GV 1541
.R4
1919
July
Set 1

The John J. *and* Hanna M. McManus
and Morris N. *and* Chesley V. Young
Collection

REVELATIONS

Devoted to the Interest of the Magician.

Harry C. Schreck, Publisher,
406 North Side Station, PITTSBURGH, PA.

Copy 5c. JULY, 1919. Year 50c.

A little Magic now and then—
Is relished by the best of men.

THIS MAGAZINE IS READ BY SHOWMEN, MAGICIANS, ESCAPE ARTISTS, OPPORTUNITY SEEKERS, MAIL DEALERS AND THOSE WHO ARE AMBITIOUS.

The Philosophy of Life.

GV1541
.R4

Did it ever occur to you that a man's life is full of temptations? He comes into the world without his consent and goes out against his will and the trip between is exceedingly rocky. The rule of contraries is one of the features of this trip.

When he is little, the big girls kiss him; when he is big, the little girls kiss him. If he is poor, he is a bad manager; if he is rich, he is dishonest. If he needs credit, he can't get it; if he is prosperous, everyone wants to do him a favor.

If he is in politics, it is a graft; if he is out of politics, he is no good to his country. If he doesn't give to charity, he is a stingy cuss; if he does, it's for show. If he is actively religious, he is a hypocrite; if he takes no interest in religion, he is a hardened sinner.

If he gives affection, he is a soft specimen; if he cares for no one, he is cold-blooded. If he dies young, there was a future before him; if he lived to old age, he missed his calling.

If you save money. you're a grouch; if you spend it, you're a loafer; if you get it, you're a grafter; if you don't get it, you're a bum.

WE DO NOT CLAIM TO HAVE ANY PARTICULAR CURE
FO ALL THESE CRITICISMS

BUT IF YOU WANT TO MAKE MONEY IN THE AGENCY, BUSINESS, MANUFACTURING, ETC., WE ARE IN A POSITION TO FIT YOU OUT, SOMETIMES EVEN AT BETTER PRICES THAN THE FACORY WILL MAKE YOU FOR THE VERY SAME GOODS.

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Fox Mercantile Company

BRAZIL, NORTH DAKOTA.

The JOHN J. and HANNA M. McMANUS
and MORRIS N. and CHESLEY V. YOUNG
Collection
Gift—Oct. 12, 1955

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Membership fee $2.00 a year. A blue pencil X here ( ) is notice that your membership fee for next year is now due and must be sent to the publishers of this magazine.

Below are the names and addresses of members of this association in good standing. Each one is recommended to be reliable.

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Prevents worry, and bother and gives superior results with Ease, Satisfaction and Pleasure for the Busy Housewife.

Only 50c. Worth Dollars.

FOX MERCANTILE CO.,
Brazil, N. Dak.

A LATIN CARD TRICK.
(By Orestes B. Senter)

EFFECT— A spectator shuffles cards, hands pack to performer who deals ten pairs. back up—pairs placed indiscriminately on table. Performer turns away while one or many spectators preferably many, examines and notes one of the pairs and replaces it on table backs up. Performer gathers in the pairs at random, then places the cards one at a time faces up, in four rows, five cards in each row, of course. Each spectator tells performer in which row or rows his cards are. Performer at once informs each spectator what cards he examined and noted.

CAUSE—Performer memorizes the following Latin words and the positions of the different letters.

M U T U S
D E D I T
N O M E N
C O C I S

It will be observed that there are ten pairs of letters.

As performer picks up the pairs of cards from the table he places them back up in his left hand (no shuffling or cutting of the ten pairs). The first card he places face up on the table and mentally recognizes it as being the first card (M) of the first row, the next card he places as the third card (M) of the third row; the next card is placed as second card (U) of the first row. The next card (U also) is placed as the fourth card of the first row. The next card (P) placed as third card of first row, the next as the fifth card of the second row, and so continue until the ten pairs of cards are placed on the ten pairs of letters.

If a spectator says his cards are in the first and third rows the pair of letters in those rows is M, hence, the cards are the first card o fthe first row and the third card of the third row. Suppose a spectator says both his cards are in the fourth row, the cards he noted therefore are the first (C) and the third (C) of that row.

