinary cures on record. Therefore, I want to place it in the hands of every woman suffering with any form of leucorrhoea, painful periods, ulceration, inflammation, displacement or falling of the womb, ovarian or uterine tumors or growths, or any of the weaknesses so common to women.

Let Me Send You, Absolutely Free, This 50-Cent Box of Balm of Figs

I will send it to you, **absolutely free**, to prove to you personally its splendid qualities, and then if you wish to continue further, it will cost you only a few cents a week. I do not believe there is another remedy equal to Balm of Figs, and I am willing to prove my faith by sending out these fifty-cent boxes **free**—so, my reader, irrespective of your past experience, write to me at once—today—and I will send you the treatment **entirely free** by return mail, and if you desire, I can undoubtedly refer you to some one near you who can personally testify to the great and lasting cures that have resulted through the use of Balm of Figs. But after all, the **very best test** of anything is a personal trial of it, and I know a fifty-cent box of Balm of Figs will convince you of its merit. In fact, nothing is so convincing as the actual test of the article itself. Will you give Balm of Figs this test? Remember—all you need to do is simply fill out the attached coupon and return it to me at once—then I will gladly send you a fifty-cent box of Balm of Figs **absolutely free**. Or if you prefer to write a letter, you can address me in confidence.

Mrs. Harriet M. Richards
Special Box 456, Joliet, Ill.

NOTE: I will also send you free a handsome book entitled, "A Perfect Woman." This book should be in the hands of every woman and will prove of great benefit to all who receive it. I want you to have one.



Let Me
Send You
Absolutely
FREE
This 50-Cent
Box of
Balm of Figs

Fill Out and Return This Coupon

MRS. HARRIET M. RICHARDS,
Special Box 456, Joliet, Ill.

Dear Mrs. Richards: As I am in need of a remedy like Balm of Figs, I will be pleased to have you send me, by return mail, one full fifty-cent box, free of cost.

NAME

ADDRESS

.....

The American Medical Society featured Mrs. Harriet Richards in its 1945 book about mail-order quackery. Sister Women, the AMA said, got a small box containing "two vaginal suppositories," and a letter describing all the hideous "sexual ailments" the figs would cure. Given the era, "Desire" was probably one of them. A few days later, they sent you a "regular size" box, and kindly requested two dollars. The AMA examined the pills, and deduced they were made of "borax, alum and linseed oil."

Fig quotient: zilch. Yes, this is how much they lied: couldn't even be bothered to *put frickin' figs in the fig balm*. No, just send the women some laundry detergent to put up their hooah; it's not like they can taste the difference.

FITS **EPILEPSY**
OR
FALLING
SICKNESS

Why despair, if others have failed; send at once for a treatise and Free Bottle of my infallible remedy. I have made the disease of Fits, Epilepsy or Falling Sickness a life-long study, and warrant my remedy to give immediate and successful relief. I have hundreds of testimonials from those who have been cured. Give express and P. O. address.
W. H. PEEKE, F.D., 4 Cedar St., New York

The intrepid AMA took this one apart as well, and discovered “amonium bromide,” which nowadays is used for *fireproofing wood*.

How to Jolly Girls is what every man wants to know. My “Book of Toasts” is the best girl jollier, 10 cts; 3 for 25 cts.
A. KRAUS, 614 C. Delaware Ave., Milwaukee, Wis.

Tell me, Harry, you’ve a way with the fillies. Dash it all, you jolly them fine enough, I dare say. I’ve seen them leave your side in a state of positive jollification. Give a fellow a hint. How are they jollied so?

Simple, my friend. Toasts.

Toasts? You mean a variety of singed breads, or a bon mot spoken while an apertif is raised?

The latter, dear boy. A trenchant observation whose course is aided with the lubrication of wit.

Astounding. And these come to your lips naturally? Or is there some pamphlet from which I might draw inspiration? I see by your eyes there is. You deuced sport, you. How much for one?

Oh, you’re a friend. A dollar should do.

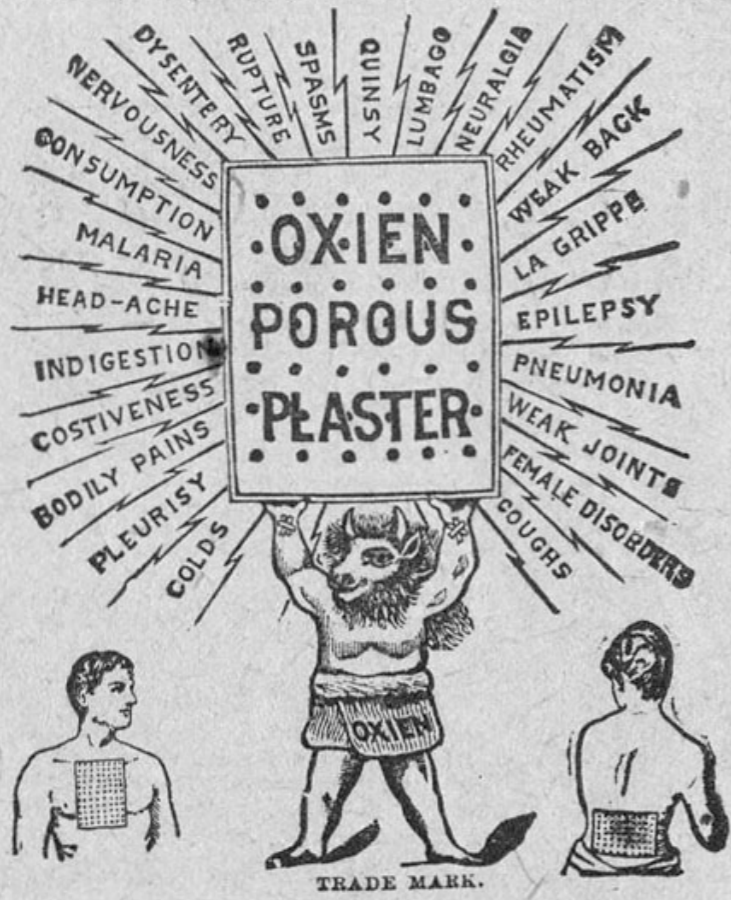
And that’s why the ad says you can buy three.

FREE!

The New External Prize Remedy.

WHAT OXIEIN POROUS PLASTERS WILL DO.

THEY will, if used as directed, cure bodily pain as if by magic. They banish Backache, Rheumatism, Neuralgia, Nervous and Sciatic Pains, Colds, Coughs, Quinsy, Croup, Pleurisy, Pneumonia, Fever, Soreness, Stiffness, Lameness, Strains, Sprains, Bruises, Cuts, Wounds, Growing Pains in Children, Lumbago, "Stitch in the Back," Inflammation, and other bodily Aches and Pains.



Although the price of Oxiein Plasters is 25c. each, to the first seven hundred new friends who can prove they have never before used the Oxiein Remedies, and will agree to test the powers of our Wonderful Discovery, and tell their friends if they find relief from their miseries, we will send a sample Oxiein Porous Plaster post free.

Thousands in America have been cured by this Wonderful Remedy, and many European cures have already been made. Write at once—today—and we will also send sample box Oxiein free.

All communications to the **SPECIAL FREE TRIAL OFFER** must be addressed to **THE OXIEIN PLASTER CO., 44 Willow St., Augusta, Maine.**

When you have the Quinsy, an external prize remedy is what you want - and the Oxiein Porous Plasters delivered. I mean they were delivered, by mail; didn't do anything except stick to your chest and peel off hair.

The Giant Oxie company had been selling these things since the end of the previous century, when they were touted as a cure for the Grippe. Bodily pain of all sorts was banished - tuberculosis, stopped-up guts, quivery joints, and such highly-specific and easily-treated problems as "wounds" - but the company was more interested in getting you to sell them to other people.

In modern terms: make money at home using the internet!

Pain Paint Return this with 50 one-cent stamps and I will mail you a Dollar of Wolcott's Pain Paint powders, with full directions to make sixty 25-cent bottles. Pain Paint stops pain instantly; removes Headache, Toothache, Neuralgia, in one minute; cools faster than ice; burns will not blister. A spoonful taken four times a day kills Dyspepsia. Sold 40 years by agents. **R. L. WOLCOTT, Wolcott Building, New York.**

If you have to use a roller to put it on, you're in bad shape.

A medical journal of the day gave instructions for making your own: "Take of oil of peppermint and dried mint leaves, finely pulverized, equal parts. Moisten the leaves with the oil, enclose in lead wrapper to prevent evaporation, leave enclosed a few days, then dissolve in four ounces of alcohol; add twelve ounces of water, shake and filter."

Or just take a damned aspirin and drink the alcohol.

PILES CURED

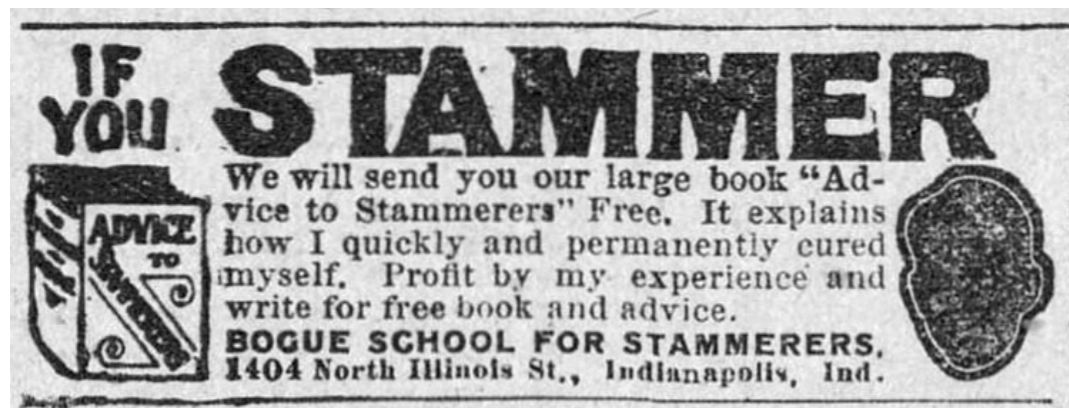
If You Have Piles Let Us Send You
Our \$1 Absorption Treatment
Which Is Curing
Thousands

ON APPROVAL

Just fill out and mail the coupon below as
directed, and return mail will bring you a full



This is not the fellow you would want to
disapprove of your piles.



IF YOU STAMMER

We will send you our large book "Advice to Stammerers" Free. It explains how I quickly and permanently cured myself. Profit by my experience and write for free book and advice.

BOGUE SCHOOL FOR STAMMERERS,
1404 North Illinois St., Indianapolis, Ind.

The advertisement features a small illustration of a book titled "ADVICE TO STAMMERS" on the left and a profile of a human head on the right. The text is arranged in a rectangular layout with a decorative border.

The advice consisted of a pamphlet with one sentence: FOR GOD'S SAKE STOP IT, YOU'RE ANNOYING PEOPLE.

Actually, no. There was a Bogue school. The book invited you to come, and included an assurance you'd be met at the station. Really:

"We are glad to meet pupils at the Union Station, where all trains over steam roads arrive, if the student informs us beforehand (either by letter or telegram) the road over which he is coming and the time he will arrive in this city. There is no charge for this, it being merely a part of the courtesy extended to students who are unfamiliar with the location of the Institute. A *small* bow of blue ribbon should be worn as a means of identification."

Big blue bows were used by the people who were attending the Institute of Not Being Able To Shut Up About Anything. The person who met the student removed the bow, wadded it up, and stuck it in the student's mouth.



SUPERFLUOUS HAIR
PERFECTLY REMOVED.
I have a **GUARANTEED** safe and positively
SURE way to take hairs off face, arms, etc.,
like Magic. I HAVE THE TRUE SECRET. Write
for information. I send it sealed, **FREE.** Address
HELEN DOUGLAS, 20 E. 22 St., New York

The secret: a razor? Right? No? Then it's probably AMMONIA OF SULFITED LEAD or some such potion. Smear it on your flesh, and the hair peels off. If you see muscle tissue, reduce dosage.

It might have sold better if Madame Clip-Art wasn't giving milady the "Yeah, sure" expression. *Trust me, sister, it grows back. It grows back like hedgehog bristles.*

TALKING MACHINE GIVEN

Reproduces the cylinder records used on the most expensive machines. We send one record with each phonograph.

FREE

EXACTLY LIKE ILLUSTRATION

A Whole Entertainment In Itself.

Has latest design motor, governor, springs and bearings. Wind motor spring, move start lever and governor regulates speed. Absolutely most valuable talking machine ever offered. Send for 36 packages of QUAKER SHEET BLUING to sell at 10cts. each. When sold return our \$3.60 and we will send this talking machine and 1 Columbia Record. **FRIEND SOAP CO., Dept. 202, Boston, Mass.**



Free! This cheap thing the size of a shoe can be yours without obligation, and that makes total sense, doesn't it? Why, ask Andrew Carnegie how he made his pile, and he'll tell you: giving away valuable things to people without expecting anything in recompense.

Comes with one cylinder in a proprietary format, plays nothing else. Cylinder consists of a man reading Revelations in a monotone.



FIGHTING The Trust!

**The Smashing Anti-Trust
Fight Now On!
TRUST PRICES
ECLIPSED AT LAST!**

An absolutely *first-class* high-grade watch at a price within the reach of the people—the Burlington Special No-Trust Watch.

The World's Masterpiece of watch manufacture—the BURLINGTON SPECIAL—now sold direct to the public at its *rock-bottom, no-trust* price [and besides without middlemen's profits.]

MOST SWEEPING WATCH OFFER

We do not care what it costs we *will* uphold our independent line and so we are making the most sweeping, baffling offer ever made on watches.

Some trusts are legal and some are not. We do not say that the watch trust is illegal; but we do say that the methods of the giant factories in making "contracts" with dealers to uphold double prices on watches are very unfair—unfair to us and unfair to you. Hence our direct offer in the Burlington at the very same price the Wholesale Jeweler must pay.

This is *your* opportunity—NOW while this great no-trust offer lasts—get the best watch made anywhere at one-third the price of other high-grade watches. Furthermore, to fight trust methods, we **\$2.50 a month** only \$2.50 per month on our finest watch—easiest possible payments at the rock-bottom price, the identical price the Wholesale Jeweler must pay.

Watch Book Free on Request. Now do not miss this opportunity. At least we want you to know about trust and no-trust prices on watches. Write to-day.

BE POSTED. Send a postal or letter, saying—"Gentlemen: Send me your free watch book."

BURLINGTON WATCH CO., Dept. 2073 Millard Station, Chicago, Ill.

Who knew there was a watch trust? A copper trust, an oil trust, a coal trust, sure. But the secrets of the watch trust were known to few until Burlington shone the light of truth on their devious attempts to corner the watch market.

As the fine print admits, there isn't actually a watch trust *per se*, but heck there might as well be, the way those guys operate. So trust us - excuse the japery - and just send us \$2.50! (a month) (for an unspecified period of time) and you can have a complex piece of gears and springs, sight unseen, with a legally unenforceable warranty.

Thousand of customers say "best watch ever owned." "Ticks like a champ." "Numbers mostly consecutive." "Its myriad deficiencies a source of endless surprise." "Annoying sound guaranteed to stop within a week." "Metal plating somehow imparted a suppurating rash." "Faith in mankind irrevocably diminished." "May the Lord hath vengeance, as he has set for Himself."

YOUR HEART



Does it Flutter, Palpitate or Skip Beats? Have you Shortness of Breath, Tenderness, Numbness or Pain in left side, Dizziness, Fainting Spells, Spots before the eyes, Sudden Starting in sleep, Nightmare, Hungry or Weak Spells, Oppressed Feeling in chest, Choking Sensation in throat, Painful

to lie on left side, Cold Hands or Feet, Difficult Breathing, Dropsy, Swelling of the feet or ankles, or Neuralgia around the heart? If you have one or more of the above symptoms of heart disease, don't fail to use **Dr. Kinsman's Celebrated Heart Tablets**. One out of four has a weak or diseased heart. Three-fourths of these do not know they have heart trouble and thousands die who have been wrongfully treated for the **Stomach, Lungs, Kidneys or Nerves**. Don't drop dead like hundreds of others, when **Dr. Kinsman's Heart Tablets** are within your reach.

FREE TREATMENT COUPON

Any sufferer cutting out this coupon and mailing it, with their name and P. O. address, to **Dr. F. G. Kinsman, Box 862, Augusta, Maine**, will receive a box of Heart Tablets for trial, by return mail, free of charge. Enclose stamp for postage. Don't risk death by delay.

Your heart! Does it beat? Does it contract? Can you feel it, stammering its hectic motions when you rise? Do you put your finger to your neck three times a minute? Do you breathe? Are you troubled by tightness in the chest or pants? Do your pants become tighter when you think of the girl in the Coca-Cola ad with the exposed neck? Is your neck cold? Do your ears ring? Does your door knock? Are there dogs in your neighborhood? Do you look at your stools? Do you save your urine? Do you see spots when you stare at the sun then look away? Can you still hear your mother's voice when you fold your underwear? Do you fall asleep but find yourself awake eight hours later? Are you nervous just reading this, and have resolved to get outside more and chew your food one hundred times before swallowing? Do you line your fingernail clippings in a row on the sill? Do you put pins in your scrotum so Jesus won't hate you? *Get the hell away from me; you're sick.*

X=RAY WONDER Everybody wants this great curiosity. With it **10c**
you can apparently see the bones through your flesh, the lead in a pencil, or through your clothes; makes everything seem transparent; lots of fun. Postpaid 10c, 3 for 25c. FREE with each order the Nelson-Gans Prize Fight and Kissing Scene moving pictures. C. ARMSTRONG, Sta. C, 62. CHICAGO

Could this be the first sighting of the famous X-Ray Spex? No idea. You wouldn't get the thing unless you bought the Nelson-Gans Prize Fight and Kissing Scene motion pictures. Hmm. The latter may be the hotsytotsy "May-Irwin Kiss," a short film from the Edison studio. Nelson was "Battling Nelson, the Durable Dane." He first fought Joe Gans in 1906; Gans put him on the canvas several times, and Nelson was disqualified after a low blow - in the 42nd round, which people who had entered the arena Saturday night referred to as "Tuesday Morning." He lost the title. But he came back for a rematch in 1908, knocked Gans out in the 17th; he fought him again a couple of months later, and knocked him out in the 21st round.

Maybe the "X-Ray" thing was just a little ray of radium. Smear it on your friends! Hours of amusement. Wait years, watch them sicken and die.

AGENTS Greatest Money Maker. Men & women.
HORNER MFG. CO., Pittsburg, Pa.

MEN and women to demonstrate and canvass.
Something new. **GAVITT Co., Topeka, Kans.**

\$10 Cash Paid PER 1000 FOR CANCELLED
Postage Stamps. Send 10c For Price List Paid.
A. SCOTT, COHOES, N. Y.

Money \$50-for-\$1-shot. "Successful Money-Making
Enterprises," etc. **E. Rogers, Horseshoe, N. C.**

10 PINS sent free and premium list 5c. **J.**
STRANGE CO., 1212 W. 61 St., Chicago.

MONEY Made quickly by smart men.
T. ARTOL Co., 115 Nassau St., N. Y.

TAPE-WORM EXPELLED ALIVE, WITH HEAD GUAR-
ANTEED. BOOKLET FREE.
BYRON FIELD & CO., 182 STATE ST., CHICAGO.

Mineral-Meters for locating mines and treasures,
best made, (guaranteed). Sold or
rented. Cir. 2c. **Simplex Meter Works, Bell, Calif.**

If you couldn't afford a big ad, why not just stick in a little one and see if it worked? What's the harm? So you're out a few dollars. So you amuse yourself by offering ten bucks for 1000 cancelled stamps. So people send you the stamps after scrounging and begging and steaming them off envelopes. So you don't send them ten bucks. They're going to take the train to Cohes, New York, and ask around for A. Scott?

You could get some pins from Mr. Strange, or you could do . . . *something* for Mr. T. Artol; he wasn't too specific. Apparently you send him a letter and say *okay, now what?* And he'd write back: "Money can be made quickly by smart men. Send me a dollar and I'll tell you how." You send him a dollar. He writes back: "Like that."

Byron Field was selling some serious medicine. It's one thing to expel a tape-worm, but look at his guaranteed. ALIVE.

Alive with head.

BIG WONDER PACKAGE



1 Great North Pole Game (size 18x11), 1 Big Roll Stage Money, 1 Game Authors (48 Cards), 1 Cribbage Board, 1 Checker Board and Men, 1 Pack Pinochle cards (48 cards), 38 other Games, 19 Lessons in Magic, 1 Set of Dominoes, 27 Authograph Verses, 12 Money Making Secrets, Wireless Telegraph Code, 25 Pictures of Pretty Girls, 2 Puzzles, 100 Conundrums, 85 definitions of Flowers. All the above for **10c.** with large catalogue.
ROYAL GAME CO., Box 3 So. Norwalk, Conn

NEW SCIENTIFIC WONDER

"X-RAY" CURIO

PRICE

10c. SILVER ONLY - **BIG FUN**

BOYS You apparently see thru Clothes, Wood, Stone, any object. See Bones in Flesh.
MARVEL MFG. CO. Dept. 45, NEW HAVEN, CONN.

Big KNOCKOUT Package



Contains One Dancing Scotchman 8 in high. will dance or walk. One new coin trick. One Pack of Hot Air cards, will win your Girl for you. One Roll of Stage Money, One Cribbage Board, One Illustrated Booklet on How to Pitch. One Book on How to Throw your Voice. One checker board. **3** New Puzzles and 32 page **10** cts. book of tricks. All for **10** cts.
ARDEE Co. Box E Stamford Conn

Aside from the Ventrilo, the kids of 1910 had other disappointments: the Big Wonder Package certainly seemed stuffed with fun, and adolescent pulses must have throbbed to foxtrot pace when the eyes beheld "25 pictures of Pretty Girls." *Holy crow, wait 'til the gang sees this! But I'll keep the 85 definitions of Flowers to myself.*

The big KNOCKOUT package - now with extra racial superiority in every box - offered a Dancing Scotchman eight inches high, no doubt made of cardboard. No boy should have been surprised if it was made of cardboard. Every boy should think: "what sort of Eight Inch Dancing Scotchman am I likely to get for a dime, considering that those ten cents also obtain stage money, a checkerboard, and a Pack of Hot Air cards which will make those lovely unobtainable girls cleave to me as though I possess the magnetism of a goat-lymph eater? Might it be less than the three-dimensional, fully-articulated, exquisitely detailed figure my imagination beholds?"




Voice Thrower
 Learn to throw your voice into a trunk, under the bed, out in the hall or anywhere. Lots of FUN fooling the Teacher, the Janitor, Policeman, or Friends.

The Ventrilo
 is a little instrument that fits into the mouth out of sight. Boys or Girls can use it. NEVER FAILS! A 32 page book on **Ventriloquism** sent with the **VENTRILLO** for **10Ct**

Royal Novelty Co.
 Dept. 45 SO. NORWALK, CONN.

This is familiar to everyone who grew up reading comics; it's remarkable to see it in a 1910 ad. So they've been fobbing off this fake thing on kids for a century?

The device was called a "swazzle," and you stuck it 'twixt gum and teeth. It enabled the user to emit a high-pitched squeaking sound, like the terribly cries of a small animal having its leg sawed off. You could *not* get it to project LET ME OUT into a packing crate. Ever. The ad was redrawn a few times, but the basics remained: the smart-aleck kid and the confused adult who could not understand why the crate was saying LET ME OUT because he had sawed up that bitch himself, and the head was in a different box.



THROW YOUR VOICE
 Throw your voice into trunks, behind doors, everywhere. Instrument fits in your mouth and out of sight. Fool teacher, friends and family. Free book on "How to Become a Ventriloquist." No. 137 25c

Lots of FUN fooling the Policeman! He'll swing his nightstick and make impotent sounds of rage while you run off with the gang to your fort with the NO GIRLS ALLOWED sign on the side, with all the S written backwards.

ECZEMA

Also Called Tetter. Salt Rheum. Pruritus.
Milk Crust. Water Poison. Weening Skin. &c.

I believe eczema can be cured to stay. I mean just what I say C-U-R-E-D and NOT merely patched up to return again. Remember, I make this statement after handling nearly a half million cases of eczema and devoting 12 years of my life to its treatment. I don't care what all you have used nor how many doctors have told you that you could not be cured, all I ask is just a chance to prove my claims. If you write me TODAY, I will send you a **FREE TRIAL** of mild, soothing, guaranteed treatment that will surely convince you as it has me. If you are disgusted and discouraged, I dare you to give me a chance to prove my claims. By writing me to-day I believe you will enjoy more real comfort than you really thought this world held for you. Just try it, and I feel sure you will agree with me.

DR. J. E. CANNADAY,
347 Court Block, Sedalia, Mo.

References: Third National Bank, Sedalia, Mo.
Send this notice to some eczema sufferer.

Ah, the thesaurus approach. Also called Tetter, you say? Fine, tetter it is. Milk Crust: *yum*. Water Poison: sounds like dysentery.

Weening Skin is the creepy no-thanks-pal winner, though. No one wants their skin to *ween*. But if you know someone who's weening to beat the band, note the last lines: "send this to some eczema sufferer." Doesn't even have to be someone you know! Make sure it's unsigned. Because he's probably not operating at 100% self-conscious mortification *all* of the time, and needs to be reminded that everyone in town knows he keeps his hands in his pockets because they look like someone dipped a lobster claw in sulfuric acid. Does he really have to leave the house? Really? The grocer delivers, you know.

HAIR GROWS!

when our **Vacuum Cap** is used a few minutes daily. Sent on 60 days **FREE** trial at our expense. No drugs or electricity. Stops falling hair, cures dandruff. A postal brings illustrated booklet.

MODERN VACUUM CAP CO.
597 Barclay Block, Denver, Colo.



It's a like a combination fez and Germany battle helmet. The principle is apparent to all: it uses the Scientific Power of a Vacuum to coax recalcitrant hair from places where it has been too shy to emerge. Scientists speculate that in the vacuum of space, a naked man is engulfed in total body hair within seconds, but thanks to modern science this painful eruption of involuntary hirsutitude can be carefully applied to the scalp.

Use it for thirty days, then become disappointed; pay the bill when it arrives, as it is easier than sending it back; put it on the shelf with the thought you will try it later; have it discovered after your death by relatives who will toss it away after a moment of confusion and disgust over the faint aroma of oil and sweat. Illustrated booklet has naked women. Promise. No cap sent. Just pictures. Latest from Paris. You can see everything.

Kill The Hair Root

My method is the best way to prevent the hair from growing again. Easy, painless, harmless. No scar. Booklet free. Write today enclosing 3 red stamps. We teach beauty culture. D. J. Mahler, 502-A, Mahler Park, Providence, R. I.

TEXAS 38 CAL. RANGER

ALL PRICES

SMASHED!-- Buy now, save 50 per cent, Newest Model -- Case hardened frame, Blue Steel, 6-inch barrel with side rod ejector, special handle. *Used by every cowpuncher for accuracy and dependability.*
SEND NO MONEY: Pay expressman \$10.95 plus the very moderate express charges. **JENKINS CORP.**
621 Broadway, New York, Dept. 2-C-313

FREE! Genuine Leather Holster

They're different ads, but when jammed so close together it seems like a particularly drastic solution for excess follicles.

Reduce the Flesh

Improve Your Figure

By using Dr. Jeanne Walter's

Medicated Rubber Undergarments

Will positively reduce flesh exactly where desired, without the slightest discomfort. Endorsed by physicians. Made for ANY part of the body.

Write for Booklet R.

Dr. Jeanne Walter
(Patentee)

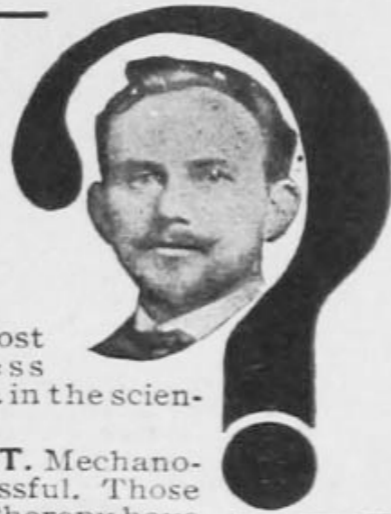
Alpine Building
55 West 33d Street,
New York

Agencies in large cities.



Yes, encase yourself in tight, suffocating, camphorated rubber, and lose weight by sweating in pained, shameful silence. Her 1909 patent showed a garment that went from neck to knees. It did not employ binding cinches, so if you wanted the hour-glass figure seen at left - where the intestines have been displaced downward into the buttocks and upper thighs - then you'd have to reduce your overall weight by wearing the device in August and walk 20 miles a day pulling a dead mule.

WHAT IS MECHANO- THERAPY



Mechano-Therapy is the most successful system of Drugless Healing. It is the advanced idea in the scientific treatment of disease.

A SUCCESSFUL TREATMENT. Mechano-Therapy is scientific. It is successful. Those who have resorted to Mechano-Therapy have great confidence in it. It is simple in the extreme and **you can learn it by mail in six months.**

The course of instruction of the American College of Mechano-Therapy is complete and thoroughly fits our students for active practice immediately after graduation. We have trained by correspondence hundreds of ambitious men and women to practice Mechano-Therapy and they are doing well. Many have a practice that brings them from **\$3,000 to \$5,000 a year.**

You can take up Mechano-Therapy with an ordinary education and no special preparatory training is necessary. The work is exceedingly interesting and an authorized diploma is given all our graduates.

A PROFESSION FOR YOU. Every ambitious person should have a profession to realize the best that is in him. Mechano-Therapy is a profession that is dignified and socially uplifting. It puts you in touch with the best people in the community.

HIGHEST ENDORSEMENTS. Doctors in general are favorable to Mechano-Therapy.

Our course is endorsed by prominent judges, lawyers, bankers, ministers and physicians, who give our course of instruction unqualified praise.

**WE ARE OFFERING SPECIAL TERMS RIGHT NOW.
WRITE TODAY FOR PROSPECTUS—FREE.**

**The American College of Mechano-Therapy,
Dept. 442 , 120-122 Randolph Street, Chicago, Illinois**

Read the ad six times and you'll still have no answer to the question. Does Wikipedia know?

“**Mechanotherapy** is used as term for *exercise prescription to promote healing* and rehabilitation. Mechanotherapy is a useful term for exercise which is prescribed for rehabilitation because tissue repair is driven by the physiological and well-recognized process of '[mechanotransduction](#)'.”

Well, there you go. Also called “massage.” They would have sold many more licenses if they'd been up front about the massage part. **PEOPLE WILL PAY YOU TO TOUCH THEM.** Combine that with the rubber medicated corsets, and you'd have some squirmy pervs who couldn't sleep for a week.



COMFORT FOR THE FEET

can be had by using

DR. COGSWELL'S FOOT TONIC

This marvelous remedy cools, soothes, rests and quiets hot, aching, tired, nervous feet. Allays inflammation, reduces swelling and keeps the feet in healthy and comfortable condition at all times.

SENT POSTPAID ON RECEIPT OF \$1.00

All sufferers from foot ailments should write Dr. Cogswell, who treats successfully all diseases of the feet.

**DR. E. H. COGSWELL, SURGEON CHIROPODIST,
12 W. 29th St., New York.**

Nervous feet?

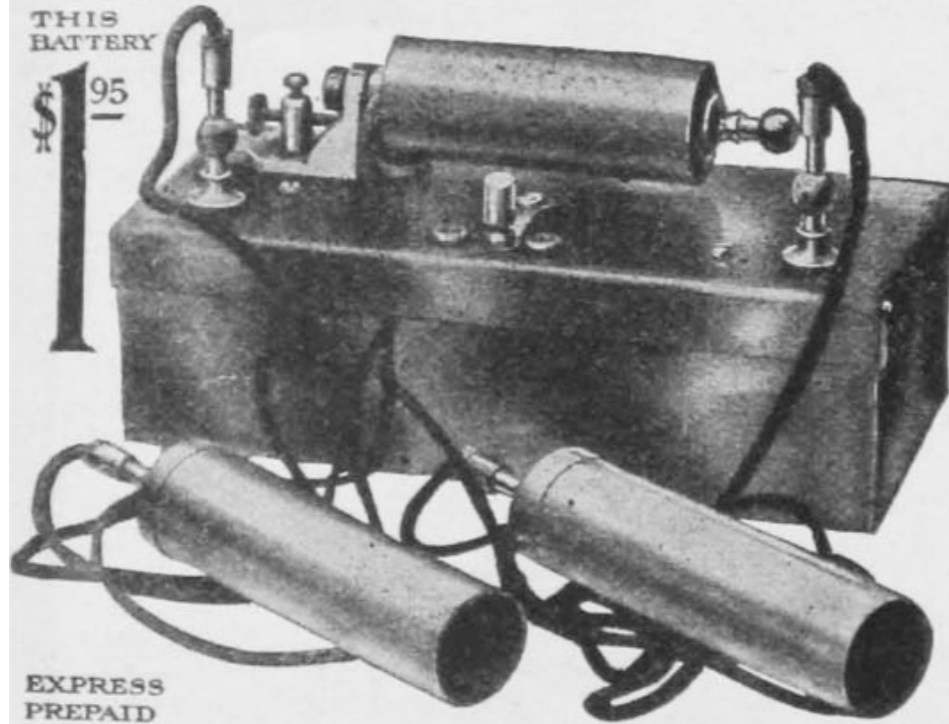
ELECTRICITY BOOK FREE

Profusely Illustrated with Photos from Life.
Write for it today.

This splendid book is compiled from the **best authorities in the world**. Explains how electricity as supplied by inexpensive batteries cures Rheumatism, Dyspepsia, Insomnia, Liver and Kidney Trouble and all nerve affections and diseases due to poor circulation. Explains how to enjoy the famous electric baths and beauty and health massage at home at little cost.

THIS
BATTERY

\$ 1.95



EXPRESS
PREPAID

This book also lists the latest improved Batteries (Prices \$1.95 to \$19.50), which we send Prepaid and allow 10 days free trial.

DETROIT MEDICAL BATTERY CO.

491 Majestic Bldg., Detroit, Mich.

Write today for our free book.

Scientology, the Steampunk years.

Obesity

Copyright

Beauty

Can take a pound a day off a patient or put it on. Other systems may temporarily alleviate, but this is sure and permanent."—*N. Y. Sun*, Aug., 1891. Send for lecture, "Great Subject of Fat," and Blanks

No Dieting No Hard Work

DR. JOHN WILSON GIBBS' OBESITY CURE

For the Permanent Reduction and Cure of Obesity.

Harmless and Positive. **NO FAILURE.** Your reduction is assured—reduce to stay. One month's treatment **\$5.00.** Mail, or office, **1370 Broadway, New York. A PERMANENT REDUCTION GUARANTEED.**

"The Cure is positive and permanent."—*N. Y. Herald*, July 9, 1893.

"On Obesity, Dr. Gibbs is the recognized authority."—*N. Y. Press*, 1899.

Beware of Imitators.

"Beauty" looks like something that came out of the hatch of a Martian tripod in "War of the Worlds."

"Can take a pound a day off or put it on." How *does* that work? The ad is rather coy about the Gibbs Method, but other ads revealed the secret: an "electric roller," which used the therapeutic power of charged particles to convert stored fat into . . . well, it just makes it go away, somehow. Or puts it on. It's electricity! Leave the details for scientists.

Perhaps the thing just delivered a powerful shock, which left you so nauseated you couldn't eat for hours. It's doubtful anyone bought this to put weight on. People weren't stupid. If you added 30 pounds and claimed it was because you were struck by lightning, no one would believe you.

FOR OVER SIXTY YEARS
An Old and Well-Tried Remedy.
MRS. WINSLOW'S SOOTHING SYRUP
has been used for over SIXTY YEARS by MILLIONS of
MOTHERS for their CHILDREN WHILE TEETHING, WITH
PERFECT SUCCESS. IT SOOTHES the CHILD, SOFTENS
the GUMS, ALLAYS all PAIN; CURES WIND COLIC, and is
the best remedy for DIARRHOEA. Sold by druggists in every
part of the world. Be sure and ask for
MRS. WINSLOW'S SOOTHING SYRUP,
AND TAKE NO OTHER KIND. Guaranteed under the food and drugs
Twenty-Five Cents a Bottle. act, June 30th, 1906. Serial number 1098

Guaranteed under the Food and Drugs act,
June 30, 1908? Then surely it was pure. It was: Pure
Morphine. Seriously. 65mg per ounce.

Wise doctors condemned them, but Soothing
Syrups remained popular for decades, probably be-
cause they gave Mother a moment of peace while the
tot got lost in a morphine stupor. But the syrups also
had other merry ingredients; a NYT editorial in
1910 said the syrups also included chloroform, codi-
ene, heroin, powdered opium, cannabis indica, often
combined into stupefying cocktails that would make
the baby forget about its teeth because it was terri-
fied into silence by the seventeen black dragons
perched on the edge of the crib.

TO FLESHY PEOPLE

I know you want to reduce your weight, but probably you think it impossible or are afraid the remedy is worse than the disease.

Now, let me tell you that not only can the obesity be reduced in a short time, but your face, form and complexion will be improved, and in health you will be wonderfully benefited. **I am a regular practising physician, having made a specialty of this subject.** Here is what I will do for you: First, I send you a blank to fill out; when it comes, I forward a five weeks' treatment.

You make no radical change in your food, but eat as much and as often as you please. No bandages or tight lacing. No harmful drugs or sickening pills. My treatment is given successfully by mail, in your own home. You will lose from **3 to 5 pounds weekly**, according to age and condition of



body. At the end of five weeks you are to report to me and I will send further treatment if necessary.

When you have reduced your flesh to the desired weight, you can retain it. **You will not become stout again.** Your face and figure will be well shaped, your skin will be clear and handsome, you will feel years younger. Ailments of the heart and other vital organs will be cured. Double chin, heavy abdomen, flabby cheeks and other disagreeable evidences of obesity are remedied speedily. All patients receive my **personal attention**, whether being treated by mail or in person. All correspondence answered by me personally. Treatment for either sex. Distance makes no difference. **Satisfaction guaranteed.**

Send for my new book on "**Obesity; Its Cause and Cure**" —it will convince you. Address

UNITED STATES MEDICAL DISPENSARY, Department 52, 20 East 22nd St., New York


In a certain sense, we're all fleshy people. At the minimum, *some* flesh is required. But if you have too much, the United States Medical Dispensary, with all the implied power of the Federal Government behind it, stands ready to make you lose weight without bandages.

What sort of bandages did people suspect would be used? "Tight lacing" gives us a clue, I suppose. Belly-binding cinches that pulled in your guts until half of them atrophied.

They never say what their secret is - it's something mysterious described only in terms of what it's *not*. "No harmful drugs or sickening pills," for example. This may have been a disappointment. Some lady might have remembered how a friend took some pills and threw up for a week.

Couldn't eat much for a month. Dreadful thing, but the poor dear shed one of her chins, and didn't gain it back for a year. A whole year!

Then it came back, and she had to let out her necklaces again.



Eyes Cured in 5 Days

So writes Hon. Alfred Bernstein, Room 801, Stock Exchange Building, Chicago, one of Chicago's most eminent lawyers and capitalists. He also says in his letter, "I was completely incapacitated for business, suffering the most intense bodily pain, but in 5 days I am cured." At your own home the

Madison Absorption Method

will do the same for you if your eyes are affected with any trouble whatever. If you see spots or strings, **beware of delay, for delay means blindness.** Cross eyes straightened without the knife by a new method which never fails.

Write for my latest book on the eye, which will be sent FREE. A postal will do—Write today.

P. C. MADISON, M.D., Suite 208, 80 Dearborn St., CHICAGO

Sure, *that* worked. If it has the endorsement of an Eminent Capitalist, it must. Note that his eye problems caused "intense bodily pain," which makes it sound as if optical nerves were wired into his spinal column and issued general alarm whenever he saw a sharp object. But the most disturbing thing is the reassurance that "cross eyes" can be "straightened without the knife" - which suggests that was a common treatment.

Of all the things you didn't want to have done in 1905, having a doctor attempt to uncross your eyes with a knife was probably up in the top five. (The top three had to do with dentistry and #4 concerned the prostate.)

Then again, they couldn't have used the knife. That was just a scare tactic.

Eyes Cured



Without the Knife

**Grateful Patrons Tell of Almost Miraculous Cures of Cat-
aracts, Granulated Lids, Wild Hairs, Ulcers, Weak,
Watery Eyes and All Eye Diseases—Send Your
Name and Address with Two-Cent
Stamp for Free Trial Bottle.**

Or maybe not.

Seems like a rather extreme treatment for “wild hairs” or “watery eyes.” Faced with a choice, most would daub or blot.

Write a Postal for Our New FREE BOOK—

No matter what troubles you have
with your eyes — or from headaches
—write us a postal for our

**New Free Book about The
Natural Sight Restorer.**

**In most cases GLASSES
ARE NEEDLESS**

If we can't help or cure you, we
will say so. What you may need
most of all is the strengthening of
your eyes — by natural massage or
vibratory treatment of the muscles

With
the **Natural Sight Restorer**

Get this new book of ours first and judge for yourself. There is every

reason why you OUGHT to know
about this home treatment which
has helped so many others to regain
clear, good sight without glasses. It

**SHOULD BE USED AT
HOME AT ALL AGES**

Either young or old should try
its soothing effects and regain
their healthful sight. Costs no
more complete than eyeglasses.

Write today
for our Free Book sure

**The Natural Sight
Restorer Co.** 104
Broadway

Detroit, Michigan



The image of the child using the device is rather unnerving, because A) it makes her look like someone whose eyes are bleeding because they just beheld the face of the Nameless Dread that has slumbered beneath this work for millennia, and B) you suspect it involved some sort of vacuum pump that pulled the eyeballs out until you had the protruding orbs of a rodent. SHOULD BE USED AT HOME, because in public people gasp and inch away, muttering.