ART PHOTOS.

The real thing boys. We have 'em. Art collectors and dealers supplied. Stamp brings rare sample and proposition.

WILLIAMS.
309 Foster Bldg., Milwaukee, Wis.

A MYSTERIOUS ADDITION.
(By A. B. Fox)

Take the number of your living brothers, double it, add three to it, multiply the result by five; add the number of living sisters; multiply the result by ten; add the number of deaths of brothers and sisters; subtract 150 from the result. The right hand figure will be the number of deaths; the middle figure will be the number of living sisters; the left figure will show the number of living brothers.

THE BROKEN AND RESTORED MATCH.

EFFECT.—Performer gets any person to take a match and mark it so they can identify it again, and then place it in his own (performer's) handkerchief. Another person is requested to break the match, under the handkerchief, and after he has testified that he is sure it is broken, the handkerchief is unrolled and the marked match handed back restored for examination and identification.

To produce the above effect, place first a match in the border of your handkerchief so it can't fall out.

Wrap up the marked match, but instead of letting the person break the marked one, let him break the other one in the lining.

Remember, be careful not to let anyone get the handkerchief, and don't put it in you pocket as soon as you finish the trick, as this will give your audience the idea of a prepared handkerchief. Rather use it for your next trick.

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If you want to reach Magicians, Showmen and all 'round Opportunity Seekers, place your proposition before the readers of THIS magazine—they'll respond.

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Excellent for newspaper advertising, and superior to jail escapes, as this trick is new and but little known. Performer is handcuffed and placed in a large vault with a combination lock, locked by any one, and makes his escape, leaving vault locked and everything the same as before he entered. Can be performed in a bank or any newspaper office, or in fact any place where there is a large vault or safe. No previous preparation or confederates. This escape act always gives a great deal of free advertising as it is a mystery even to safe experts. Some performers defy local merchants to have their own safes brought on the stage from which they escape easily and quickly. The complete secret, directions and instructions for escaping from a vault or safe are only $1.00.

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BRAZIL, NORTH DAKOTA.

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FOX MERCANTILE COMPANY, BRAZIL, N. DAK.

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MONEY FOR RENEWALS should be sent by subscribers directly to the publishers. We do not request Agents to collect money for renewals.

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One Page $48.00

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THREE INSERTIONS of any Advertisement for the price of two.

Editorial

With this issue the Editor doffs his hat and hopes that this publication may fill a long-felt want. The publication will be devoted to the dissemination of news of interest to those who are inclined to the practice of magic and its mysteries, and those who are interested in up-to-date business enterprises. The journal will be published monthly, and its columns will be open to all for discussion and interchange of ideas on all subjects in the Magical and Business world.

If a trick is good enough to do, then it should be good enough to do without exposing. Make it a rule never to expose a magic trick It is up to everyone interested in magic to put his shoulder to the wheel and help to better the conditions of the Magic Art.

"THE SPHINX", published by Dr. A. M. Wilson, Kansas City, Mo., is the largest, the best and the breeziest magic journal published. The editor has seen or subscribed to all the rest, but none of them can compare with the "SPHINX"—it has them ALL beaten. Sample copy 15c.—$1.50 a year—and worth it.

It will be the policy of this magazine NOT to "knock", but—to "boost". Ye all do likewise and this will be a grand old world.

Our friend "Magical Ovette" is busy on his new book "Advanced Magic"—a book which should be in every magic lover's library. It is a great volume of original effects, startling illusions and vaudeville "headliners." Whatever you do, don't overlook "Advanced Magic." For sale at all dealers.

Never before was there such a demand for Magicians, Illusionists and Conjurors as at present. Almost every outdoor show has a Magic Act this season, and those that have not are doing everything in their power to engage one. Never before has the demand for Magicians exceeded the supply. Is magic dead? Ask our friend Hilliar of the "Billboard,"—he knows.

If you are in Pittsburgh, don't fail to visit the Pittsburgh Ass'n. of Magicians—organized for the promotion of Magic as an Art. A cordial welcome is extended to all interested in the Art. Meetings every second Wednesday and fourth Thursday evening each month, at Room 19, Hartley Bldg., 405 Fourth Ave., Pittsburgh, Pa. A fine crowd of jolly good felows whom you should meet.