Send For Our Free Vibrator Book



If you send your name and address we will send you **Free** our Vibrator Book describing the White Cross Electric Vibrator shown here.

Merely send a Postal Card and our FREE Vibrator Book will be mailed to you.

This Vibrator is a rubbing machine which draws the blood to any aching part of the body to do its work. This machine rubs much better and much faster than the hands.

While the hands are able to give a few dozen rubs per minute the machine gives several thousand rubs. It rubs hard or gently, just as the operator chooses. The machine can be operated by anyone in his own home.

*Send today for the
FREE VIBRATOR BOOK*

Lindstrom-Smith Co.
253 La Salle St., Dept. 1198
CHICAGO

“This machine rubs much better and much faster than the hands.”

Unfortunately, this was 1910, eight years away from the discovery of the orgasm.

1920s

Land scams and mystic rings; Charlie Chaplin and rectal electrification. Jazz age ballyhoo. Plus guns!



MIAMI

First Mortgage Bonds

Bear Interest At the Rate of 8% Coupons Payable Semi-Annually

INVESTIGATE the attractive investment features of 8% First Mortgages and \$100, \$500 and \$1,000 First Mortgage Bonds, secured by Miami city improved property appraised at twice the amount of the mortgage loan. Interest payments forwarded semi-annually. Collection of interest and all services rendered by us without charge to client. References: All Miami banks. Write today for our illustrated book "8% And Safety" which gives detailed information regarding Miami and our current offerings.

THE FILER-CLEVELAND COMPANY
First Mortgage Investments
MIAMI, FLORIDA



He made her uneasy

SHE never felt comfortable. And as a matter of fact she never could do her best work for him. Simply because there was something about him that disturbed her.

He was polite and well-mannered in every way. He was kind and considerate of her. In a business way her position was practically ideal. All except for this one thing. And he himself was no doubt quite unconscious about it all.

* * * * *

That's the insidious thing about halitosis (unpleasant breath). You, yourself, rarely know when you have it. And even your closest friends won't tell you.

Sometimes, of course, halitosis comes from some deep-seated organic disorder that requires professional advice. But usually—and fortunately—halitosis is only a local condition that yields to the regular use of Listerine as a mouth wash and gargle.

It is an interesting thing that this well-known antiseptic that has been in use for years for surgical dressings, possesses these peculiar properties as a breath deodorant. It halts food fermentation in the mouth and leaves the breath sweet, fresh and clean. So the systematic use of Listerine puts you on the safe and polite side. You know your breath is right. Fastidious people everywhere are making it a regular part of their daily routine.—*Lambert Pharmacal Company, Saint Louis, U. S. A.*

For
HALITOSIS
use
LISTERINE



Hhhhhhhello Miss Hhhhhhalverson, hhhhhhhow are you? Hhhale? Hhhhappy? Hhhhealthy? Hhhhow nice. Hhhhere, hhhhave a look at this.

What's the matter? Why that face?

By the way, Listerine did not invent the word "halitosis." It was coined in the 19th century, and not after someone named Hal, either. It's Greek for "breath" and "infected, sickly, diseased, and the rest of that stuff we do not understand and treat with compounds of camphor and leech semen." Listerine was a powerful brand name, and was even appended to a brand of cigarettes, which doctors probably handed out to patients with pneumonia.

HOW

It satisfies your thirst
and also does you good

The delightfully refreshing "tart" that a teaspoonful of Horsford's Acid Phosphate imparts to fruit juices—or just plain water—also makes the summer drink more wholesome because of the vital PHOSPHATES it contains.

HORSFORD'S ACID PHOSPHATE

supplies in agreeable form many health-giving properties which bring health and strength to body and brain. At Druggist.

Write for SPECIAL BOOKLET of valuable information about the nutritious PHOSPHATES — with recipes for delightful fruit drinks, ices, etc. Sent free. Address

RUMFORD CHEMICAL WORKS
PROVIDENCE, R. I.

O-49

Modern eyes would scan the ad, and offer a suggestion: downplay the whole "acid" part.

Horsford's was some stuff you put in water to make a Pleasing, Wholesome Drink, and by the time of this ad - 1923 - they were touting the tart flavor and summer-beverage aspect. You can catch an echo of the old patent-medicine days, though: "supplies in agreeable form many health-giving properties which bring health and strength to body and brain." Really? The Brain? Did anyone ever think "my, ever since I started on the Horsford Acid Treatment, my head is capable of adding entire rows of sums without using paper and pencil"? No. The gullible may have thought that a constant diet of these things kept them from flying apart, but most sensible people knew it was a binary world. Coffee makes you sharp. Liquor makes you dull. In between, there's water.

Peel Off The Ugly "THINGS"!



Have a New
Clear Skin
in 3 Days!

UGLY BLEMISHES

Get Rid of Those Pimples,
Blackheads, Freckles and
Blemishes This New Way!

PEEL OFF THE UGLY would be a rather modern slogan, if they hadn't added "things."

The user may not have feared that it wouldn't work, but that it would, and work too well. You certainly can't send a letter of complaint when it burns off your skin and muscle, leaving a gaping hole in the side of your head. The illustration practically guarantees it, and suggests that they will be intact once removed. Big cheek-chunk things you can put in a dish with shaking hands, because this can't be right, and later and when you come back into the room the dog is chewing on one of them. And he gives you that look: *what?* Dogs! You have to love them.

SLENDER ANKLES CAN BE YOURS \$2.95

PEOPLE ADMIRE DAINTY ANKLES

Thick or swollen ankles can quickly be reduced to dainty slender shape by new discovery of special processed rubber.

Lenor Ankle Reducers
ANKLES ACTUALLY LOOK THIN
WHILE GETTING THIN

Different in reducing action from all other reducers. Slip on when you go to bed and note amazing results next morning. Reduces and shapes ankle and lower calf. Slips on like a glove. No strips of rubber to bind and cause discomfort. Nothing to rub in or massage. Enables you to wear low shoes becomingly. Worn under stockings without detection. Used by prominent actresses. **Send \$2.95** and we will send you Lenor Ankle Reducers in plain package subject to your inspection. Give size of ankle and calf.

LENOR MFG. COMPANY
Dept. BT9, 503 Fifth Avenue, New York



THICK ANKLES SPOIL YOUR APPEARANCE

People admire dainty ankles and harshly reject the fat ones that spill over the edge of your shoe, revolting the men who regard a sneak-peak of your feet on the subway as their right. No, today's modern life demands that your shameless harlot limbs be revealed for the gaze and judgment of all, so put your gross, swollen hooves into these tight, hot, eventually odiferous foot-corsets. Yes, one more restraining garment to cinch on daily - but think of the relief you will feel when you take them off at night, along with every other binding garment that presents a waif-like physique so desired by everyone from the boss to the pimply mailroom boy you have to flatter because his uncle runs accounting.

Washable. Burnable. Also, worry about your elbows. Worry a LOT as much as possible.



Develops Bust Like Magic!
During the past 17 years thousands have added to their captivating glory of womanhood by using

GROWDINA


for bust, neck or arm development
Great Discovery of Parisian beauty expert. Harmless, easy, certain results accomplished quickly. Marvelous testimonials of efficiency. Confidential proof and literature (sealed) on request. Write now. **Mlle. Sophie Koppel, Inc., Suite 946, 503 Fifth Ave., New York**

The GROWDINA term is probably used to make it sound like something you could eat. *One tablet with meals, and wake up to find you've got 'em out to here, sister!*

If you read the ad closely, there's no pill, no salve. It was actually a series of exercises. The number of well-busted women who liked their arms who sent away for this because they wanted to develop their necks was, one suspects, quite small. "Developed neck" is something that sounds like a description of an East German weightlifter.

THICK LIPS REDUCED!

FREE FOLDER TO WOMEN



The lips make or mar the face. If you value a beautiful mouth, let us tell you about "Cloree" for reducing thick, protruding lips, making them shapely and adding beauty to the mouth. No plasters, rollers or cutting; just a harmless, painless lotion. Begin using "Cloree" today and watch results. **FREE** folder tells how.

CLOREE of NEW YORK
24 W. 42nd Street, New York

Now that we have you worried about your ankles and undeveloped neck, let's talk about those fat lips. The good news: "no cutting." There's a relief. People are much more receptive to your techniques once you say the magic words "no cutting."

You wonder what qualified as "thick," and whether they would be horrified by modern standards that tolerate surgically-altered lips that make women look like they should be walking down the street with a fellow wearing a sailor hat and cussing about Huey, Dewey, and Louie.

WEIRD MYSTO OUTFIT



The ORIGINAL weird Mysto Talisman Ring—wards off evil spirits, sickness, spells, etc., Ancient belief, brings Success to wearer in love, business, games, ALL Undertakings. Green Gold finish, snakes set with Lucky Mysto Ruby and Emerald, fits any finger. **ALSO** The startling MYSTO WONDER, amusing & mysterious instrument, answers ALL questions. LOVE? Hate? Enemies? Marriage? Children? Money? Life? Luck? **FREE** with Outfit—Direction and Question Booklet—A DREAM BOOK —ALSO Free plan to make money. Pay on arrival \$1.97 Plus Postage.



Mysto Co., 103 E. 125th St., Dept. 1299, N.Y.C.

WHY BE UNLUCKY?



Be one of the lucky thousand to wear the marvelously hued Sun-Stone, symbol of the Sun's mysterious power for health, wealth and happiness. Strange tales abound of lucky strikes, sudden good fortune in love, in games, and various undertakings. The first 1,000 to be imported since 1914. Set in weirdly beautiful Gold Acid Test Ring, reminiscent of powerful Hindu Charm and Talisman, \$2.75. C.O.D. 15c extra. For men and women. Money-Back Guarantee.



"Lucky Gems"—how to know and wear them sent FREE with prepaid orders. **MAGNUS MAGIC WORKS**, 147 W. 105th Street, New York Desk D.W. Copyright 1923 M. M. W.

NEW HOLLYWOOD CRAZE!



Movie Fan's Locket Ring for displaying your favorite's photo where you can see it all day long! Or put in sweetie's picture, a butterfly, or lock of hair. Solid Sterling Silver, cut to \$1.97 to introduce quickly. Send stamps or money order (15c extra if C. O. D.).

PARK ROW CO., Park Row Bldg., N. Y., Dept. D. W.

Big craze in the 20s for novelty rings that had straaaange powers. The Weird Mysto was typical, promising ancient secrets. They even threw in a free plan to make money, which may have included punching people in the mouth while wearing the ring and taking their wallets.

The Sun-worshipping snake-head ring: if I could guess the demographic, it would be "pimps with pencil mustaches."

Finally, a ring with a spot for a small picture you cut out of a magazine and place carefully in the recess, so you can sneak a peak at your fantasy sex partner throughout the day, dreaming of a night when he just happens to be in town to see how his picture is doing, and spies you by the counter getting a Baby Ruth, and is captivated by your charm, your dainty ankles, your elegant elbows. He simply must know the name of that ravishing creature! He must! And then as your eyes meet -

- oh, you forgot to take it off when you did the dishes! It's ruined! It's ruined! Your husband asks what's wrong, and you run crying from the kitchen - oh it's not the ring, it's just *everything* - and he shrugs.

Women.

COPPER CANS

Made of Cold Rolled 16 oz. Copper

With Screw Caps. Highest Grade Cans in the world. Mail Orders Shipped at once in Plain Wood Boxes. Money Back if Can Does Not Suit.

Circular Free. Hydrometers, \$1.50



COPPER TUBING in Coils per foot, 1/4-inch, 20c; 3/8-inch, 25c; 1/2-inch, 35c. UNIONS: 1/4-in. 35c; 3/8-in. 50c; 1/2-in. 75c.

STANDARD METAL WORKS

6 Beach Street, P. O. Box Essex, 62c, Boston, Mass.

By some odd coincidence, three months before this ad ran, liquor had been banned.

STILLS

WATER STILLS, made of heavy copper, two or four-gallon capacity. Write for our FREE 16-page booklet giving directions, description and prices. Be safe and get this booklet before ordering elsewhere.

BOYER & CO.

S-516, FARNAM BUILDING,

OMAHA, NEB.

RYE, GIN, BOURBON, RUM, etc.

imitation flavoring extracts in true resemblance to the original. One ounce flavors and colors from 1 to 2 gallons. One ounce, \$1.50. One pint, \$20, prepaid.

PURE MALT AND HOPS



Original Old Style Malt Extract No. 3 cans, with carton of choicest Old Style Bohemian Blend Hops, \$1.50, prepaid; \$12 dozen, F. O. B., Chicago.



U. S. CUSTOM HOUSE HYDROMETER



Guaranteed for accuracy. Tests from 0 to 200 proof. Each \$1.50. Pocket size tester with glass tube, scale 70 to 140 proof. Sent prepaid \$1.00.

OLD STYLE MALT EXTRACT CO., 5759 SO. ASHLAND AVENUE, DEPT. 30, CHICAGO, ILL.

DICE A NEW KIND DICE
That Miss **A NEW KIND** That Pass
CAPPED DICE. Any color \$15, 2 pr. \$27, white; set of 3,
Miss or Pass, ¼-in. or lgr. \$8. **DICE**—Tap they'll pass,
tap they wont, \$10. **CARDS**—Read the backs,
no inks or stains; swell for Stud or Blackjack, \$3.50.
SROP CO., BOX 1086, HOUSTON, TEXAS

Don't Be a Dub

Pool or Billiard player; get a "Nomiss" and be a
shark; it improves anybody's game 100 per cent.
SENT FOR A \$1 BILL. NO C. O. D.
A. N. CO., BOX 808, PHILADELPHIA, PA.

From Police Gazette, a few items from a column
that should have been titled **HOW TO GET YOUR
DAMN FOOL ASS SHOT OFF.**

"IT'S BETTER TO BE SAFE THAN SORRY"
~ USE ~
THE ARMY PROPHYLAXIS

Prepared under the exact formulas prescribed by the Surgeon-General of the Army. Each package contains a generous supply of complete materials and full instructions. Convenient for home use. Complete outfit and supplies will be shipped by prepaid express to any point in the United States upon receipt of a check, stamps or money order for \$1.50—An ounce of prevention is worth a pound of cure. Send for this safe health protection to-day.

ARIZONA PROPHYLAXIS BUREAU
MASONIC TEMPLE BLDG. - - - - - PHOENIX, ARIZ.

After a night drinking homemade liquor and peeling off loose money from suckers who didn't have the sense to bring their own dice to the game, a fella likes a little action - but who wants the French Drip a week later? Use ARMY-STRENGTH CONDOMS. Made from finest-quality, Government-inspected surplus canvas.



HORSES are mighty important right now. Don't let a minor ailment lay up one of them for a single day. Keep Gombault's Caustic Balsam ready to apply. It's a wonderful remedy for Spayin, Capped Hock, Curb, Splint, Laryngitis, Thoroughpin, Quittor, Wind Galls, Poll Evil, Sprains, Fistula, Barb Wire Cuts, Calk Wounds.

Used everywhere for 41 years. Considered a positive necessity on thousands of farms. Won't scar or discolor hair. Easy to use. Full directions with every bottle. \$1.50 per bottle at druggists or direct upon receipt of price. The Lawrence-Williams Co., Cleveland, Ohio.

GOOD FOR HUMANS, TOO

GOMBAULT'S
Caustic
BALSAM

I don't understand it, Mr. Vet. You see that burnt spot on Dobbin's haunch there? That's where I applied the Caustic Balsam. What do you think happened?

The knowledge that horses can get Laryngitis is matched only by the realization that they were prone not only to Quittor, but Poll Evil. It's an inflammation. The Wikipedia entry on the ailment has this helpful note: "Fistulous withers is a similar condition, but on the animal's withers."

Oh, *that*. You get the sense of what farming was like in the old days: if it wasn't Capped Hock, it was fistulous withers. Or drought. Or locusts. Or the pert tempting behind of that ewe. The way she flaunts it. There oughta be a law! Well, besides the ones of God and Man, that is.



Pat. 7-2-07 & 9-10-18

ANTI-COW KICKER

Save your temper, your cows, your milk. Does not excite the cow, nor disturb the flow of milk. Indispensable for breaking heifers, cows with sore teats, or vicious kickers. Cannot wear out. Put on or off in 15 seconds. Guaranteed to be an absolutely perfect anti-kicker, or put on loosely as hobble for cow, horse or mule. Price \$1.15. Postage extra. Weight 2 lbs. Send for it today, when you need it you won't have time.

DAIRY EQUIPMENT CO.
Dept. H. Topeka, Kansas

“Anti-kicker for the cow” might be more accurate; “Anti-Cow Kicker” sounds like a device that helps people who really hate cows give those bastards what’s coming to them.



REICHERT'S
Anti-Suk Weaner

Double-hinged, the Reichert Weaner permits grazing, eating and drinking. Sharp-pronged, it discourages all contact with the udder. Strongly made, heavily tinned and easily applied. Made in two sizes -- for calves and cows. If your dealer can't supply you, we'll send direct.

35¢

IMPERIAL
BIT & SNAP COMPANY
Deot. H. D., RACINE, WIS.

Yes, *that* will discourage all contact with the udder, all right. One nudge from that thing and Mama Bossie will put a hoof in your head so hard you'll be knocked back a week and won't wake up for two.

THICK, SWOLLEN GLANDS

that make a horse Wheeze, Roar, have Thick Wind or Choke-down, can be reduced with

ABSORBINE



also other Bunches or Swellings. **No blister, no hair gone,** and horse kept at work. Economical—only a few drops required at an application. \$2.50 per bottle delivered. Book 3 R free. **ABSORBINE, JR.,** the antiseptic liniment for mankind, reduces Cysts, Wens, Painful, Swollen Veins and Ulcers. \$1.25 a bottle at dealers or delivered. Book "Evidence" free.

W. F. YOUNG Inc., 454 Lyman St., Springfield, Mass.

Poor Nobbin looks like he'd just as soon punch you as give you the time of day, no? Dammit, Farmer, you're the smart biped with the salves. I got the Roar and the Choke-Down, or are you stone deaf? Rub that crap on my neck and let's get to work.

Interesting to note that Absorbine Jr. was the stuff targeted at the human market, supposedly because the company heard that farmers were using it on themselves.

Elmer, you got thick-wind. Let me rub some of this on your glands.

Allright, dear, but turn the lights off, and put the picture of my mother face down on the bureau there.



A Friend and Playmate

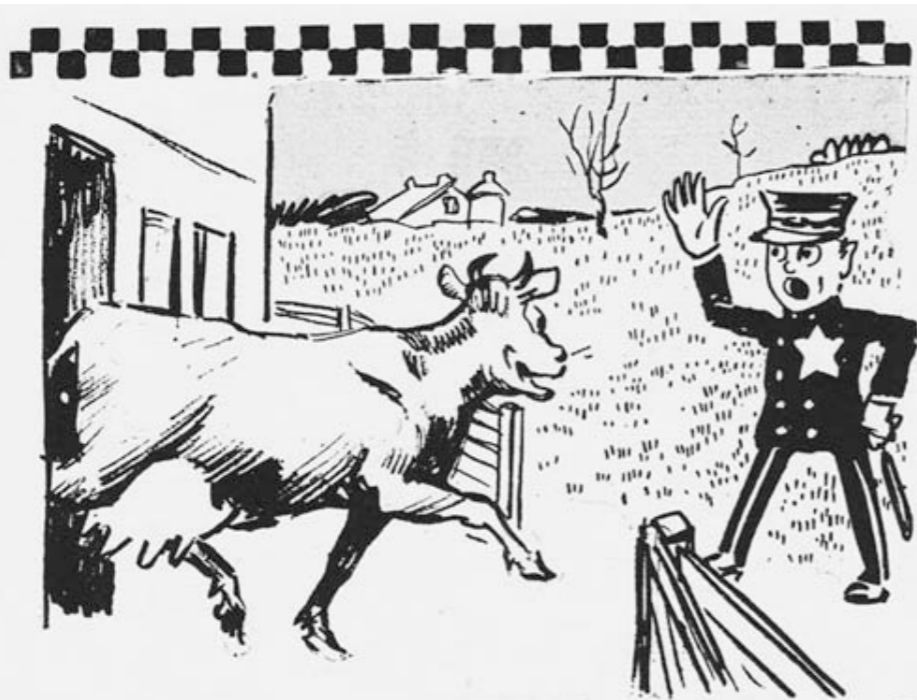
Shomont White Collies Love Kiddies
This one quality alone makes our Scotch Collies rare bargains. They're gentle, fearless, devoted. Have every quality a dog should have--intelligence, courage, strength. Fine shepherds, unsurpassed as watchdogs. Indefatigable enemies of vermin. They are the "Aces" of all dog-dom. Satisfaction guaranteed. Pairs not akin. Get our special bargain lists now.

SHOMONT KENNELS
Box 117 , Monticello, Iowa

How do they ship them? You don't want to know.

"Pairs not akin," so if they get to lovin', you won't have strange sinful incest-puppies.