Thurston is still convincing people that magic is the live-wire of the entertaining world. Mrs. Thurston has been in town, and was among the honored guests at the N. C. A. Mystery Show and ball.

Joseph Zaino (the Count) is featuring his magic in his 7-in1 Show, with the J. T. McClellan Shows, and doing a splendid business. The Mysterious Cavetas have their illusion show booked with the McClellan Shows. Their Japanese Fan Mystery is a novelty.

Dean Harry Kellar has just presented the psycho automaton, with which he created such a sensation years ago, to his friend, Houdini. Houdini, by the way, has been suffering from a slight eye trouble, caused probably by the brilliant illumination of the Lasky Studios at Hollywood, Cal., where the Ill. President of the S. A. M. is making his second motion picture.

Is Magic Dead?—A. L. Thomas of Durham, N. C., is planning to take a full

company on or about July 15, playing the best theaters thru the South. The company will consist of a magician and illusionist and four assistants, presenting the best in magic and escape acts.

This magazine is in a class by itself, as each number contains at least one business plan or valuable magical secret, which may be the means of a successful future. Better subscribe today.

We want to go "over the top" with our subscriptions. We want you to be a booster and help us do it, and to the person sending in FIVE yearly subscriptions at 50c.—we will give you a year's subscription free.

Now is the time to place your summer advertising. Even though you are going on a Summer vacation you must keep your proposition before those interested. Your advertisement inserted in our columns during the Summer months will keep the money rolling in.

Better subscribe today—only 50c. pays for twelve issues—one each month for an entire year.

THE LATEST IN MIND READING.

(By Hayden)

EFFECT.—The performer hands a common pack of cards for examination, and has the pack thoroughly shuffled as often as the audience may like. Performer writes a sentence upon a slip of paper. Cards are now taken back and a person is asked to cut the cards into three heaps, one heap of which they choose . The cards in chosen heap are counted, the top and bottom cards of the heap are now taken and placed in the center of the deck. The three top cards are now counted off and laid face down upon the table. Spectator now selects the card from the three upon the table, and this card is found to correspond with the name on the paper.

SECRET.—The pack of cards are common and unprepared in any manner. Performer hands them to be shuffled and no fake as the spectator really shuffles the cards. Cards are handed back to the performer, and while this is done the performer gets a glance of the second card from the bottom. This can easily be accomplished by turning the cards face towards you and sliding the first over a little so as to enable you to see the pip on the second card. You now place the pack upon the table face down and write the name of the second card (which we will say is the five of spades) upon the slip of paper and hand it to a spectator to hold, requesting him not to read the slip until asked. You now have the cards laid off in three heaps, and the five of spades is in the first heap or the last heap in the pile. Now ask the spectator to select a heap and if he chooses a heap containing the five of spades take the other two away, but if he selects one of the other heaps force the last upon him. Now let him count the cards face down, one on top of the other, until he has counted all of the cards in the heap, which brings the five of spades to the second card on top. Now have the spectator take the top and bottom card and place them in the middle of the heap. The five of spades is now on top. Have the spectators deal out three cards face down upon the table. The first card will be the five of spades. Let him select one of the cards. If he selects the second card, take it and tell him to make another selection. This time, if he selects the first card, take off the third card which will leave the five of spades. Ask the person with the slip of paper to read the name upon it, which will read the five of spades.

LUBRICANT CARBON REMOVER SOLVES THE CARBON PROBLEM

When your motor loses power, when it knocks, bucks and overheats, don't monkey with the carburetor. Send for a can of Lubricant Carbon Remover and pour two to four tablespoonsful into each spark plug hole. Follow directions and the motor will do the rest. It works like a cathartic. You will see the proof in the cleaned spark plugs, and you will get more power and more miles out of every gallon of gasoline. Every can guaranteed.

Price, $1, prepaid. Agents wanted.

FOX COMPANY, BRAZIL, N. D.

"WHAT TO SELL"
(By Schreck)

If you stop to think, the majority of successful mail order houses sell goods that are really useful, every day articles that don't depend on novelty for their success as sellers.

True, there are a number of novelty and specialty houses that are recognized money makers, but take the general average—their success comes from selling goods that people want, that they can pay for; goods which will produce a reorder. It's RE-ORDERS that put the business on a paying basis. If your goods are worth the money—good, honest value, and if you can hold your customers from year to year, you need no psychologist to tell you that your business is bound to grow.

It takes capital—of course it does, any reliable business requires capital. Aim to get in the genuine mail order or agency business some day. It is an excellent plan to use your small capital in a small business on the side until you have sufficient money to get into the business on a basis. Watch your expenses in the side line—make your plans—lay out your advertising campaign with the same careful thought that a larger business would require. Give your customer the attention they would get if you were face to face with them.

If you have no ideas for an original business—consult an expert in this line; allow him to create an exclusive business for you and also prepare the necessary gripping, convincing, business-getting advertising literature required to make your business a success. An advertising expert—a successful business builder, is an absolute necessity in any business, without him, you would be like a ship without a rudder—you simply can't steer for the port of prosperity. A fortune awaits the man who enters the field with a new product, an original selling plan and a "crackerjack" advertising "copy". If YOU cannot follow this path without assistance, then, by all means—consult a reliable advertising man and—you and your business will soon reach the goal of prosperity and success.

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Psycho-Centric has been priced at $5, but we will send both the Guide and Psycho-Centric, prepaid, for THREE DOLLARS.

THE PSYCHO-CENTRIC PRESS,
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An amateur or beginner can create a reputation with this deck; a professional can almost perform miracles. It is a full deck of fifty-two cards, with which an entire card act can be performed. They are accompanied by a page of printed directions which enables anyone to perform the most seemingly impossible and varied tricks without any previous knowledge of sleight-of-hand. They are really wonderful. Each 50 cents.

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This handcuff trick has baffled the Police Departments of the world. A pair of Bean handcuffs are locked on the performer's wrists, and the key holes are sealed. Still he can quickly and instantly make his escape, and the cuffs will be found still locked and sealed. The cuffs will stand an examination before and after the trick is performed and we have lately perfected same so that no apparatus of any kind is used in making the escape. The handcuffs can be used in a nude test, water escape, or any place where a quick, sure escape is a necessity. Easy and very sensational. Special price $5.00 including 1 pair handcuffs.

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DE LAND'S CARD LOCATOR.

A most astounding stage or parlor performance can be given with the aid of this contrivance. It is entirely automatic, no practice or sleight of hand is required. Effect is as follows:

An ordinary deck of cards is shuffled, is cut as many times as desired, and is left in full view of the audience; the performer steps off the stage or into another room and INSTANTLY and CORRECTLY names EXACT location of as MANY cards as are named. Highly recommended for stage use. Each, 50 cents.

FOX COMPANY, BRAZIL, N. D.

PERFECT IMITATION TYPEWRITTEN LETTERS.

That is what our customers say about them. Hard to detect from personal letters. Letterheads or typewritten letter alone $2.50 per 1000. Letterhead and letter complete $3.75 per 1000. Best white paper 8½x11 used. We will also write a forceful letter for $1.50. Give them a trial. You will find them real business builders.

A. MERCADO & BROS.,
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THE TALKING BUDDHA

THE WORLD'S GREATEST MYSTERY.
A Present Top Money Getter for All Mystery Acts and Concession Men.

Send 10c. for full particulars and sample copy Magical Bulletin, the leading Magical Trade Journal of the world.

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Send us your "copy" and get our prices; perhaps we can save you money.

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"VAUDEVILLE MAGIC." A Book for Magical Entertainers by Magical Entertainers.

Only a limited number of copies will be published. Containing the very latest in Card Tricks, Vaudeville Mysteries, Mind Reading, Spiritualistic Productions, etc. In this great volume of Original Effects will be found the VERY LATEST in astounding Mysteries and Illusions. Send for your copy today. PRICE ONLY $1.00—it's really worth twenty-five.

DAVID T. LUSTIG, (Author), Empire Theatre, BRIDGEPORT, CONN.

ATTENTION, MAGICIANS!