A Friend, a Playmate, an indefatigable enemy of vermin - surely he deserves more than to be strangled by a thick-necked bob-haired farm girl.



Whoa There!

Not too fast, Bossie. Remember the ground is still soft and the grass roots are tender. June pastures can't make much milk if they're ruined now.

You'll get more milk out of those June pastures if you will feed Cow Chow now and don't turn the cows out too soon.

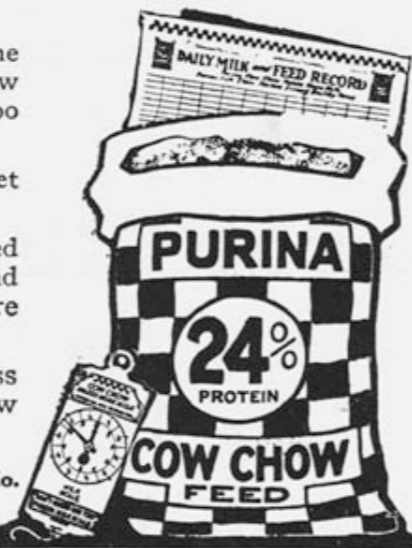
When you do turn them out, don't let them stay too long.

It doesn't cost you anything to feed Cow Chow on pasture. Every pound used today saves a pound or more later on.

Have good June pastures and use less feed in the fall by feeding Purina Cow Chow now, the same as in winter.

PURINA MILLS, 900 Gratiot St., St. Louis, Mo.
Seven Busy Mills Located for Service

Write for the 100-
page Purina Cow
Book —Free



Just as Absorbine Jr. came from an animal product most people haven't heard about, Puppy Chow and Dog Chow were part of a larger line that included Cow Chow, Pig Chow, Horse Chow, and an ill-fated attempt to help the nutritional development of fallen ladies, Hussy Chow.

No, just made that up. They would have done nothing of the sort. The checkboard pattern has a spiritual meaning, in a sense. In the beginning the pattern was used to make the bags look distinctive, but after a few years the founder of the company, William Danforth, developed a personal philosophy that balanced four elements of one's life - Physical, Mental, Social, and Religious. The Checkerboard reflects this.

None of which explains why there was a policeman outside the barn, or whether he was prepared to use force.



Wi-Fi, the early years. I don't know how anyone could possibly think this would work. How do you turn it off? Does this mean your hand will be screeching news and music at you 24/7? Could you hear it over the racket of the tractor or the combine? Why does it look like mating worms wearing hairnets?

Note the word KAY in the address, how it doesn't seem to fit with the rest of the type? It's their way of seeing which magazines sold the goods. If Mr. Kay got most of the orders, and that was the name used for an agricultural mag, then he'd pour his ad dollars into farmer mags.

\$1000 REWARD
Find The Twins

HERE are 6 pictures of Charlie Chaplin. TWO and two only are alike in every way. To Solve this Puzzle, find the 2 pictures that are alike. It is not as easy as it looks. You must search carefully. Notice his Hat, his Shirt, his Necktie.

Send No Money
Costs Nothing to Try

Just find the Chaplin Twins—that's all. No List of Words to write. No money to send in. Nothing to sell. It is all FREE. Cut out or mark the Twins. Send us your answer as soon as possible. First prize \$1,000—100 prizes in all, and in addition, Valuable Gift Bonds will also be given. Answers must be mailed by June 30th, 1926. Duplicate Prizes in case of Ties. In awarding Prizes, the Judges will take into consideration neatness, style and hand writing.

LA FRANCE CO., 609-611 Federal Street, Dept. 118, CHICAGO, ILL.



“Duplicate prizes in case of Ties.” Yes, I think there was a pretty good chance of a tie here. A TIE. As in a NECKTIE. By the way, “It is not as easy as it looks. Notice his Hat, his Shirt, his Necktie.” Yes, TIE ONE ON, if you find it.

Trust me, it's not easy! You think the first and fourth are the same, but then they trip you up with the hatband. It's doubtful anyone got the \$1000, since the contest had a little secret: *none of them match*. There are subtle differences in the hair that eliminate the closest possible match, and the ties have minute variations as well.

AGENTS *this is a* GOLD MINE



This 11 Piece Toilet Goods Assortment is "selling like blazes" at \$2.25 with Carving Set FREE to each customer. No Fancy Talk. Experience unnecessary. Walter Harris

**SOLD 800 IN 6 WEEKS—
PROFIT OVER \$600.00**

You make big money right from the start. What more could you ask while introducing line of 250 Products—all repeaters. 100% profit. 30 years on the market. Send for illustrated circulars, inside prices and unique sales plans. **ACT TODAY.**

E. M. DAVIS COMPANY Dept. 2453 CHICAGO, ILLINOIS

"Carving" isn't necessarily the word most would chose to describe a shaving kit, but maybe that was the lingo of the day. "Epidermal Mauler" was probably considered for a while. Had that fancy high-hat ring to it.

Walter Harris sold 800 in 6 weeks? That's almost 20 per day. Two bucks and two bits at the time was about \$28.00. Walter's haul, in modern dollars: Seven and a half grand. But you know he was fictional. You know most of the Agents ended up in a cheap hotel room outside the train station, waiting for the local to take to them to the next down, where they'd walk up and down the blocks, getting one stone-faced lady at the door after the other, with the occasional lonely woman who'd buy one just to have someone to talk to. But one a day? One per drinkwater burg? Gold mine. Yeah. Sure.

He fingered the edge of one blade. There had to be an easier way. Or an easy way out.

LAND FREE IF PLANTED TO BANANAS

Bananas bear a full crop the second year. \$5.00 monthly will plant five acres, which should pay \$1,500 profit annually. Reliable Companies will cultivate and market your bananas for 1/3. Bananas ripen every day and you get your check every 90 days. For particulars address Jantha Plantation Co., Empire Bldg., Block 772, Pittsburgh, Pa.

So someone's paging through a magazine, scoffing at the same old offers and schemes. Sell knives? Tried that. The handles snapped off during the first demonstration. Sell salve? The stuff smelled like a muskrat in August. Hey, what's this?

Wow: that's just like the big boys do it. They own land, have someone else farm it, and live off the profits! Makes sense: there's a big company with a plantation, a staff of manual laborers, and a streamlined collection system that picks fruit every day and sends it off for distribution. They own the land. But they just can't get started! If you sent them five dollars, and they transferred the title to you, then they could get something going here.

There was a Jantha Planation Company, though. Around 1913, they sold land in Oaxoca to a group of British investors. The land was cleared and prepared to accept the gentle seed of the banana, but just as the work was completed some local officials told everyone to get out. The Mexican Government confiscated the property. *Sorry, gringo. Next time, pay off the locals. It won't keep you from getting your land taken away, but you might have a year or so before we get around to it.*

Jantha itself was a scam, and extracted about \$2 million from investors. Five dollars at a time? No. According to "Empire and Revolution: the Americans in Mexico since the Civil War" by John Mason Hart, you paid at least \$200 per acre for "Clearing, planting and maintenance." Apparently they were still doing this into the 1930s; a 1937 mayoral contest in Pittsburg was rocked by charges that one of the candidates was a Jantha man.

He was. He won anyway.



HANDS UP! Fools 'em!

Be on your guard! Beware of holdup men and toughs. Carry a "Pioneer Automatic" and protect yourself. Looks just like a real Automatic. Lots of fun scaring your friends. Made of light weight metal. Pull the trigger and Zip!—it's a cigarette case.



For **cigarettes** *Take your choice*

WHICH "GUN" DO YOU WANT?

No. 1 has space for a pack of cigarettes.

No. 2 has 3 screw cap bottles for liquid refreshments. **SEND NO MONEY.**

Pay postman only \$1.79 plus 21c postage on delivery. Satisfaction guaranteed.

SINCERE CO.
24 East 21st St., N. Y.
Dept. G 240

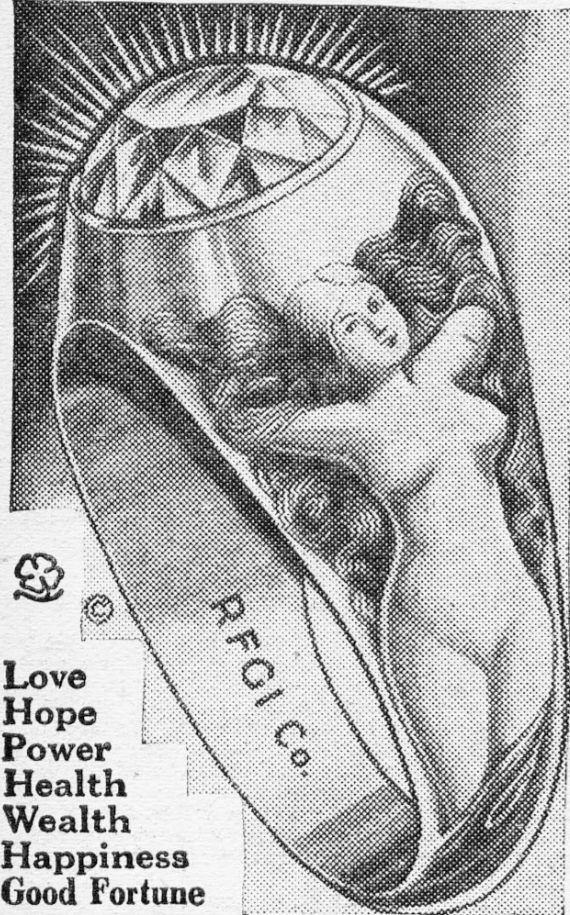
Write for special proposition to live wres.



For **Liquid Refreshments**

Good to know that people have been getting themselves shot by cops for stupid reasons since olden tymes. The gullible may believe that this thing will protect you from holdup men and "toughs," but it'll just get you drilled. Nice Prohibition article, though: it has a secret compartment for "liquid refreshments," aka rubbing alcohol flavored with a drop of Pine-Sol. The cops will never see it. *Say, is that man drinking out of a gun? No, he can't be. Well, it's none of our business either way.*

LUCK



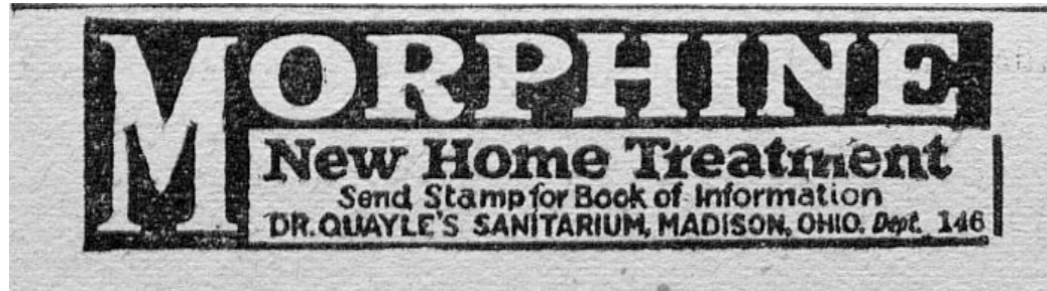
Love
Hope
Power
Health
Wealth
Happiness
Good Fortune

All around you there is abundant Success, Wealth, Love, Power and Happiness. Get your share. The "LUCKY SEVEN" Secret Rules—(The Seven Keys to Good Fortune and Luck) are free to all who wear the Odd and Charming Ring pictured above. On each side of this Rare and Beautiful Talisman Ring is moulded the figure of FORTUNA — THE "GODDESS OF LUCK" symbolic of Success Triumphant. Ancient belief that her emblem brings success to wearer in Love, Games, Business and everything. Genuine 14-K Antique Gold, S. Ring mounted with a 32 facet, One Carat Radio-Flash Mexican Diamond type gem. Wonderful reproduction of a \$500 Genuine Diamond in Brilliancy, Cut and Flashing Rainbow Fire. Guaranteed 20 years. Send strip of paper to show finger size and we will send this wonderful ring. When it arrives pay the postman only \$3.68 plus postage. Nothing more to pay. Yours to keep, wear and enjoy forever. Wear 7 days and 7 nights—follow the 7 rules, (keys to fortune) that we send you. If not satisfied your money quickly returned. Address
Radio-Flash Gem Imp. Co., St. Paul, Minn. Dept. 33-BL.

Act today! The first 1,000,000 gullible mouth-breathing idiots who are standing right now at the drugstore counter in a miserable Kansas farm-town they'll never leave will get this ring and the Seven Secret Rules - so secret we must move our office every two months or the Knights Templar burst in and put everyone to the sword, including the receptionist.

It's a one-carat "Radio-Flash Mexican Diamond Type gem," also known in the trade as "glass," and if you're wondering what "radio" has to do with it, the answer is simple: radio was high-tech. Radio was modern. Radio was the brilliant invention of the day, the electrical zephyr that blew through the minds of man. So this is like that.

See also, "cyber."



Dr. Quayle's joint was also known as a "retreat for Drug Addicts, Alcoholics, and Cigarette Inveterates," according to the March 1923 issue of the California State Journal of Medicine. Skeptical of his claims, they bought the pills - \$25, and that ain't hay - and subjected to them chemical analysis. They said the "treatment" consisted of four boxes of pills," labeled thus:

"No. 1 - Eliminative. (Contained three chocolate-coated pills and one capsule.) Meaning: six howling hours on the toilet.

No. 2 - Antidote. Contained 323 yellow-coated tablets.

No. 3 - Nerve Tonic. (Contained 37 red-coated pills.)

Special Eliminative Bowel Tablets. (Contained 12 white-coated tables.)

"The analysis demonstrated that the 'treatment' is essentially 1) active elimination by cathartics, 2) the administration of atropin during the stage of withdrawn, and 3) the use of strychnine at the end of the 'treatment.' No physician will believe that a patient suffering from chronic morphinism can cure himself by any such method as that exploited by Quayle."

Essentially, then it's a laxative, followed with 323 placebos, then poison, followed with a dose of another poison.

Great for repeat business.

LIQUOR or **DRUG HABIT**
Cured Forever or No Pay

Full treatment sent on trial. Can be given secretly in privacy of home. Guaranteed to banish forever all desire for whiskey, gin, wine, home brew, moonshine, opium, morphine, heroin, paregoric and laudanum. Costs \$2.00 if cures, nothing if fails. Save him from poison.

STANDARD LABORATORIES
STA. N-50 **BALTIMORE, MD.**

Today we have crack, meth, ice, crank, and other monosyllabic words; your basic lazy user can't be bothered with an elegant word like "Paragoric. It was a "camphorated tincture of opium," invented in 1650 by a doctor with the delightfully reassuring name of Jakob Le Mort. The original recipe - intended to relieve asthma - consisted of "honey, licorice, flowers of Benjamin, and opium, camphor, oil of aniseed, salt of tartar and spirit of wine." But it was the opium that kept 'em coming back for more. It went by many names, including "Batesman's Pectoral Drops" - really - and was used to cure a variety of things such as diarrhea, but most often helped people who were suffering "not having any paregoric in the last 24 hours."

Laudanum is also in the opium family, but considerably less complex. Flowers of Benjamin were optional. In related news: why isn't there a band named Flowers of Benjamin?

A New Discovery

Avoid Painful and Dangerous Operations.

WRITE FOR TRIAL OFFER

if you are suffering from **GENERAL WEAKNESS.**

**PROSTATE
GLAND
KIDNEY or
BLADDER
TROUBLE
CONSTIPATION
PILES or any
RECTAL
DISORDERS**



2:30 A.M. and NO SLEEP!

A Wonderful Surprise Awaits You.

CHANGE THESE CONDITIONS. Sleep like a babe, and arise with that early morning pep.

Address, **DEPT, R. D. 5**

G. H. R. ELECTRIC DILATOR CO.

Grand Rapids, Mich., U.S.A.

This is what you looked like in 1927 when you considered having an operation on your piles. (Especially if you remembered the ad where the knife went through the eyeball.) The ad starts by telling you that General Weakness Sufferers will be assisted by a new discovery, but it's uncertain how bladder trouble leads to general weakness. Doesn't matter: you will sleep babe-like and arise with pep - just by putting *an electrical dilator up your nether porthole.*

Perhaps that fellow's expression is a result of the electrical dilator cord touching the hot water bottle and shorting out.



**'GOOD
LUCK!'**

RABBIT FOOT. proverbial bringer of good luck in money, love, business. Also gold-filled Wish Bone and "Lucky Horse Shoe."

**SEND NO
MONEY**

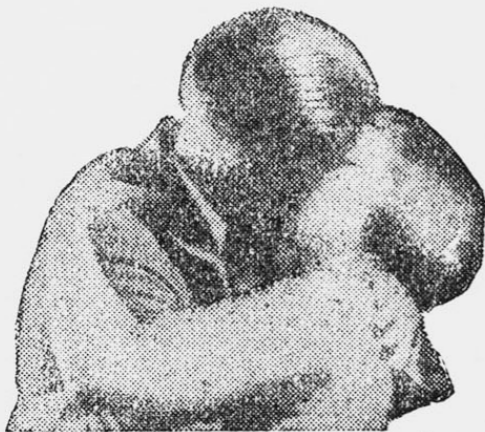
Pay postman
sale price.

\$3.87

and its postage on
arrival. Money back
guaranteed.

BRADLEY
Dept. 100
NEWTON, MASS.

No one got rich because a rabbit foot, unless they sold them. Damned thing looks like a heart.



Does a petting party stop with a kiss or does it go further? Is spooning dangerous? At last the question is answered. See "Safe Counsel" Page 198.

Are You Afraid To Love?

Has true love come into your life — or didn't you recognize it when it came? Are you afraid now of the baffling, perplexing mysteries of sex relationship? Are you discontented with the stupid lies and furtive ashamed answers the world gives you in place of the naked, fearless truth you desire? Do you want some safe, sane, unashamed advice on sex questions? Do you hesitate asking your doctor certain questions? Clip coupon below, send it today without any money and in a few days you will receive the most startling surprise of your life.

Sex Secrets

At last a book has been published that digs into sex matters without fear or beating around the bush. This startling 512-page book, "Safe Counsel," written by Prof. B. G. Jefferies, M. D., Ph. D., and Prof. J. L. Nichols, A. M., contains just the information you want. You will be amazed at its frankness. Words are not minced. "Polite" phrases are forgotten—the right word is used in the right place. "Safe Counsel" contains nine startling sections: I. The Science of Eugenics; II. Love; III. Marriage; IV. Childbirth; V. Family Life; VI. Sexual Science; VII. Diseases and Disorders; VIII. Principles of Health and Hygiene; IX. The Story of Life; Here are just a few of the subjects discussed—Love, Anatomy and Physiology. A Word to Maidens. Maternity, Parental influences. Change of Life, Impotence, Fighting Modern Evils. You owe it to yourself, to your happiness and your health to read this wonderful book.

Send No Money simply mail the coupon

Just clip the coupon. Send it in today. No money is required. In a few days when the postman brings you "Safe Counsel" (in a plain wrapper) you can pay him \$1.98 and postage. If you are not thoroughly satisfied after examination, return the book and we will refund your money.

Mail the Coupon NOW!

FRANKLIN ASSOCIATION
186 N. LaSalle St., Dept. 6225 Chicago, Ill.

Please send me your amazing 512-page book, "Safe Counsel," in a plain wrapper marked "Personal." I will pay the postman \$1.98, plus postage, upon arrival. If I'm not satisfied I'll return book within 5 days and you are to refund my money.

Name.....

Street
or R. F. D.....

City.....State.....
(Price outside of U. S.—\$2.22 cash with order)

Words are not minced! "Polite" phrases are forgotten - "the right word is used in the right place," unless it's a description of certain acts where the right thing is put in the wrong place, in which case the wrong word cannot be used in the right place, lest it encourage anyone who never thought about that before.

**Play this ~ ~
JAZZY UKULELE!**

The very simplest instrument in the world to play. No lessons are necessary --strum all the latest hits. Great fun--Sing --Dance--Make Merry. Become the most popular one in your crowd.

SINCERE STUDIOS
24 East 21st Street
Dept. 320 New York

Beautiful professional instrument, very finely made. Not a toy. Worth \$6.00.

FREE: Instant Lesson and Song Book sent with ukulele. Pay postman \$2.98 plus postage.

\$2.98

FREE LESSONS

You'll learn *all* the notes - even those new modern "backward" ones everyone's talking about. It's not the simplest instrument in the world to play - that would be the triangle - but it was all the rage, and men believed they could lure the opposite sex into the backseat of their "flivvers" for "petting" and perhaps, after some "hooch," there would be "intercourse," followed perhaps by "tears" or "children" and a nerve-shredding month before she met you at the counter for a lime rickey and told you not to worry. She acted cold, as though she was trying to hurt you for not calling. All you felt was relief.

BECOME A RAPID-FIRE TRICK
CARTOONIST



Any one can turn spare time into money — become popular — be an artist — be called clever. Our Course— 30 Clever Cartoon Stunts— Complete Instructions, "How to Give a Public Performance," and a system showing "How to Originate Your Own Ideas" makes you competent. There is always a demand

for vaudeville artists and this line of art. No talk or chatter required. COMPLETE COURSE \$2.00.

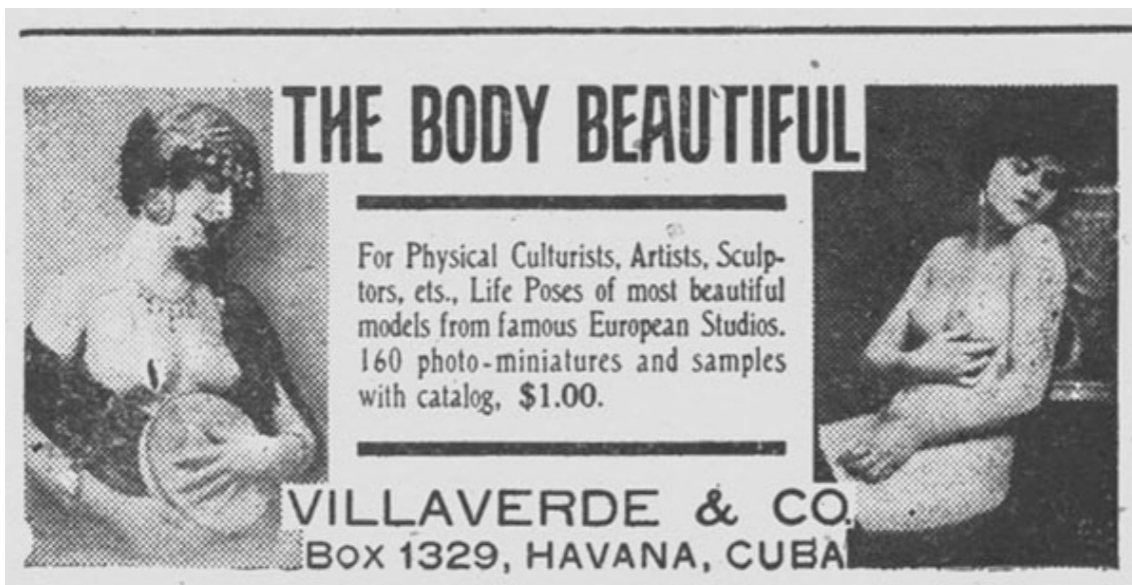
MODERN CARTOON SERVICE

Dept. R, 296 Bergen Street, Brooklyn, N. Y.

Yea-bo?

Turn spare time into money by drawing quickly in public! These sure-fire "stunts" will earn you the term history bestows upon its most notable artists: *Competent*. The illustration is probably how the course's designer viewed his target market: a two-tooth yokel who can't even draw a stick figure without the hand looking like the Star of David.

"No talk or chatter required," in case you'd already made the leap to mastering the art of cartooning and signed on with a vaudeville troupe. "I'll take the job, but I won't chatter," you'd say. "Didn't expect that you would," the manager would reply. You'd shake hands. Yes, this fantasy was going well. When you replayed it later you'd add some ukulele-playing to woo the dancing girls.



THE BODY BEAUTIFUL

For Physical Culturists, Artists, Sculptors, etc., Life Poses of most beautiful models from famous European Studios. 160 photo-miniatures and samples with catalog, \$1.00.

VILLAVERDE & CO.
Box 1329, HAVANA, CUBA

HOT-CHA! Cuba-nudies! “160 photo miniatures” was no doubt a catalog of pictures calculated to be too tiny for use as an effect aid to self-release, so you’d have to order the Real Thing for substantially more money.

Another indication of how the internet has changed things: today someone can summon up naked pictures in three seconds at home. In 1928 you had to send a dollar to Cuba. And wait.

Female



SEX
Indicator
25c

Male



Sex Indicator

Hold the **MAGIC INDICATOR** over a man's hand—instantly it moves in a straight line, backward and forward. Hold it over a woman's hand and it describes a complete and continuous

circle. The same action can be obtained over a letter written by a man or woman, etc. It is fascinating; baffling. We have never been able to figure out how it's done—but we've never seen it fail. Many novel and entertaining feats may be performed with the Sex Indicator. For example, similar results can be obtained with animals, cats, dogs, rabbits, over birds, chickens, canaries, etc. Also used to predetermine the sex of chickens and birds, etc. In fact it is sold as a patented egg tester in Europe. Price 25c, or 3 for 65c, postpaid.

If you need one of these to tell the difference, a more useful instrument is available at reputable physicians, and they're called "eyeglasses."

Also useful as a chicken sexer and canary-gender-identification tool. And it's an egg tester! Drop it on any egg. Does the egg break? Then it's defective.

Big Money

with a Buescher

First class Saxophonists make big money and the work is easy and pleasant. You might become a great record-maker like Clyde Doerr, whose picture is shown with his Buescher. \$100 to \$500 a week is not unusual for good musicians to earn. Even if you don't care to become a professional, you can have a lot of fun and earn extra money with a Buescher Saxophone.

6 Days' Trial on any Buescher Saxophone, Cornet, Trumpet, Trombone or other instrument. Mention instrument in which you are interested for free literature.

Buescher Band Instrument Co.
2661 Buescher Block (494x) Elkhart, Ind.



For heaven's sake, couldn't one just learn the saxophone for the joy of it? Does BIG MONEY have to enter into everything?

Buescher was legit; they weren't sending you tin tubes that fell apart after an afternoon of fruitless hooting. Clyde Doerr appeared in many ads, and was probably familiar to readers from his recordings. As for the work being easy and pleasant, here's Doerr's recollection, from "Another Book About Popular American Recording Pioneers: 1895-1925: The Unpublished Entries" by *Tim Gracyk*:

"I was lucky if I got 2 or 3 hours sleep a night sometimes. Get up in the morning, get in town for a 9 a.m. studio [session],...get out about 12:30 and grab a little sandwich, a little milk, take a taxi cab and hop over to the next studio...and then go up for an evening rehearsal in the studios and then the late broadcasts and then a lot of time go out and play all night at the Ritz or the Biltmore or somewhere like that....My heart finally gave out on me after 10 years. I had to knock it off. I quit for awhile. I had to take it easy."

Good thing - he lived another 44 years after this ad ran. That's the message we take away. PUT DOWN THE SAX, AND LIVE.



**"You can go
20 miles on less
than a gallon
of gasoline"**

BEWARE!

**Inflammable clean-
ing fluids may dis-
figure you for life
or kill you outright
—then it's too late
for advice.**

For Safety's Sake—demand

CARBONA

**UNBURNABLE & NON-EXPLOSIVE
Cleaning Fluid
Removes Grease Spots**

**Without Injury to Fabric or Color
Does it Quickly and Easily**

Send for free booklet "All About 'Rings' and
How to Avoid Them in Removing Grease Spots"
Carbona Products Co., 305 W. 26th St. N.Y.C.

**20¢ BOTTLES AND LARGER SIZES
AT ALL DRUG STORES**

We've become accustomed to unburnable non-explosive cleaning fluids. The idea that something you sprayed on the counter to remove a stain could blow you through the roof and fling your lifeless body twenty miles from your home - it doesn't even occur to us. We've got it pretty good. But it's made us soft.

Not as soft as you get when every bone in your body was pulverized by a home explosion, of course.

**Don't
Do
This** →
use



LEONARD EAR OIL

An Ear Oil of great benefit in cases of Catarrhal Deafness and Head Noises. Simply Insert in Nostrils and Rub in gently back of Ears. Soothing and Penetrating. On the market since 1907, and many thousands have written of the relief obtained. Recommended by Dr. John Bergeson, an eminent Ear Specialist. Price \$1.25 at drug stores. Folder about "Deafness" on request to A. O. LEONARD, INC., 70 Fifth Avenue, New York City. Suite 828

This guy again? No, he's a knockoff. The ad doesn't promise to help with ordinary deafness, but "Catarrhal Deafness," which could be stuffed-up ears from a cold. (The word "Catarrhal," as you may suspect by now, was applied willy-nilly. The clap was probably "catarrh of the willy" in some ads.) The oil was also good for "Head Noises," which could mean "pouring it in the drink of your nagging wife, since it's mostly strychnine," but who knows.

The method of application seems SUPER SCIENTIFIC: put it in your nose.

MAGIC NOSE FLUTE



Post
Paid
10c

The Magic Nose Flute, or Humanatone, is a unique and novel musical instrument that is played with nose and mouth combined. There is just a little knack in playing it which, when once acquired after a little practice, will enable you to produce very sweet music that somewhat resembles a flute. There

is no fingering, and once you have mastered it you can play all kinds of music with facility and ease. When played as an accompaniment to a piano or any other musical instrument, the effect is as charming as it is surprising.

The good thing to know about the Magic Nose Flute: "There is no fingering."

GALLSTONES Killing Millions

Of the millions who die from Gallstones, Liver and Stomach Trouble, many could have been saved had they had the proper treatment in time. You don't have to suffer from Gallstones, Pain in the Back, Liver or Stomach Troubles. Now is the time to get rid of them. Just send for a free sample of Dr. Hildebrand's treatment. Gallstones are dangerous; they are painful torture and cause burning pains around your liver, pains in your sides and often they cause chills, fever, colic, indigestion, or gastritis. **For:**

FREE
SAMPLE

**Gallstones, Liver
Stomach Troubles**

Let me send you a liberal supply of Dr. Hildebrand's Famous Gallstone and Liver Capsules, and be relieved. They may save your life—avoid an operation. Send name and address to day. No obligation.

DR. HILDEBRAND'S LABORATORIES
Dept. 75, 155 N. Union Ave., Chicago, Illinois

Man, just quit while you're ahead. Say it's for gallstones and leave it at that. Don't drag "indigestion" and "chills" into it. FOCUS.


A 1934 lawsuit against Frank Granzow, "trading as "Dr. Hildebrand's Laboratories," said that the gunk violated the Food and Drugs Act. He pled guilty and paid a \$40 fine. In the course of the investigation, the government analyzed the pills, and hello, it's our old friend strychnine, alone with "soap" and "plant fiber."

Granzow may have overstepped the usual bounds, since his version of the product also claimed that it was useful to combat "Despondency" and "poor concentration."

Dying of strychnine poisoning will do that, I suppose.

GOITRE BOOK FREE!

I have an honest proven treatment for goitre used throughout the world. A booklet in 2 colors, illustrated and copyrighted at Washington, tells cause of goitre and new ideas for home treatment. **Book Free, write Dr. Rock, Box 737, Drawer 103 Milwaukee, Wis.**



An ad from 1929 that looks like a drawing from the Pilgrim era. Goodwyfe Constance Smythe doth found her pious neck best by a growth of Large size, and tho' the Learned doctors did suspect a goitre, the Rupture of the skin and the appearance of a Profusion of spiders doth proved the malady was of a Rural nature. She was treated with Tincture of Ash and a Poultice of candied gin.



GRAY HAIR

Goes in 10 Minutes!

Money back if it fades again! My French MAGI Compound leaves no streaks. No stains on linen. Penetrates all through each hair. Stands any amount of washing, shampooing and curling. Leaves hair soft and silky. Applied in few minutes. Only one ap-

plication. \$2.00 outfit for only \$1.45 to introduce quickly. Send M. O. or pay C. O. D. plus 20 cents postage. I guarantee you will be greatly pleased. Plain wrapper. Maison Jeunesse, 17 Park Row, New York, Suite MD-79.

Hey, boss, there was a mix-up at the plant, and they made 200 gallons extra of that black lacquer we sold to the Navy to paint the wood on the piers. What you want I should do with it?

Sinus Trouble *is* CATARRH



When infection gets into the little pockets (sinuses) that connect with the nose, they cannot drain properly. A "stuffed up" head, distressing fullness, often with splitting headaches, are the result. Hall's Catarrh Medicine, because it acts through the blood, reaches the sinuses as no wash, spray or ointment can. Drives out poisons, and swelling, and restores the tissues to healthy tone. Get Hall's today!

HALL'S CATARRH MEDICINE

Combined Treatment at your Druggist's. If he hasn't it, enclose 85c to F. J. Cheney & Co., Dept. 38, Toledo, Ohio

Write for New Radio Log Book, Free to Catarrh Sufferers

Hall's was a venerable brand, going back to the 1870s, at least; one of the most powerful and successful vendors of these quack nostrums got his start as agent for Hall's. The American Medical Association noted in 1917 that Hall's had been forced to change its name from "Catarrh Cure" to "Catarrh Medicine" because, well, it cured nothing. It was 26 proof, with some sugar, gentian, cardamon, caraway, and water, and probably pool-cue chalk. The debunking article in the AMA's "Journal" noted the advertising clam - "\$100 for any case of catarrh Hall's couldn't cure." A fellow drank 26 bottles of the stuff and said he felt even worse.

The company's response: "He had not taken enough to give the medicine a fair chance."

HYPNOTISM

Would you possess that strange mysterious power which charms and fascinates men and women, influences their thoughts, controls their desires and makes you supreme master



of every situation! Life is full of alluring possibilities for those who master the secrets of hypnotic influences; for those who develop their magnetic powers. You can learn at home, cure diseases and bad habits without drugs, win the friendship and love of others, **increase your income**, gratify your ambitions, drive worry and trouble from your mind, improve your memory, overcome domestic difficulties, give the most thrilling entertainment ever witnessed and develop a wonderfully magnetic will power that will enable you to overcome all obstacles to your success.

You can hypnotize people instantaneously—quick as a flash—put yourself or anyone else to sleep at any hour of the day or night or banish pain and suffering. **Our free book tells you the secrets of this wonderful science.** It explains exactly how you can use this power to better your condition in life. It is enthusiastically endorsed by ministers of the gospel, lawyers, doctors, business men, and society women. It benefits everybody. It costs nothing. We give it away to advertise our institution. Write for it today. (Use a letter with a 5-cent stamp.) **SAGE INSTITUTE, Dept. 615-K, Rue de l'Isly, 9, Paris VIII, France.**

The appeal of these ads is always the same: make women do what you want. Make them come to your house! Say they adore you! Insist that your pimples are really “love blossoms”! Insist they *like* a man with a large, oily nose. This is accomplished by knowing exactly how to make jagged lines come out of your fingertips, but once this still has been mastered you can cure disease and overcome the obstacles to your success, which are not entirely defined as “cheek-fields of ripe blemishes,” but let’s be honest, they play a major role.

CAMPBELL'S

INFRA-RED RAY LAMP



Have You Some Troublesome Ailment?

Infra-Red Rays relieve congestion or troubles causing aches and pains in the body. The Campbell Infra-Red Ray Lamp concentrates a mild beam of Infra-Red Rays upon any part of the body.

These rays penetrate deeply into the tissues. As they penetrate they create an active circulation of the blood. Most ailments are due to congestion—relieve the congestion and you relieve the ailment. Nature herself does the healing by active, normal blood circulation.

Why Suffer Needless Pain?

If you or some friend have a troublesome ailment, a lamp like this is a blessing. May be used safely by anyone.

Relieve bronchial trouble, Neuralgia, Neuritis, Rheumatism, Lumbago, Flu and many other ailments.

Tell Us Your Trouble

Get Our Book on Infra-Red Rays

Quotes leading authorities as well as users

Infra-Red Rays have brought wonderful results for others. Let us send you their letters. Write today for our book giving details.

THE WILLIAM CAMPBELL COMPANY

1053 Union Avenue • Alliance, Ohio

Have you some troublesome ailment? No? Would you like some? Like a gash on your collar-bone when this thing slips and smacks down on your shoulder, perhaps? No obligation; no salesman with a gay, cosmopolitan attitude that speaks of a world beyond your home will call to relieve the loneliness and tedium of life; nothing will happen. Least of all relief.

At least we know now what causes Ailments: congestion. And we know what solves it: a light-bulb with some red dye. But it only works on *needless* pain. Useful, important pain is yours to bear.

\$9.85 **32 CAL MILITARY AUTOMATIC**

Biggest Bargain, Flashlike, Accurate and Hard Hitting.

Will not jam, Blue Steel; Checkered Grip. "A Real He Man's Gun". With extra magazine shoots 18 shots. **SEND NO MONEY!**— Pay Expressman only \$9.85 plus small express charges.

JENKINS CORPORATION, 621 BROADWAY
Dept. 2-B-313 New York City

18 SHOTS

 **Foreign Work!**

Like to Travel—Does Romantic, Wealthy South America call you? Unusual opportunities for young men. American employers. Fare and expenses furnished.

BIG PAY. Write for Free List.

SOUTH AMERICAN SERVICE BUREAU
14600 Alma Avenue Detroit, Michigan

Mail-order he-man hard-hitting blue-steel guns and an enticement of “unusual opportunities” in South America - they go together so well. Unfortunately, they end the same way: sweating, on your back, staring at the barrel of a corrupt policeman’s rod, looking around the room for salvation or sympathy - Rosalita! Tell him! Tell him I had nothing to do with the robbery! She shrugs: *eet ees too bad, senior. I can do nothing.* You realize she’s in on it. She’s been in on it all along. What a sap: the whole thing was a set-up, from the ad in the magazine to the suave fellow in the white suit who met you at the dock, to the beautiful cafe waitress who took a sudden interest in you when you walked into the cafe that steamy night that now seems like a million years ago. They played you for the sap from the start.

Or so you think it might go. So you just buy the gun.

SEEBACKROSCOPE

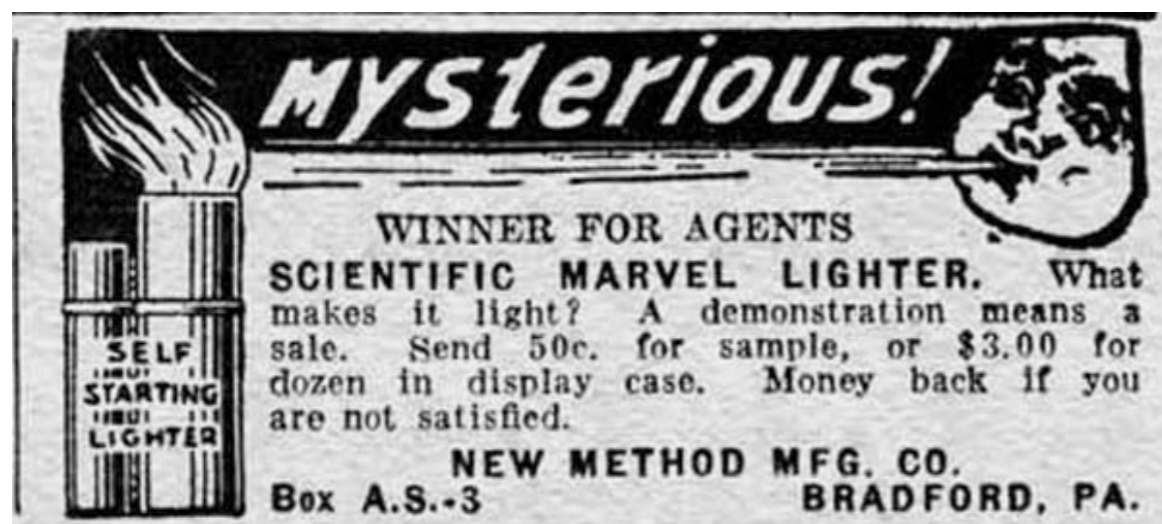
Place this clever instrument to your eye, you see what is going on behind your back. Very interesting things sometimes occur when no one thinks you are looking. Just like having eyes at the back of your head.

PRICE 25c POSTPAID



No doubt pronounced "Seeb - ack - RO-SCO -pay."

The century was young, but I think they were right: it *was* the wonder of the 20th century. More than radio, commercial flight, skyscraper construction, or mass media. This.



Mysterious!

WINNER FOR AGENTS
SCIENTIFIC MARVEL LIGHTER. What makes it light? A demonstration means a sale. Send 50c. for sample, or \$3.00 for dozen in display case. Money back if you are not satisfied.

NEW METHOD MFG. CO.
Box A.S.-3 **BRADFORD, PA.**

Oh, for heaven's sake, do the scams never end? A magic lighter? Scientific marvel? Probably has a little magnifying glass that focuses the rays of the sun on the tip of the cigar. Just stand there for half an hour, and eventually it'll burn.

So you might well think, since you're already jaundiced about these ads, and believe that every one of them is a scam, a hunk of bunkum, a devious bit of rube-foolery designed to part distant strangers from their cash, and poison them in the process. But look at the address. Bradford, PA.

There's a company in Bradford that still sells lighters today. Goes by the name of Zippo.

New League of Nations Puzzle
WIN \$1,000 CASH



LAND ENG
ADA CAN

TEDUNI STASET
PANAJ
GIUM LEB

EC FRAN
TAILY

Here are 7 nations which helped to organize the League of Nations. The letters in each name are all there but are disarranged. Can you rearrange them so as to spell the 7 nations correctly? See how much you know about International Affairs.

FREE

A Hansel and Gretel Weather Prophet Sent FREE to every Contestant reaching 1485 points. Interesting scientific forecasts weather 8 to 24 hours. Stands 7 1/2 inches high, width 6 inches. Hansel and Gretel come out to forecast fair weather; a witch comes out to forecast rain. Has thermometer.