We can supply you with the best and easiest manipulating Billiard Balls in use at the present time. They are made from Pryalin Ivory. In using these Billiard Balls it is easy to make the last one vanish, which is the mystifying part of the trick. Thes Billiard Balls are far superior to any other make, and we guarantee satisfaction. Professional size only. Price, set complete, $2.00. Professional catalog 10c.

OAKS MAGICAL CO., Oshkosh, Wis.

Printing

JUST TO SHOW YOU what we can do for you in Printing. We will print in two-colors of ink and send prepaid, 250 full size good Bond-Letterheads or Envelopes for only $1.29. Satisfaction guaranteed. Large assortment of Samples 3c. Get our price on other printing.
Superior Printing Co., 1919S.Hedzie Chicago, Ill.
Please mention where you saw this Ad.

INSTANTANIA
By V. K. Allison.

A glass of bright red liquid is shown at any distance at all from the audience. The performer simply waves his wand above it and it suddenly turns bright blue.

You have probably already guessed that the secret lies in the fact that chemicals are employed. The red liquid in the glass is known as "red litmus". When the tiniest drop of acid is added to the litmus it instantly turns to a bright blue. The best way to get the acid in the glass is to have a little dish of any acid, say sulphuric acid, concealed behind your table. Just before you take up your wand to wave it over the glass, dip it in the acid. A drop will hang on it, until it is shaken off into the glass, executing the desired effect.

The chemicals can be procured from any reliable chemist.

Should the performer wish to go further and turn the litmus which has become blue, back to red it is only necessary to add a small quantity of an alkali, as potassium or sodium.

ONE OF HARRY C. SCHRECK'S STORIES.

Some years ago, while giving my two hours' mystery show in a Wisconsin town, I was interrupted during my first act by a crying baby; you know, it's very annoying for any performer to get attention when a baby cries among the audience. My bills read, "Babies in arms $5.00 extra". But this one got by. A young man had taken his wife to witness my entertainment, and as there was no one to look after the baby, they had brought it along. It cried lustily all thru the first act. At the close of this act I called an usher back in the stage telling him to keep the baby quiet or the party would have to leave the hall and get their money back. The usher notified them to that effect. They succeeded in squelching the baby. All went well for a time. Then, five minutes after the last act had commenced, the young father leaned over towards his wife and said:

"How do you like the show?"

"Rotten!" was the reply.

He was silent for a moment, then, leaning over again, he remarked: "Stick a pin in the baby."

A MYSTIFYING CARD TRICK.
By Thurston.

A pack of cards is handed to a person, requesting him to count off a number of cards from the top and remember the card and at what number it is from the top. After receiving the pack, you ask him to take a card from the pack, and place it in your pocket. Then ask him what number his card was, (he says sixth). Count off six cards; and the sixth card is not his card. Let him look through the pack and he cannot find it; then take the card from your pocket and it is his card.

Explanation—On receiving back the

cards, you place a palmed card on top of the pack or slip a card from the bottom to the top. If his card was the sixth, it is now the seventh. Now let him take any card from the pack, and don't let him see it, and place it in your pocket. Count off the number of cards he says, in this case it is six, which is not his card. While he is looking at the card, palm off the next card, which is his card. After he has looked through the pack, place your hand in your pocket and bring out the palmed card. A card is still in your pocket which you can use in another trick later on, or if you repeat the trick you can palm this card and place it on top of the pack.

THE MULTIPLYING LETTER-WRITING,

by which about one hundred letters can be copied from a single letter.