DOES NOT COST A CENT TO ENTER THIS CONTEST
 Can you name seven nations which helped to organize the League of Nations after the world war?
 (The United States was one of seven nations which helped to organize the League of Nations after the world war.)

Teh puzzel si nto veyr hadr, si ti?

Tenudi Staset was tough, sure, but the first two examples gave you confidence. Once you'd figured out the devilish code that scrambled ENGLAND into the incomprehensible hash of LAND ENG, and realized that ADA CAN could be transposed to CANADA, you had the sensation of blinding clarity that accompanies most great insights.

1930s

Modern advertising was born in the 30s, you could say; the stuffed-shirts were shown the door, and copy-heavy solemn busy ads were replaced with clean crisp graphics.

Except in the tiny ads sections, where it was business as usual - if a bit racier.



**FREE
BOOK**



RAISE GIANT FROGS

WE BUY! GOOD PRICES YEAR ROUND! Other markets waiting for all you can ship. Get ready now for next spawn. Breeder lays 20,000 eggs yearly. Small pond starts you.

Free book shows sketch. Send no money. Write **American Frog Canning Co., Dept. 195-C, New Orleans, La.**

Write today to the American Frog Canning Company! If you're wondering why anyone would can frogs, except to provide someone with a horrible shock when they open up the can of jellied cranberries and find a big wet asphyxiated amphibian staring up at you, think *frog legs*. Yes, that delicacy that took the country by storm. American Frog Canning's other ads said the natural supply of frogs was exhausted, and they needed people willing to ship tens of thousands of frogs to the cannery every year.

What a popular fellow you'll be down at the local post office.

DELAYED women FOR QUICK RELIEF



Try **K. P. C. COMPOUND** which has proven successful to thousands of women in many long abnormally **DELAYED** cases with **no bad after effects**. NOT a Pill, Tablet or Liquid. Sensational results reported. Mrs. M. B. writes "3 months late—relieved naturally." Mrs. E. M., Texas, writes: "I was delayed nine weeks after taking 1 box my flow came."

**GUARANTEED
SATISFACTION
with First Order. Or
MONEY BACK**

CONFIDENCE in our product permits us to make this strong guarantee. *Formula No. 4, \$2 a box. Trial Size, 25c.* **ORDERS RUSHED** in plain wrapper, with full directions. *Free Booklet.* **K. P. C., 7 East 11th Street, Dept. 441, CHICAGO, III.**

Amazing **DEE-LAY** for **MEN!**

GIVES YOU "STAYING" POWER—PROLONGS THRILLS!

Don't let premature climax rob you of thrills or cause you embarrassment! A new, remarkable discovery for external use called **DEE-LAY** gives you the "STAYING" POWER you want and need. Prevents disappointment. Gives you perfect retarding control as desired by all **REAL HE-MEN**; is absolutely harmless. Undetectable! Users everywhere praise **DEE-LAY**. Full Size (50 times) \$1.00 postpaid. (\$1.15 C. O. D.) Satisfaction guaranteed or money back. Order yours today!

POSITIVE PRODUCTS COMPANY

Dept. 4M, 6609 Cottage Grove Avenue, Chicago, Illinois

Meant one thing for women, and another for men.

Let's just hope they didn't mix up the package at the loading dock.



GEARS

In stock—immediate delivery
Gears, speed reducers, sprockets,
thrust bearings, flexible couplings,
pulleys, etc. A complete line is
carried in our Chicago stock. Can
also quote on special gears of any
kind. Send us your blue-prints and
inquiries.

Write for Catalog No. 40
CHICAGO GEAR WORKS
769-773 W. Jackson Blvd., Chicago, Ill.

“Boss! We need gears!”

“What kind?”

“All kinds! We’re just plain flat out of gears down the
factory floor!”

“Well, hold on. I’m reading Thrilling Adventure Tales.
There’s usually a small ad for gears in the back. Let me
look.”

LADIES



I positively guarantee my great successful "Relief Compound." Safely relieves some of the longest, stubborn and unusual cases in three to five days.

FOR OVER A QUARTER OF A CENTURY women from all over the country have used this compound with remarkable results. Testimonials without number. No harm, pain or interference with work. Mail, \$2.

FREE Double strength, \$3. Booklet Free. Also with each order while they last. 2 Books of 127 pages entitled "What Every Married Woman Should Know" by Fielding and "The Physiology of Sex Life" by Dr. Greer. Simply mail this ad and your order today for either single or double strength treatment to

DR. A. N. SOUTHWINGTON REMEDY CO.

Kansas City

Missouri

You don't know if it promotes regular menstruation or causes spontaneous abortions. Or both.

LEMURIAN

INCAL MALIXETHO

It has been said by the uninformed that the ancients possessed no written language, left no traditions, erected no great monuments and employed no scientific instruments of any importance. The Mayan alphabet, the Platonic tradition of Atlantis, the Lemurian Temple of the Sun at Baalbec and a revived knowledge of chemical transmutation, air navigation by levitation, and wireless transmission of power, all provide irrefutable evidence of a Past Master Civilization founded upon an incomparable Philosophy of Life.

Incal Malixetho expresses the Atlantean concept of the omnipresence of God in Nature. It is the key to the acquisition of a super human knowledge of the Laws of the Cosmos and their application to every situation, whether personal or scientific.

How this education can be achieved, and how it will lead to Citizenship in a New Order of the Ages now being erected here in America, has been told in our latest brochure, "LEMURIA THE MAGNIFICENT." Send for it by enclosing TWO DIMES. No obligation. Address Dept. U-10.

Perfection of Body Brilliance of Mind
Nobility of Character

LEMURIAN FELLOWSHIP
1714-N. 69th Street Wauwatosa, Wisconsin

FELLOWSHIP

Well, that's easy for you to say. Okay: Lemuria was the Pacific version of Atlantis, at least according to the Lemurians. They insist that Jesus not only visited the lost continent, but reigned for a thousand years as the Emperor of Atlantis. After that it's somewhat unclear; he may have retired to Phoenix.

"Incal Malixetho" means "God is imminent in Nature," in some ancient tongue spoken with astonishing fluency by 1930s copywriters.

OWN A Potato Chip Factory

COMPLETE

New "Home Factory" Makes

NEW KIND POTATO CHIPS DONUTS — SALTED NUTS

Stop looking for something difficult. Turn potatoes into cash. I show you just how with my newly perfected outfit. Start anywhere. Very little cash needed. Exclusive location. Profits pour in. No experience needed. I furnish the plans. Begin anywhere—village, small town, city or suburb. A big opportunity is waiting. Business permanent.

Complete 16-unit Outfit includes new type vitreous white enamel ROUND Cooking Vat, Direct-to-fat high speed Slicer, centrifugal Grease Extractor, Thermometer—Positively everything necessary to start—all at new low price.

Make Up to 300% Profit on Raw Materials

Raw materials are plentiful and cheap. Highly perfected outfit and confidential plans make operation simple, with starting profits certain.

WE HELP FINANCE YOU

and locate you. Send no money, just name, for book of facts and free opportunity.

LONG-EAKINS COMPANY
511-S High St. Springfield, Ohio

Stop looking for something difficult! Buy an enormous metal can that superheats oil that sears flesh on contact! Everyone likes to buy potato chips from a stranger with a welter of tiny oil-spatter scabs on his face who carries them around in greasy brown bags and has an air of desperation, hoping *this* will be the thing that turns his life around.

WAKE UP YOUR LIVER BILE...

**Without Calomel
— And You'll
Jump Out of Bed
in the Morning
Rarin' to Go**



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c at all drug stores.

"A mere movement doesn't get at the cause." Well, define "mere."

On second thought, that's okay.

Calomel was a form of mercury, used to move the mail when things backed up; ads in the old days were obsessed with regularity, and to judge from all the tonics and pills and purgatives, about 50% of the population went around with six days' worth of meals queued up and ready for shipping.

Note: if your product is designed to hasten a movement, however mere, it might not be best to suggest you will have to jump out of bed, rarin' to go. Some people might be sound sleepers.

YOUR YOUTHFUL SKIN A MASS OF PIMPLES?

**Take steps now to help keep your blood
free of skin-defiling poisons**

Stop being an object of shame and scorn among your friends. Find out what often causes those repulsive-looking pimples . . . and get rid of them.

Between the ages of 13 and 25 your body is changing rapidly. Important glands develop. These gland changes upset your system. Waste poisons from the intestines are often thrown into the blood stream and are carried to your skin, where they may bubble out in ugly, shameful hickies.

You must help keep your blood free of these skin-irritating poisons. Thousands have done so, just by eating Fleischmann's Yeast. The millions of tiny, *living* plants in each cake of this fresh food act to help you fight pimple-making poisons at their source—in the intestines, before they can get into the blood. Many get amazing results in 30 days or even less! Get Fleischmann's Yeast *now*. Eat 3 cakes a day—one before each meal—until your skin is clear and fresh again.

The old soft-sell. Flatter your customers, that's the ticket. Or, if they're so disfigured by suppurating pustules, just hit 'em with the horrible truth. You there! Youthful person! Is *your* skin pimple-massed? Of course. That's why you're still reading.

The ad promises to tell you what causes your repulsiveness, and teases you with some science: important glands are taking poisons from your intestines and pushing them out your pores. You are *literally s**t-faced*. No wonder you are shunned. God, you're ugly.

Confessions of a Pansy

Tear of an hour, sink into an armchair, grab-a-hold-of "Confessions of a Pansy", and forget your culture. The queerest tale ever related. Read of unbelievable activities in that strange realm known as Pansyland. Detailed descriptions. A delightful and tantalizing story of strange frolics and peculiar experiences. You'll giggle at enjoyments so flippantly described in this strange saga. Introductory price 50c. Darn right, we'll send it in a plain wrapper.

CHARLESTON DISTRIBUTING COMPANY
Dept. PS-8, 236 W. 55th St., New York City

Darn right we'll send it in a plain envelope, but just for fun sometimes we rip off a corner so it looks like it was damaged in transit, and then the postman has to tape it up, and you spent a week in a panic: *did he see? Did he see?* Ha ha!
Fruit.



**Operator
No. 38**

FOLLOW THIS MAN

Secret Service Operator No. 38 is on the job!
Running down dangerous Counterfeit Gang. Tell-
tale finger prints in murdered girl's room.

Free *The Confidential Report
Operator No. 38 made
to his chief. Write for it.*

Earn a Regular Monthly Salary

YOU can become a Finger Print Expert at home,
in your spare time, at small cost. Write for con-
fidential full report and details. Literature will
NOT be sent to boys under 17 years of age.

INSTITUTE OF APPLIED SCIENCE
1920 Sunnyside Ave.
Dept. 79-64 Chicago, Ill.

He's a Secret Service Operator, trained to blend in, work in the shadows, and look just like every other guy in a bow tie and top hat. Follow him! Follow him right down the alley, wondering where he's gone - and then in a flash his scarf is around your neck, his breath in your ear, demanding to know who sent you. "The Institute -" you stammer. "The Institute of Applied Science! They told me to follow you!"

You hear a soft chuckle just as the knife goes in.

LONESOME? Former clergyman will find you many suitable marriageable correspondents. Write today. State age, wishes, circumstances. Fee only \$2. **JOHN HODSON, Sturgeon Bay, Wisconsin.**

ARE YOU LONESOME?

Why be without romance and companionship when I can make you happy? Let me give you confidential introductions to desirable people everywhere. I specialize in giving continuous and personal attention to every member. Write for free sealed particulars.
JOAN EVERS CLUB P. O. Box 384 Woonsocket, R. I.

LONELY?

Others are Lonely too! Seek Love, Happiness, Romance the Best Way—Thru Our Confidential Club. Interesting, Attractive, Cultured People Everywhere, All Ages and Circumstances. Stamp Brings Particulars. Box 1725, Houston, Texas.



LONELY?

Join a National Church Organization. Un-denominational. Sure to have a select helpmate for you. Stamp and age bring full particulars. **REV. JONES, P. O. Box 2459, Kansas City, Mo.**

LONELY? Join this reliable Club established 17 years. Feel the thrill of Romance. Members everywhere, many wealthy. Descriptions Free, sealed.
MRS. BUDD Box 753-M San Francisco, Calif.

LONESOME?

Find your Sweetheart or Mate, the Modern way. Thousands of lonely men and women have been made happy. Why not you? Join the Modern Club. Ladies and Gentlemen everywhere. Confidential, free information in plain sealed envelope. **MODERN CLUB, P.O. Box 122-M, Sheboygan, Wis.**

PROSTATE SUFFERERS

Prostate gland acute or chronic, rheumatism, kidney and bladder sufferers, send for **FREE** trial package, amazing results. Endorsed by doctors.

PROSTEX COMPANY, Dept. 73, Miami, Oklahoma

FISTULA

I don't know if was supposed to make fistula sufferers glad they were married, or lonely people grateful they didn't have fistula.

MAKE MONEY AT HOME

**RUBBER
MOLDS**

Low as
6¢ EA.

Amazing rubber mold-making outfit makes perfect flexible molds of plaques, ash trays, book-ends, etc. Molds cost from 6c to 25c each. Each mold makes hundreds of novelties and gifts to sell up to \$1.00 apiece! No experience necessary. Quick and easy. Start profitable business in your home . . . sell to stores, gift shops, friends, resorts, road stands, by mail. Full or spare time. "Molders Handy Book" and list of buyers FREE. Write

SO-LO WORKS

Dept. S-823

Cincinnati, Ohio



Oh, to heck with the ash-trays and bookends. Guys want to make that girl. So she's missing a few limbs! That just makes it art. It's not wrong to get all bothered if it's art, is it?

If resorts want them, and you can sell them to resorts for a dollar, and they can be made for as low as 6 cents, wouldn't resorts just buy the kit and make the damned things themselves?



BOTTLED POWER!

It takes a formula that's got **Punch-Power** to bring quick relief from the aches and pains of simple neuralgia, sore muscles, stiffness due to fatigue and exposure. That's **EN-AR-CO** (Japanese Style) OIL, the anti-septic counter-irritant. **EN-AR-CO** (Japanese Style) OIL is **Bottled Power**—you'll say so after the very first application. All druggists.

Made in U.S.A.

NATIONAL REMEDY CO. NEW YORK

Your choice! Depending on what was in En-Ar-Co, this combination of ads could be called "Cause and Effect."

TOMBSTONE

Genuine Granite & Marble.
Low Prices. Beautiful Designs.
Free Lettering. Erected if desired.
Order now for Memorial Day.
Satisfaction guaranteed.
Write for Catalog and samples
NOW.

\$9^{UP}

FREIGHT
PAID



U. S. MARBLE & GRANITE CO.
ONECO, A-45, FLORIDA

PHOTOS

New rare French Photos, 16 samples and price list 10c.
SUPERIOR SALES (Dept. M), 509 Fifth Ave., N. Y. City.

PARIS HOT LOVERS PHOTOS



Taken from life poses of French girls and fellows, in French Style love Scenes. 15 Daring and thrilling photographs, all different poses, for \$1.00.
French Bedroom Scenes Photos
Red Hot poses every man likes to see. Posed by Naughty French girls in their Bedrooms. 12 photos, all different, \$1.00.

Real Action Pictures

Imported from Germany. Love Scenes of German Men and Women in life-like Actions. 5 pictures, all different, for \$1.00. Special Offer. If you will send us \$3.00 for all the above three sets, we will send you Free 80 miniature samples of Beautiful French girl Models. SEA-BREEZE NOVELTY HOUSE, Box 1458, New Haven, Conn., Dept. GT-APR-SC.

Books on Corporal Punishment!

and other curious unabridged, privately printed and unusually illustrated volumes. No postals or foreign inquiries answered. State age and occupation. Address THE GARGOYLE PRESS, (Dept. GS) 69 Fifth Ave., New York City.

Apparently in 1933, “love scenes of Germans in life-like Actions” had a particular appeal to the smut-hound. Perhaps the decadent perfumes of Weimar Germany wafted over to these shores, or perhaps it was just the naughty appeal of those Daring Continentals.

You can understand why the GARGOYLE PRESS wanted your age before they sent you spanking books, but occupation? Possibly because some inspectors were so dim they put down “law enforcement.”

Well, they couldn't lie. That would be *wrong*.

EROSION The experiences of a boy from the country in the midst of the wine, women and song of a big city's underworld. Read what happened to him—and her!

DOSES OF STRAP OIL—By W. C. Bechdolt. A thrilling volume of spanking stories, vividly told. 121 pages of fascinating reading, fully illustrated.

Each book \$2 a copy. All three volumes for \$5. Send cash or express money order and express address to

CONSOLIDATION PUBLISHING CO.
Room 1202, 1015 Chestnut Street, Philadelphia, Pa.

“Erosion” sounds like a distinctly non-erotic combination of “erection” and “lesion,” but “Doses of Strap Oil” may be the frankest title in the history of whippin’ lit.

The ad only had two books. The promise to get three for five may have convinced the target market that the third was so spicy its existence could only be implied.

Probably a feed catalogue.

FALLING HAIR

DANDRUFF, PATCHY BALDNESS?

Give your scalp the stimulating benefits that follow the regular use of Glover's Mange Medicine and massage. See how it helps check Excessive Falling

Hair, remove Dandruff and aids new hair growth in Patchy Baldness! Shampoo with Glover's Medicated Soap—specially compounded to blend with the Medicine. Get both at your Druggist's. Ask for a *professional* application of Glover's Mange Medicine every time you visit your Barber.

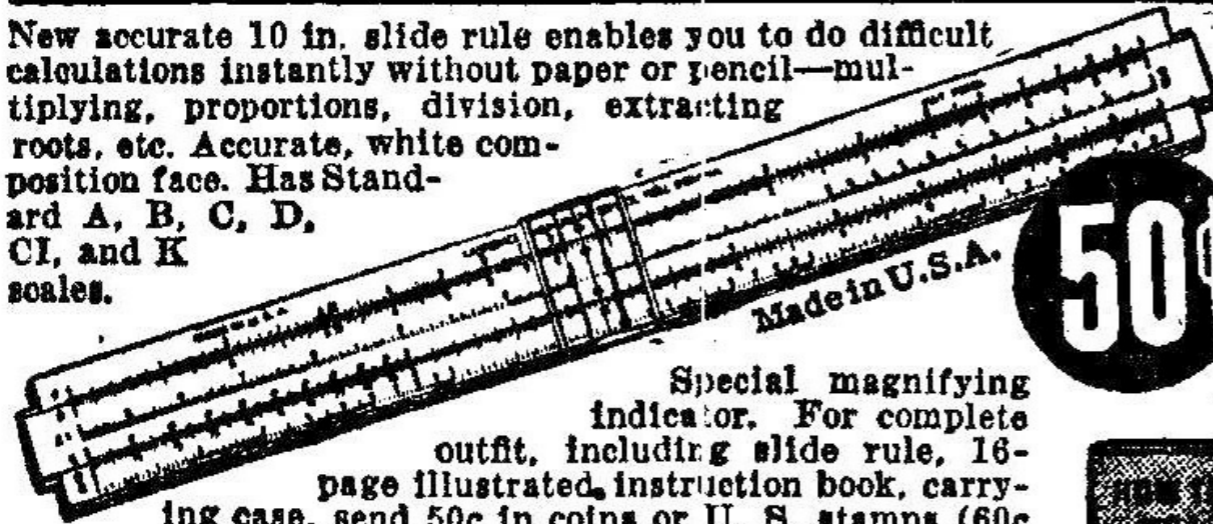


GLOVER'S MANGE
MEDICINE

Glover's! For Men who aren't afraid to admit they have something that also bothers dogs.

You Can Figure INSTANTLY On This NEW SLIDE RULE

New accurate 10 in. slide rule enables you to do difficult calculations instantly without paper or pencil—multiplying, proportions, division, extracting roots, etc. Accurate, white composition face. Has Standard A, B, C, D, CI, and K scales.



50¢

Special magnifying indicator. For complete outfit, including slide rule, 16-page illustrated instruction book, carrying case, send 50c in coins or U. S. stamps (60c in Canada). Mailed postpaid. Satisfaction guaranteed or money refunded. (Schools and dealers; write for quantity price.) Send today for this great slide rule value.

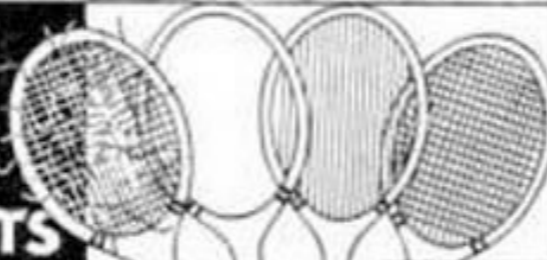
LAWRENCE ENGINEERING SERVICE, 95 Smith St., PERU, INDIANA



Women repelled immediately! Subscriptions to science-fiction magazines appear in your mailbox, as if by magic! Use it to calculate how much weight a bridge can take, or how much taunting you can take in gym class before you finally snap and tell ol' Flash he's nothing but a superannuated baby. He won't even know what it means. There will be a moment when he's confused - and that's when you look at Dorothy, and see how she's realized what a phony Flash is, how brain beats brawn in the end.