In this recipe alone there is a small fortune for any man or woman of ordinary intelligence, as he or she can sell the apparatus to nearly every merchant or storekeeper. Take any quantity you choose of fine gelatine, and soak it a short time in cold water, until it becomes quite soft (but not dissolved in the water), then pour off all the water that easily drains from it. Now, in a clean pan place the softened gelatine, and, by a gentle heat, dissolve it until it is perfectly fluid. While it is warm, add to it just about the same quantity of glycerine as there is of dissolved gelatine, and mix them together. Now, have provided a number of shallow tin dishes, some made the size of a postal card; others, the size of a sheet of note-paper, and others the size of a letter-sheet. Any tinsmith can make them for a few cents each; have them made with a lid to lift on and off (the lid is to keep out dust when not in use). Now, lay your tin dishes on a table that is level, and pour into them your mixture of gelatine, and glycerine about one-fourth of an inch thick, in the pans. They will set into a strong jelly. It is best to let the pans stand two or three days. In the summer time it is better to use a little more gelatine than glycerine, and in the winter a little more glycerine than gelatine. Now, if a letter be written with the prepared ink (the receipt of which is given below) one hundred copies of the same letter can be made by simply laying the letter on the composition, gently pressing it, uniformly and evenly, and allowing it to remain for two or three minutes, when it will be found, upon lifting off the letter, that a complete facsimile of the writing has been produced. Now, all you have to do is to place clean sheets of paper on the composition, and you can easily take from 75 to 100 copies from the pad. It answers for postal cards, letters or notes, and its advantages are numerous. A tradesman, for instance, wants to send 100 notices to his customers, instead of writing 100 letters he prints them from his pad, or, 20 or 50 friends, or a lodge, requires to send out notice—the pad does the business in half an hour. Then again, an immense saving of postage is made; instead of paying 3c. postage, just go to you postmaster and show him these when printed, and he will only charge you 1c. for each. When you have copied all you want, take a sponge and wipe it off the composition, and it is ready for another. This letter apparatus is far superior to a printing press, or the electric pen, or the manifold letter-writer. You can sell the postal-card size for $1.00, note-size for $2.00, or letter-size for $3.00, and, as there are many hundred percent profit, you are sure to make money and get rich. If the pad should happen to get broken or cracked, which seldom occurs, simply warm it until it turns liquid, and it will level itself again, and be as good as ever.

Prepared Ink to Write on the Multiplying Letter-Writer.—Get one ounce of analine, black, purple or crimson and mix it with one pint of water, one ounce of alcohol, and one teaspoonful of molasses, and put it in a small bottle that holds about 4 tablespoonfuls. These you sell for 50c. a bottle, and they cost you about 5c. This ink also answers for rubber hand-stamps. If you tack, on a small piece of board, 3 or 4 layers of old cloth, and moisten it with a few drops of this ink, and gently press the rubber stamp on it, you can make all the impressions you choose.

The Kind.

"What sort of a girl is she?"

"The kind that everybody says will make a good wife for somebody some day." —Detroit Free Press.

Pretty Good.

"Has our client a good case?"

"Good for several thousand dollars."

—Boston Transcript.

A "WINNER" FOR MYSTERY MEN AND MAIL DEALERS.

(By Harry C. Schreck)

We are all trying to control such mail order "leaders" which "flood" the advertiser with dimes and secures for him a pleased, permanent customer. I am acquainted with a man who has been running a 6 line advertisement for almost two years, offering a combination joke book, a few post cards and a puzzle—and the orders he receives each morning are enormous. Similar combinations have been sold in circus side shows, theatres, etc., with wonderful success. It is such "leaders" that are in great demand, and-**I am going to "put you wise" right now.**

One of the foremost publishers in the field is just issuing one of the greatest "MYSTERY BOOKS" ever originated, but, owing to the objections to them entering the Retail end of the business, made by some of their largest wholesale clients in the belief that it would hurt their sales, the publishers are forced to discontinue this end of the business, and, you mail dealers, you schemers, you general hustlers, who are fortunate enough to secure a thousand or two of these wonderful books, will undoubtedly "clean up" in a short time.

The requisite in publishing a book is to have something good to put into the book—something of value and of great interest. This "MYSTERY BOOK" includes all of these features, and will prove a phenomenal seller. The book is size 9x12 with flashy, attractive title page, priced at $1.00 per copy, and containing rare, valuable and mysterious mysteries—Fortune Telling, Mind Reading, Fire Eating Secrets, Side Show Acts, Handcuff Escapes, Spiritualism, Telepathy, Spirit Medium's Tricks, Gambler's Secrets, Hypnotism, Ventroloquism, Jail Breaking, Vaudeville Mysteries, Illusions and other features which have sold as high as ten dollars each.

A similar book could not be issued for less than $70.00 per thousand in enormous quantities. You have the opportunity to purchase this "crackerjack" book of Mysteries, right from the publishers, at actual cost of the paper alone—$15.00 per thousand books, just 1½c. per copy.

A small electrotyped advertisement offering the combination at a dime or even 25c., should bring you a peck measure full of coins per week, and an A-1 mailing list of satisfied, permanent customers.

Or, secure the "book privilege" in your local vaudeville theatre, or better still, peruse a copy of the "Billboard" of Cincinnati, Ohio, and get a privilege with one of the many carnival and circus mystery shows and illusion shows now on the road.

With the proper "spiel" you can just unload them at each performance, and afford to throw in a few inexpensive puzzles with each purchase. Sell the entire lot for a dime, and it costs you just a trifie over 1½c.

You could operate the idea yourself or furnish the combinations on consignment to those already employed in the manu magic and illusion shows on the road. If you have twenty men in twenty different shows selling these books for you on a 25 percent commission basis, and each man sold only 1000 copies per week (and this is figuring mighty low) your profits each week would amount to something like $60.00 PER MAN, or a total of $1200.00.

This idea alone without including the mail order possibilities, should net any hustler hundreds of dollars weekly. for books not one-fiftieth as meritorious as this one are making good money—then—why not this one?

I am selling this book by this plan right along with wonderful success and know whereof I speak, and will be pleased to assist any Schemer in developing above ideas into a complete selling plan, and arrange a "top-notch" money producing "spiel"—without charge.

This is good—good for a snug bank account, and—**you had better not pass this by.**

Address me at 2210-2212 East St., N. S., Pittsburgh, Pa.

Better Printing

for

LESS MONEY.

We Can Please you as Well as Other MAIL ORDER CUSTOMERS.

LET US FIGURE ON YOUR WORK.

All Work Delivered Prepaid.

Send your copy and get our estimate on any job you may have and see what we can save you on good work.

Gem Magazine

BRAZIL, N. DAK.

HERE IS THE BEST LOW PRICED ADDING MACHINE ON THE MARKET

The Bassett Automatic Adder No. 3.

MAKES ADDING EASY FOR ANYONE.
Eliminates Errors, Reduces Costs, Saves Time and Brain Work.
Indispensable for Anyone Having Adding of Any Kind to Do.

What this machine will actually do for you, what it will really save, in time, money and mental effort, considering its very low cost, makes it the biggest value, dollar for dollar, ever offered in any adding machine.

For Adding-Subtracting-Multiplying Whole Numbers-Fractions-Decimals

Just a Few of the Many Unsolicited Recommendations We Have Received.

As a thoroughly experienced accountant I have used the costliest adding machines and want to say that you have the simplest and most compact adding machine I have ever seen. It is perfection in every sense of the word. I have shown it to several and all say it is wonderful. —W. B. Cole, Ohio Copper Mining Co., Lark, Utah.

I got my money's worth the first day. —H. E. Folsom, Bedford, Ind.

I have used one of your machines for a year and a half. This machine proved to be one of the best time-savers I ever owned. Nobody who has any adding to do can afford to be without one. —A. W. Gregg, Foundry Supt., Bucyrus Co., South Milwaukee, Wis.

Your adders received and must say they are O. K. I sold one before I left the postoffice. The work your machine will do is just as accurate and easy as on a big, expensive machine. For me yours is quicker and handier. I would be at a loss without your adder on my desk. —Geo. L. Cooper, Springfield, Ill.

I tried out your adder in comparison with a $450 machine and yours added faster. Everyone who sees it likes it. I am more than delighted with it and use it all the time, as it can be depended upon to do its work properly. —J. B. Morrissey, P. O. Box 177, St. Augustine, Fla.

I sold six of your machines in an hour and sold 22 out of a class of 50 students. It is a wonder; can make remarkable time on it. I think it is very complete and worth more than twice what you ask. —Lyle T. Schartel, 303 College Ave., Ithaca, N. Y.

Get One of These Practical Adding Machines TODAY!

PRICE $2.50, PREPAID.

Order a sample machine at once and receive Agent's prices, then order a supply and get some of that easy money in profits, and your customers will thank you and help make sales by advertising you.

Send Post Office M. O. for this wonderful adder and if not as represented we refund the money.

—Address—

Fox Mercantile Company

BRAZIL, NORTH DAKOTA.

BOYS! LEARN EIGHT OF THE WORLD'S GREATEST MYSTERIES!