Send away for two! Because Flash will snap the first one in his bare hands just to get your goat.

EARN MONEY
Stringing
TENNIS RACKETS



Stringing Tennis Rackets pays \$1.80 profit on \$3.00 restringing. No experience needed—we teach you how. Tennis players need new strings in their rackets two or three times yearly . . . every stringing means *profit* for you. See how *simple* it is to get in this business. Costs *practically nothing* to start. Easy work! *Get started NOW!*

YOU GET
'EM LIKE
THIS

and

DELIVER
'EM LIKE
THIS

FREE Write today
and we will
send you **FREE**
plans and special
offer on strings and
stringing equipment.

THOMPSON MFG. CO., 4529 Packers Ave., CHICAGO, U. S. A.
Makers of TOMGUT "Court Tested" Tennis Strings & Restringing Equipment

Makes sense: mail rackets to people, pay them to string it, then cover shipping to return the rackets. Much cheaper than having it done at the store where you bought the racket in the first place.

The Colonel, war-like, grim from Service,
Finds Insect Aircraft makes him nervous,
And issues order forty-two—
“Men, shoot them down—with Bug-a-boo!”



YES, WE'VE MADE bug-riddance both easy and pleasant with Bug-a-boo. This new high-power insect spray kills them dead . . . *dead* . . . DEAD . . . and it is pleasing in aroma, suggesting the pine forest. Furthermore, it won't stain your wallpaper, clothing, hangings, etc. We know you'll like Bug-a-boo. Put it on your shopping list.

BUG-A-BOO

KILLS FLIES, MOSQUITOES, ROACHES, ANTS, MOTHS



SOLD BY MOBIL OIL
STATIONS AND
LEADING DEALERS

Thurber cashes in! He'd often say he'd refused offers to use his art in ads, but he did a series of pictures for Bug-A-Boo, a subsidiary of Vacuum Oil. Here the man commands the wife and children to spray clouds of poison at each other, which seems like the sort of thing Thurber enjoyed.

PLAY LATEST HITS!

*Even If You Can't
Read a
Note!*



It's America's newest musical sensation! For solos, duets, novelty effects; for playing with piano and other instruments, it is without equal. So easy to play you can learn by yourself in just a few minutes. Music teachers endorse it as ideal pre-band instrument. If your music dealer cannot supply you—use coupon. **SEND NO MONEY!** Pay postman \$1 plus postage upon delivery, or send a dollar bill, and we'll pay the postage.

TONETTE CO., Dept. PS-4
30 East Adams St., Chicago, Ill.
Send _____ Tonettes
I will pay postman \$1 each and a few cents postage.
Name _____
Address _____
City _____ State _____

\$1 **TONETTE**
ANYONE CAN PLAY IT

Yes, anyone can play it.

That's the problem.

These things were the bane of grade-schoolers for decades. Anyone who plays them remembers something you usually don't associate with a musical instrument: a horrible plastic taste, like you were having sexual relations with a robot whose skin was made of petrochemical resins.

Button Rupture Newest Way

*(Without Cruel
Pressure)*



Science now advises discarding cruel steel springs, filthy leg straps and other ox-harness that severely press against the rupture and prevent nature from healing it. After thousands of test cases a new method has been perfected. It employs newest Magic Dot. Entirely new and different. It anchors in a way that allows circulation to heal where possible and of course permits the wearer to have consistent freedom of movement in safety. He can run, cough, bend, etc.

Magic Dot weighs less than an ounce. It comes to you on a generous Free Trial, by Actual Wear, and if you are not pleased, you have your money back. With it comes all needed accessories to allow you to abandon your present truss if you so decide. Users often forget they are wearing Magic Dot.

FREE SAMPLE

Try to write this very hour so as not to forget it. You will get an educational book and an interesting sample of material free of all cost or future obligation.

NEW SCIENCE INSTITUTE
1483 Clay St. Steubenville, Ohio

Oh, so *now* science advises against filthy leg straps. It was okay with science before, but suddenly they change their mind.

The ad may be correct to assert that Cruel Pressure is wrong, but if you're going to cite Science, don't name your product the "Magic Dot." If you think the device may have been less than efficacious, congrats: you're smarter than the fools who sent away for it. The Magic Dot was the work of John Homan, an Ohio quack who also came up with something the AMA called "an electric rectal dilator." Dilation being a standard attribute of rectums in their normal state, the AMA did not approve it.

The FTC told him to knock it off in 1929, but he kept at it. He tied up the Feds until 1935, when the government instructed the Postmaster General that all mail to Homan's "New Scientific Institute" should be returned to sender, with the word FRAUDULENT stamped on the front.

If you're wondering how he made his money: he sent the strap for the device in a sealed envelope, with a note that said you'd have to pay if you broke the seal. Bingo.

NEW SECRET LANGUAGE

Mystic Zend



Puzzles Everyone—yet is Simple
and may be learned in a week.
Sounds as Foreign as Greek.



Instruction Book for 2 Dimes.

Address **ZENDY, Dept. H, BURBANK, CALIF.**

A moment of silent respect for the guy who figured out a way to make people pay to learn Pig Latin.

Maybe not: “Zend” was the term for late-middle Persian language commentaries on the texts of Zoroastrianism, and in the late 18th century a British writer mistook the term for the language itself. So perhaps it’s just a phrase book from a Tehran University history class.

Sounds as foreign as *Greek!* That was apparently the gold-standard for furriner babble.

A COMPLETELY *Differently* **SEXED CHICK**

Announcing!

**100% SEX-GUARANTEED PULLETS OR MALES
SEPARATED WITHOUT VENT-SQUEEZING or INJURY
SEX-LINK HYBRIDS or PUREBREDS**



If you produce White or Brown table eggs for the market, write for information about the new PUREBRED SEX-LINK PULLET CHICKS. After an 11-year breeding program, we have SEX-LINKED purebred varieties, such as Leghorns, Rocks, Reds. Thus we have transmitted to PUREBREDS the EXTRA RUGGEDNESS, LIVABILITY, and EGG PRODUCTION qualities of crossbred HYBRIDS. Also we are able to SEX these chicks simply by looking at their feathering instead of squeezing open the vent. Thus we eliminate possibility of injuries due to vent-squeezing.

WRITE for the Most INTERESTING CATALOG Published by a Poultryman Read about GHOLSON'S SEX-LINKS in PURE BREEDS as well as HYBRIDS. We get our HYBRIDS by recrossing POWER-SEX-LINKED PUREBREDS. Minorca-Leghorns; N. H. Red-Rocks, N. H. Red-Columbian Wyandottes; Leghorn-Rocks and other hybrids. Too long a story for this small space. **WRITE TODAY for FREE CATALOG and EARLY ORDER LOW PRICES.**

GHOLSON'S HATCHERY, Box 2512-D, McLEANSBORO, ILLINOIS

Transgendered, or just drag?

Google doesn't pull up anything for a Gholson's Hatchery, but there's a Gholson's Funeral Home in McLeansboro. One suspects that's Mr. G right there, looking as if he'd fit well in his descendent's endeavors.

BOYS can Now Learn at Home to Mount Birds and Animals!



FUN and PROFIT

Write **TODAY** for **FREE BOOK** telling how you can learn **BY MAIL** to become a taxidermist. Mount **BIRDS, ANIMALS, GAME HEADS, TAN SKINS.** Make interesting and saleable creations from **COMMON SPECIMENS**, squirrels, pigeons, rabbits, even frogs. Fascinating, great fun. **BIG PROFITS FROM YOUR SPARE TIME.**

FREE BOOK 48 pages, a hundred highly interesting pictures. The book is **FREE.** Merely send postage, 3 cents. Send for **YOUR COPY TODAY.** State your **AGE.**

N. W. SCHOOL OF TAXIDERMY, 1341 Elwood Bld., OMAHA, NEB.

Be popular like Bill! He knows what to do with dead things. He likes to work with dead things. He prefers to work with dead things. Digging out the brains is the best part!

Bill smells like the grave! Everyone avoids him except Fred. In a few years they're going to steal a car and go driving. Fred knows what Bill will suggest. Bill knows Fred's just waiting to hear the words.

What did Bill say about screams? Fred tries to remember. First time you don't like it. Then you get used to it. Then you look forward to it. Somethin' like that!



Thugs and Thieves Beware!—Here is a regular 6 shot repeater which discharges 6 smothering clouds of Tear Gas in rapid succession to instantly Stop, Stun and Incapacitate the most vicious man or beast. A safe and effective substitute for dangerous firearms. **NO PERMANENT INJURY.** Needed in Stores, Banks, Autos and Homes everywhere to protect Life and Property. No skill required. Also Pencil Guns, Electric Shells, Riot Bombs, Fountain Pen Guns, Police Club Guns. All precision-built. **NO TOYS.** Every demonstration means a \$3.00 to \$8.00 sale, offering big profits. Handle our Tear Gas Equipment as a sideline and you'll soon give it full time. For a quick start, send \$2.00 for complete demonstrator outfit consisting of an Automatic Pencil Gun with 10 demonstrators and 3 powerful Tear Gas cartridges, fully guaranteed.

FREE Blue Print showing how to install Electric Tear Gas Shells in Stores and Banks for hold-up and burglary protection, also Complete Sales Plan furnished with order or inquiry.

HAGEN IMPORT COMPANY, Dept. P-373, St. Paul, Minn.

This is an ad for selling the guns to other people. Amway with tears.

Demonstrations must have been fun. I'd think you'd have better luck with the "Police Club Gun," which would seem to cover all your incapacitation needs, or the "Riot Bomb." Scatters limbs for a 10-yard radius! Sells itself upon demonstration!

Why Dope Yourself With Drugs?

MEN-WOMEN
GAIN NEW
SEX POWER
THE NATURAL WAY
WITH
VITAMIN "E"

Science has definitely identified the food vitamin that gives Sex Power. Experiments have positively proved that lack of this vitamin—Vitamin E—causes sexual weakness and impotence in men, sexual frigidity and sterility in women. Your own doctor will confirm this. Our VITAMIN E OIL is a concentrated extract from the embryo of wheat—the richest known source of Vitamin E. It is a pure food product.

Amazing benefits have followed its use. It overcomes Vitamin E deficiency. It can only do good—cannot harm no matter how much you take. Build yourself up this natural way. A month's supply \$1.00 (\$1.15 C.O.D.)

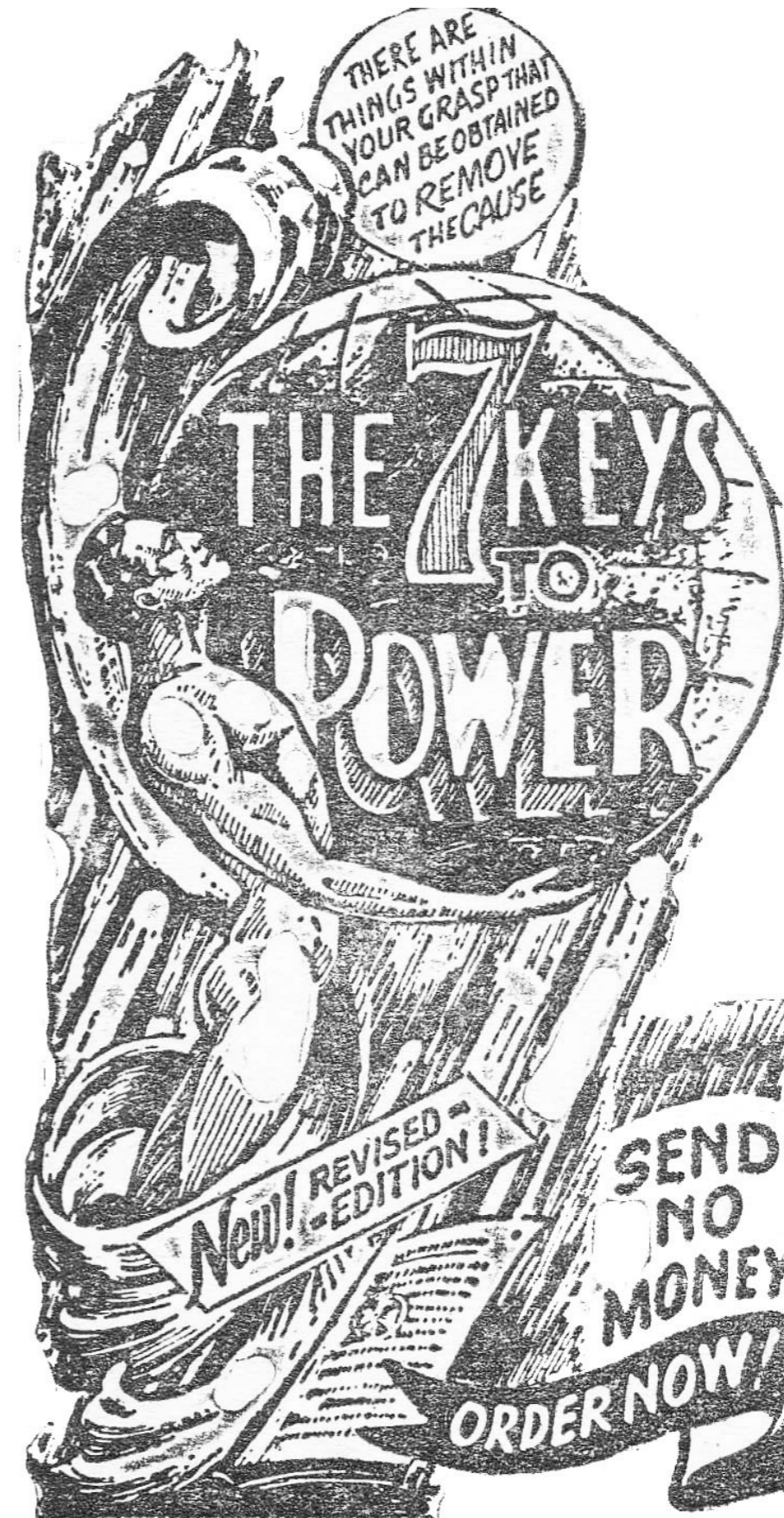
CHICAGO LABORATORY PRODUCTS


P. O. Box 3690 GE, Merchandise Mart, Chicago

Do you really want an answer to that? Well, maybe to dull the memory of sending in a dollar bill for some chalky tasting stuff that not only didn't put the wowser back in the dowsler but made you pee orange for a week, *that's* why you want to dope yourself. Again.

1940s

War? Oh, there were some ads that pertained to the war, but most of this stuff was aimed at the gullible maroons who believed in magic amulets, or were unfit for service due to ruptures or age. Or both!





Be a Fascinating
BLONDE!

Now you can have NATURAL looking blonde hair, soft and lustrous, with stunning sheen! All you do is SHAMPOO with Lechler's famous "569" Lightener Shampoo.

AT OUR EXPENSE!—We want you to TRY it and be satisfied! Send name and address and receive "569" Lightener Shampoo by return mail in plain wrapper. Pay postman \$1 plus few cents postage. (Sent postpaid when cash is enclosed.) If not delighted after 10-day trial, your money back on request. Profusely illustrated booklet included FREE!

FREE BOOK!

Send Name Today for FREE Booklet on Care of Skin and Hair for BLONDES!

HOUSE OF LECHLER, Dept. 418
560 Broadway. New York City

There are several words to describe her, but "fascinating" works only if you're transfixed by dour, suspicious women who just don't understand *why* you have to go back to war right *now* when she made plans to go to the beach next weekend. She told her friends you'd be there. And now she'll just look like you stood her up.

Oh, war, war, MPs, AWOL, that's *all* you men talk about

PLAY GUITAR
LIKE THE
COWBOYS
DO... *only* **8¹/₃¢**
A LESSON



Just out—very latest guaranteed, simple, easy method. Play cowboy songs the Western way in a few minutes by ear. Surprise and amaze your friends. Be in big demand at parties, camps, public entertainments, on the radio, etc. 12 Complete Lessons.

SEND NO MONEY. Pay postman only \$1.00 plus postage and C.O.D. charges, or send \$1.00 and get **EXTRA SONGS**

all postpaid. (Canada, \$1.25 money order only.) Nothing else to buy. Positive money back guarantee. *Rush order today.*

WESTERN RANGER STUDIOS, Dept. 451, Hutchinson, Kans.

... by strumming it with your thick, calloused hand and moving your fingers randomly, expecting the sound to be dubbed like it is in the movin' pictures!



Department DA-17, eh? Mr. Newton must have had a vast and complex enterprise. Actually, as we've noted before, this was just a way to tell which magazine had run the ad.

As for the plan, I've no idea. Maybe he had you wear that mask around bars until you associated constant beating with the smell of spirits. Aversion therapy, the early years.



TOOTHACHE?

DU: TO CAVITY

Get QUICK relief with Dent's Tooth Gum or Dent's Tooth Drops! "Cavity Toothache" frequently strikes at night. Be prepared. Buy either package from your druggist today. Keep it handy for children and adults. Follow easy directions.

DENT'S TOOTH GUM **25¢**
TOOTH DROPS

Something told me that the drops sold more than the *chewing gum*. Don't ask me why. A hunch.

GENUINE PRE-WAR QUALITY
FIREWORKS!
OH-BOY!

Banner has always been right there with the newest and best in fireworks. Now we give you JET PROPULSION...an amazing rocket plane that can be used over and over again. Write quick for details of this newest sensation in fireworks. It's astounding. It's colossal.

BIG SPECIAL OFFER \$4.95

Giant assortment of over 150 pieces, including 2-3-5 inch salutes, star shells, aerial bombs, flower pots, skyscreamers, battle-in-the-clouds, Roman candles, tubular salutes, and many others...regular \$8.15, retail value for only \$4.95. Rush your order. Supply limited. Catalog FREE.

BANNER FIREWORKS MFG. CO., INC.
DEPT. 148 TOLEDO 12, OHIO

“Oh-boy” indeed: pre-war quality fireworks! Was there a drop-off in quality during the war? No doubt: anything that would go BANG and take off a finger was diverted to beat the Nazis. On the Fourth during the war people had to blow into paper bags and pop them between their hands.

But then the war ended, hurrah! And five bucks could get you plenty of “pre-war quality” fireworks through the mail. Wasn’t that a risk? No; they soaked each box in water before sending it.

There’s nothing in the ad about the fireworks actually igniting, you know.

IN ONE NIGHT

IT CAN BEGIN TO ACT



**Strong Nerves
And Red Blood
HELP YOU
Pep Up to Win—Try
GIVAMIN**

If you are losing nerve force, pep, energy, ambition—and a full, firm youthful grip on life — it may be for want of enough vital elements often needed AFTER 40. One of America's great Laboratories has now produced GIVAMIN. This NEWER type PRESCRIPTION Tonic is intended for ADULTS ONLY. In One Night it can begin to ACT. Full three weeks' supply of GIVAMIN—taken 3 times a day—must bring tremendous increase in Nerve Force, Energy and Power to any man or woman past 40—and thoroughly satisfy—or NO CHARGE. Your money back if not positively delighted 100 per cent. Nothing else the same. So, get GIVAMIN today. SEND NO MONEY unless you wish. On delivery, pay only \$2 plus charges (\$2 Cash Orders shipped prepaid). Write Now! GIVAMIN, 103 Park Avenue, Dept. 224-C, New York 17, New York.

NOTICE TO READER: Above Money - Back Guarantee is absolutely genuine and legal. Distributors are responsible. Your own druggist will gladly get GIVAMIN for you. Just tell him you want only G - I - V - A - M - I - N.

What the hell *was* this stuff? Retroactive thalidomide? Arms slough off without troublesome exercise; stumps self-cauterize! Face deforms in ONE NIGHT, and can be shaped like putty in the morning.

The Clean, Odorless Way to
REMOVE SUPERFLUOUS HAIR!

For lovelier lips, cheeks, arms, legs, carry Lechler's VELVATIZE in pocketbook, use anytime, anywhere! Easy and clean—odorless—no muss, no bother—nothing to wash off! Removes UNWANTED HAIR INSTANTLY! At druggist or send name and address. Send NO Money! Pay postman \$2 plus pstg. for new Deluxe Duplex package contains TWO "complexion compacts"—FINE for chin, cheeks, etc. — QUICK-ACTION for arms, legs, etc.—shipped by return mail in plain-sealed wrapper.

Lechler's
VELVATIZE

*Suprise
Gift
in Each
Duplex Kit*



House of Lechler, Dept. 398, 560 Broadway, New York City

Note: if your body is 59% hair, buy the Extra Value Size.

You can keep it in your purse and use it anytime, anywhere! Which is good when the full moon rises and the transformation into a wolf begins, but *work fast*.

When you think about it, "Velvatize" could have just been a single razor blade.

**WHITE MASTER BRAND
LODESTONES**



**ALIVE-MAGNETIC-
POWERFUL !!**

The magnetic influence of lodestones, supposed to attract power and luck, was probably the reason ancient occult people considered them to be a

POWERFUL LUCKY CHARM

According to legend, ancient Romans are supposed to have believed that lodestones could attract the love of husband and wife. We make absolutely no claim to this effect and sell only to those who desire them as a curio. We do not say or infer that these lodestones bring luck, love, or power. We do know, however, that thousands of people who believe in luck carry lodestones. Our lodestones are genuine, specially dressed live lodestones, colored white and highly magnetic. A matched pair of large genuine "Master" brand white lodestones, together with full information, only \$1.98 postpaid or C. O. D. plus postage. **GUARANTEED** to be "Master" brand white lodestones or purchase price refunded.

**MAGNET PRODUCTS, Dept. 6-CF
37 East 19th Street, New York 3, N. Y.**

“The magnetic influence of lodestones, supposed to attract power and luck, was probably the reason ancient occult people considered them to be a powerful lucky charm.”

Either no one at Magnet Products believed in this crap, or the postal inspectors had been making some mutterings about exaggerated claims. If the latter, they probably waited a month or two, then took out the qualifications. The Federal boys just have to work it out of their system every once in a while.

HONEYMOON CHARM DROPS



Just one drop of this rare secret aroma will endure for hours and add a more thrilling irresistible charm to you. **ALSO FREE PERSONAL DIRECTIONS** how to use this for greater romance. **SEND NO MONEY!** Full size bottle sent in plain wrapper. Pay postman on delivery 98c plus postage, or send \$1 and we pay postage. One bottle **FREE** if 2 ordered. Money

Back Guarantee. **VELMO CO.**, Dept. WH, 152 West 42nd Street, N. Y. C.

Our labs have distilled the essence of Honeymoons, and perfected this alluring blend of fear, body loathing, awkwardness, and crushing disappointment! For men or women, although the men's container of Honeymoon sauce is designed to spill out all at once before you've had the chance to apply it.



ROMANTIC DROPS

Accent on romance . . . with this bewitching perfume of undeniable attraction. One drop lingers for hours, like memories of undying love . . . thrilling, alluring. Full size bottle 98c. Directions FREE. Sent in sealed plain wrapper. **SEND NO MONEY.** Pay postman 98c plus few cents postage on delivery or send \$1.00 and we pay postage.

BULCO, Inc., Dept. 130, Box 336, Times Sq. Sta., New York

Was this stuff different from Honeymoon Drops? Those were made by VELMO; this was made by BULCO. Possibly they also sold Bewitchment Drops under the name of KRAMSO, and in each case it was just water and essence of clove, sold to gullible people who believed that a lack of attractive features, BO that would corrode a battleship hull, and a hairy wen on the tip of the nose could be overcome by something that smelled like the room in a funeral home where they put all the flowers at the end of the day.

**FREE
BOOK**



RAISE HAMSTERS

The new wonder animals from Syria. Often called Toy Bears. Delightful pets. Everyone wants them. Laboratories need thousands. Clean, odorless. Raise anywhere. A profitable and interesting hobby or business. We furnish breeders and instructions. Write today for free book.

GULF HAMSTERY, 1537 BASIL ST., MOBILE, ALA.

Delightful pets! Everyone wants a Syrian toy bear. Clean, except for the small identically-sized feces that resemble those hard sprinkles people put on cupcakes. Yes, they're adorable! Breed them and sell them to adoring children, or ship them off in bulk to labs for horrible experimentation. THEY NEED THOUSANDS. They go through those things like Kleenex, frankly.



Sawtooth Harry
Says:
TWENTY GRAND
RAZOR BLADES
are Habit Forming

Brother . . . don't you
Never try a Twenty
Grand Razor Blade!
They're H A B I T

FORMING. Once yuh feel the per-
fect leather-stropped edge again,
yer face, yer doomed. Yuh won't be able
to get along without 'em. Keep away from
them self-help displays in Drug and other
stores in your neighborhood.

5
Leather Stropped
BLADES FOR
10¢

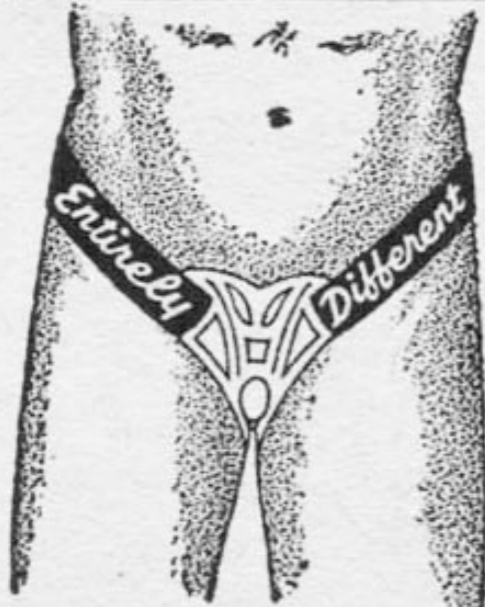
TWENTY GRAND
FINEST SWISS
MADE IN U.S.A.

WORLD'S PRODUCTS CO., Spencer, Ind.

Interesting piece of early “psychological” advertising that tried to make people want to try Twenty Grands, just to throw their prosperity in that bum’s face. *Don’t tell me what to do, Harry. Besides, I can quit ‘em anytime I want.*

“Twenty Grand” was the name of a horse that lit up the circuit in 1931; he won most races worth winning, and was named Horse of the Year. The name still had currency 15 years later - indeed, the displays featured a picture of the horse, just to cement the natural relationship between horse-racing and sharp metal objects used to remove facial hair.

If Ruptured



Do What Others Now Do—
**Wear a Form Fitting
MILLER. Truss**

which provides natural freedom and comfort in working, walking, playing, horse back riding, dancing, swimming or sleeping. You just cannot afford to be without this protection and convenience.

Wear two weeks then consult your physician before deciding to keep it.


Write me today for **FREE**

descriptive circular. Sent in plain, sealed envelope.

FRED B. MILLER Manufacturer
Dept. MG, Hagerstown, Maryland.

You could take that thing and sell it in European swimwear stores right now. Especially if it said "entirely different."

What Strange Power
CAN THIS CURIO POSSESS? ? ?



Thousands of people who believe in luck claim that so-called "Five Finger Lucky Hands" have unique powers to attract good luck. We do not make any such claims, nor do we believe that any so-called "lucky charms" such as this "Five-Finger Lucky Hand" can attract love, success, power, or jobs, or drive away evil. We do know, however, that this is an authentic reproduction of one of the most famous "hands" in which thousands believe and use in mysterious Voodoo practices. Made of long-lasting Evercast, artistically finished in "money color" green. Contains "Attraction brand incense." Even though many consider this to be lucky, we make no such claims, or believe that this curio attracts luck, and we sell it as a novelty only. Complete with filler of "Attraction brand incense" and "Power brand Sealing Wax," only \$1.49 postpaid or C.O.D. plus postage. You must be delighted with this curio or we'll refund the purchase price.

MARVEL CURIO CO., Dept. 6-CD
37 East 19th Street, New York 3, N. Y.

What STRANGE POWER can this ad copy possess??? We make no claim that our attorneys have gone over every word to ensure the postal authorities do not come for us; yet, some say it is an object that resembles something prized by people who prize objects such as this. Keep in pocket. Press into leg while on subway to prevent being aroused. Finished in "money color" green, which rubs off and stains flesh.

Comes with "Power Brand Sealing Wax," because they bought a ton of that crap to sell as Mystic Fortune Putty. Not one sale. Not. One.

HIGH JOHN ROOT
the CONQUEROR



**Considered by Many to be a
Great Luck Bringer**

High John the Conqueror Root is one of the most famous so-called LUCK ROOTS. It is believed by many that a person carrying a pair of these roots will never be without money, and will be very LUCKY and SUCCESSFUL.

Many superstitiously believe that one root acts as a so-called POWERFUL LUCK CHARM for winning games and helps in love affairs, the other allegedly drives away evil influences and wards off bad luck. While we make no supernatural claims, we guarantee these roots to be of the very highest quality. Large size roots, only \$1.20 per pair prepaid, or C. O. D. plus postage. Limited supply. Rush your order now!

**FREE WITH EVERY PREPAID ORDER, DRESSING OIL
AND HAND MADE CARRYING CASE.**
PROPHET PRODUCTS CO., Dept. DA-11
Box 77, Station J, New York 27, N. Y.

“One of the most famous so-called LUCK ROOTS,” you say? Don’t be so modest. It’s High John the Conqueror Root, for heaven’s sake! The Root Napoleon put in his shoe when he crowned himself Emperor!

Every order includes dressing oil, so you can *oil your root*. Luck will not come to a man who fails to oil his root.

LIFE'S MYSTERY WHY DOES IT HAPPEN?

An amazing secret was revealed by Wm. Michael in answer to why so many worthy men and women fail to succeed; even though they think best, work harder, act the wisest. Yet, many unworthy ones may prosper.

This and other Life's Mysteries may be understood by those who know the Mighty Law—so different it may cause the revision of many success books. Obtain success, health and happiness through Psycho-Power, a new dynamic Mental Force to "Change Your World."

FREE BOOKLET, entitled, "An Amazing Secret," 24 Pages, sent to you upon request. No obligation. Write for your copy today—Now. **PATY PUBLISHING CO., 618 South Western Ave. D.T.45. Los Angeles, Calif.**

Send now for a book, "Why Success Eludes People Who Read Tiny Ads in the Back of Science-Fiction Magazines." Or just take a good long look in the mirror and save yourself the money. Seriously, walk in front of a bus or something. It's not going to get any better. Have you oiled your root twice today? Well, there's part of your problem right there.

ONE MAN'S OPINION

It is often desirable to ask the opinion of a stranger. Quite often circumstances will not permit such action. I am eliminating those circumstances. If you desire one man's opinion, send one dollar with your request to P. O. Box 162, Alton, Ill.

Yes, you're gay. That will be one dollar.
Thank you.



Reveals His Ancient Secrets

Black Herman is alleged to have said that by following the secret instructions revealed in this volume, anyone may obtain money, love, power, success, jobs, and happiness . . . for he says that the secrets revealed in this volume would unlock a store-house of knowledge and power. If you never thought it possible to get results . . . If you seem to be walking around in circles without making progress . . . if your luck never seems to reach you . . . if your loved ones seem to be drifting away . . . if you seem to be carrying an evil condition that's holding you down . . . if you seem to be persecuted . . . get the Amazing Secrets of Black Herman to help you overcome these conditions. Not for the \$6.00 price marked in every volume, but for the amazingly low price of only \$1.00. Send only \$1.00 for this wonderful volume NOW and start to benefit by the blessings given you by Black Herman, your Friend and counsellor.



This Book Purports to Tell You How to

Master the mysteries of Astrology	Unite people for marriage
Gain love of opposite sex	Remove the source of unhappiness
Make people do your bidding	Interpret your dreams numerically
Be lucky in any game	Gain mastery of occultism
Cast a spell on anyone	Develop your psychic power
Better your condition	Know what others are doing
Bring happiness to broken lives	

MONEY-BACK GUARANTEE

CONTINENTAL CO.

126 Lexington Ave., Dept. HA-5, New York 16, N. Y.

Black Herman was the stage name of Ben Rucker, an African-American magician whose act included a “buried alive” routine. He’d be interred in front of the press, then three days later would show up on stage. HOW DID HE DO IT? THE DARK ARTS! He was buried for good after he had a heart attack on stage and died at the age of 42. The audience thought it was part of the show. People probably asked for refunds.

When this ad came out in 1946, he’d been dead for 14 years.

The book “purports” to tell you how to “interpret your dreams numerically,” which combines several useless non-empirical disciplines into one efficient waste of time. If you dream about the number 1, it’s possible you’re thinking of the dollar you wasted on Black Herman’s revelations.

I KNOW, DAUGHTER— GET
PAZO FOR THOSE SIMPLE PILES



LATER
MOTHER—PAZO GAVE
ME BLESSED RELIEF



Now, *complex* piles, that's a whole different story.

“You will find a single drop of this will last a week.”



ONLY \$1.00
prepaid

For This \$2.00 Bottle
Temptation—one of the most exquisite perfumes ever created.

A single drop lasts a week, charms and attracts men and women to you.

The fragrance of living flowers. Bottles with elongated stopper encased in a polished maple case 4 times the size of the picture.

Send No Money

Pay the postman when he hands you the package or (if you prefer) send money order, currency, stamps or check for \$1.00. In business 70 years. Money back if not satisfied. PAUL RIEGER, 256 Art Center Bldg., San Francisco

You will also find that dogs whine at your approach from a block away. You will also find that coarse sandpaper rubbed directly on the spot where the drop was applied will lessen the smell appreciably.

The phrases “only \$1.00 for this \$2.00 bottle” seems at variance with the assertion “In business for 70 years,” unless the entire business was Paul Rieger’s attempt to dispose of a substantial inheritance.



LOVE DROPS

An enchanting perfume of irresistible charm, clinging for hours like lovers loath to part. Just a tiny drop is enough. Full size bottle 98c prepaid for \$1.32 C. O. D. Directions free. One bottle FREE if two are ordered.

**REXBELL, Box 124, Dept. 82
Huntington Station, New York**



LOVE ME!

AND I WILL BE YOURS FOREVER

"That's what he whispered to me the first time I used LOVE ME. For LOVE ME is a heady, exotic perfume that drives men wild. He told me later that it made him dream of Cleopatra and Mark Antony drifting along the Nile, of Romeo and Juliet in fond embrace, thrilling in their new love." LOVE ME is not just an ordinary perfume. Love Me combines gay floral odors with the dream of Youth and Love and Joy. Love Me is magnetic and compelling. Love Me allows no refusal.

Capture again the Romance of Youth with LOVE ME. Send your name and address on a penny postcard and I will rush LOVE ME to you in plain wrapper. When LOVE ME arrives, pay postman only \$1.98 plus few cents postage. If you are not thoroughly satisfied, I will refund your money immediately. Write now to
TRULOVE, Dept. VC, 72 Fifth Ave., New York 11, N. Y.

Have sex like Egyptians! Whatever that means. But they were mysterious and schooled in the Art of Love, something proved by Cleopatra. She died for love. Or use LOVE ME, and be reminded of Marc Antony, who died for love, or Romeo and Juliet, who -

Hey, anyone check whether a homicidal maniac was sending people topically-applied cyanide? That'll cling to you for hours, which is helpful to the police: the almond aroma narrows down the cause of death. Maybe even the time, too.

"I still smell the Love Drop in all its intoxicatin' allure, chief. So I'd say it's been on the stiff an hour, two tops."

LEARN HOW TO WRITE GAGS!



**Be the Life of the Party!
MAKE MONEY! WIN
SUCCESS and FAME!**

BE A POPULAR GAG WRITER — now it's easy! No experience or special talent is needed. Al Garry, the famed writer for radio stars — Frank Sinatra, Abbott and Costello, Phil Baker and others — will show you how!

Ten Easy Lessons Teach You

Garry's 10-lesson course on RADIO GAG WRITING tells all: how to originate and develop gags; characterizing gags; gag switching; timely gags; developing gags from everyday incidents; script writing from gags, and many secrets you need to know for gag-writing success! EXTRA: you get 1000 side-splitting, original gags—start your own gag file and re-work these immediately for money! Don't delay fame, fortune, fun—START NOW! Complete, easy-to-learn RADIO GAG WRITING COURSE only \$5.95. **Send for it today!**

SATISFACTION, OR YOUR MONEY BACK

Look this Course over for 7 days. If you're not 100% satisfied—if you don't put your friends in stitches with your new sparkling wit, return the Course and I'll refund your money. Send \$5.95 money order or check NOW—I'LL RUSH THE COURSE TO YOU POSTPAID AND GUARANTEED.

AL GARRY, Gagmaster, Dept. 3

IN THE HEART OF RADIOLAND
48 WEST 48TH STREET, NEW YORK 19, N. Y.

Al Garry: GAGMASTER. That was his bondage-dungeon name, too.

There's a difference between gags and jokes. The former are funny because they sound funny, have some wordplay, and contain exaggeration - he's so dumb he thought Mae West was springtime in the Rockies! Not actually funny. Gags are not believable. Jokes, on the other hand, are constructed narratives; they have a set-up, a premise, and a conclusion. It takes skill to write jokes.

It takes less skill to write gags, but one could teach someone the rudiments of gag construction. The course was six bucks, which wasn't cheap - about \$75.00 today. But you also got 1000 side-splitting gags, which of course you would send off to radio shows, thinking this is my ticket. You probably got a rejection letter:

“Nice try, Kid. Sincerely, Al Garry.”



Seal of
JUPITER

The Planet of

MONEY·LUCK·PLENTY

For hundreds of years Astrologers and Occult Students have maintained that the planet Jupiter rules one's Fortune, Money Matters and a Full Purse. The Ancient Kabbalists believed that Jupiter's symbols upon a Talisman would create vibrations which would cause SUCCESS, Good LUCK and MONEY to come to them. No wonder that Merchants, Gamblers, Gangsters, Traders and others bought them and carried them to help them WIN AT GAMES of Skill and Chance, to help them put over a Good Deal or Hand. This GUARANTEED Genius Replica made of hard-as-stone Caaterplast is just what YOU want . . . and it costs you only \$1.00. Order one today! Send no money . . . simply pay postman \$1.00 plus postage delivery..

FREE When money is sent with order we repay postage and include TABLE OF DAYS said by Pliny to indicate lucky and unlucky days according to one's birth.

AMULUK PRODUCTS

36 E. 21st ST., Dept. DA-10, NEW YORK 10, N. Y.

Google the "Seal of Jupiter," and nothing that looks like this comes up. note that it says "VIGO," which could be a reference to the evil spirit of the second Ghostbusters movie. In which case it predicted the future, but not in any useful way. I mean, the guy's name wasn't a secret, or anything.

When the Itch of
ECZEMA
Drives You Mad
DO THIS . . .

Use Poslam, as thousands do, it's a concentrated ointment that starts to work right away, no long waiting for results. Apply soothing Poslam Ointment to ease the burning torments of eczema—the price is small—the relief is great! All druggists,
FREE: Generous sample—write name and address to: Poslam, Dept: E-10, 254 W. 54th St., N. Y. C.

POSLAM A TESTED
OINTMENT

Remember, men - Poslam is Malsop spelled backwards!

Google the name and you'll find people in obscure message boards clamoring for its return, because Grandma had it and it worked just great. The ingredients: Tar Distillate, Sulfur, Salicylic Acid, Phenol 0.35%, Zinc Oxide, Menthol, Lanolin. The American Medical Association's book of Nostrums, vol. 1, says these things are common in skin creams, and certainly didn't mean this was anything special.

That's what they said in 1909. Poslam appears to have slid off the market in the early years of the 21st century. Not a bad run.

Prostatitis?



Many are finding welcome relief through the gentle vibration, adjustable soothing heat, and dilation provided by the DILA-THERM. A modern, scientifically designed instrument for easy, economical home use. Liberal terms. Write today for full details and 30-day trial offer. **Inter-esting booklet on Prostatitis FREE**

THE DILA-THERM CO., INC.
2112 E. Colfax Ave., South Bend 24. Ind.

D I L A - T H E R M

As conversation-starters go, "Prostatitis?" isn't the most effective. Especially if you're looking reeeeeal friendly and you have that Dila-Therm in a special holster.



M1-STANDARD AUTOMATIC
 .22 caliber Model "B" for
 long rifle cartridges. Model
 "C" for .22 short cartridges.
 4 1/2" or 6 3/4" barrel.

Choice\$19.85
 Winchester Model 94 Carbine 20" barrel
 90/20 and 92 Special calibers.\$33.95
 Mossberg 46B, 22 cal. 30 shot, 26" bbl. \$13.90
 U.S. Gov't. Live Leather Sling Straps. \$ 1.00
 Send stamp for each list.—Ammunition surplus.
 etc.—Used Rifles—Used Shotguns.
 (\$2 Deposit required on all C.O.D.'s)

HUDSON SPORTING GOODS CO.
 W-82 WARREN ST. (FREE—New Catalog) NEW YORK

INDIGESTION

may affect the Heart

Gas trapped in the stomach or gullet may act like a hair-trigger on the heart. At the first sign of distress smart men and women depend on Bell-ans Tablets to set gas free. No laxative but made of the fastest-acting medicines known for acid indigestion. If the **FIRST DOSE** doesn't prove Bell-ans better, return bottle to us and receive **DOUBLE Money Back, 25c.** For free sample paste this ad on postal to Bell & Co., Inc., Dept. W, Orangeburg, N. Y.

TOMBSTONE

Genuine Granite & Marble. At Low Prices. Lettered. Guaranteed. Durable. Write for **FREE** Catalog and samples. Order Direct and save. **NOW.** Don't Wait.

\$9 UP

FREIGHT PAID

U. S. MARBLE & GRANITE CO.
 ONECO, A-45, FLORIDA

We conclude with this: the life of Tiny Ad patrons summed up in one simple column.

The End

Thanks for reading! If you found this slender diversion to be a reasonable expense of your precious mortal allotment, many more such entertainments can be found at lileks.com.

James Lileks

April 2013