How often have you wished that you knew how to fake a pair of handcuffs from your wrist, break away from ropes, escape from a trunk, safe or vault, to become a sharpshooter, hypnotize people. And—now—at last—you have a chance to learn these mysteries. Hurry an order today.

THE GREAT HAND-CUFF TRICK

No confederates or fake handcuffs used, but the regular kind such as are in use by the police everywhere. It's very easy.

THE EXCELSIOR ROPE TIE

Just listen to this: Each wrist is tied separately with a stout cord. Cords are passed around and around and tied at the back. Other cords are tied around the knees and legs. And then, Presto! you are free.

THE ESCAPE FROM A SAFE OR VAULT

The performer is handcuffed and placed in a safe or vault, locked by any one. The escape is made quickly and easily, and to the extreme surprise of every one.

THE VANISHING ASSISTANT

Here is a mystery with a punch. Attendants bring out a ladder. The assistant ascends to the top and sits upon the top rung. He holds in front of him a large parasol, painted to resemble a traget. You fire at the target, which falls to the floor. Presto! The assistant has vanished. Is nowhere to be found. It is very easy to do.

THE WONDERFUL TRUNK ESCAPE

Thrilling, Surprising, Mystifying. The performer is handcuffed and then locked in a trunk from which there seems to be no possible chance to escape. No fake bottom or other appliances. The escape can be made in less than two minutes.

THE CRACK MARKSMANSHIP ACT

Of course you've seen the wonderful marksman or sharpshooter. This complete secret, from A to Z, can be learned in a few minutes' time.

THE MARVELOUS LEVITATION ACT

New, different from all the rest. Any one is apparently hypnotized and placed on a couch. You make a few passes over the body. The subject is seen to rise in the air until he or she is floatin in space. An exhibit that thrills them all.

ESCAPE FROM 75 FEET OF ROPE

Even better than what it sounds. Call up a committee to tie you in any way they see fit. Watch them sweat in their endeavor to make it escape proof. Invite strict examination. Then in the twingling of an eye you can free yourself.

Price 25 Cents Each, or the Entire Eight Mysteries, $1.00.

FOX MERCANTILE COMPANY, BRAZIL, N. DAK.

"ADVANCED MAGIC"

A New, "Crackerjack" Book of Original Magic by "Magical Ovette".

Whether you are a lover of magic or a performer, you cannot afford to miss this great book of Original Magic and Mysteries.

It is what is contained between the covers that makes **ADVANCED MAGIC** in magic circles the event of 1919, and an endless source of information and gratification to its lucky owners. **"ADVANCED MAGIC"** is not a mere keepsake or toy soon to become tired of—OH, NO! BUT a veritable **GOLD MINE** of **ORIGINALITY!** A life-long source of **Inspiration** and **profit. INADVANCED MAGIC,** the immense subject matter is classified in **SIX departments,** as below:

Part 1. **TABLES.** This will solve your table troubles. Part 2.. **CARD TRICKS.** Here is where you put it over on the other fellow at **close range.** Part 3. **Miscellaneous.** Here is where you strike an almost **inexhaustible vein of solid NUGGETS.** Part 4. **MAGIC BAG CHEWING,** by A. NUT. Full of pointers and reminiscences of a Magician of experience. Part 5. **ORIGINAL MAGIC ACTS AND ILLUSIONS,** the ambitious and enterprising magician who aspires to **fame** and a **competence** will find the right material for his purpose in this section. Part 6. **Between Shows,** by **HOT SPOTS** (contributed). A side-splitting article depicting vicissitudes of a struggling magician who has been all through the MILL. You will enjoy this immensely as it portrays the MIRROR of experience which vividly reflects, in essence, the vicissitudes of **ALL MAGICIANS** of experience. This article **alone** is worth more than the price of the book—DON'T MISS IT!

PRICE $1.50 PER COPY. Order from your dealer or from the author.

MAGICAL OVETTE, Box 72, DUNDEE LAKE, NEW JERSEY.

STOP BUYING COAL AND WOOD!

"FUELO" IS A NEW FUEL.

That is better than coal, coke or wood and is very easily made in your own home at less than half the cost of coal, without any special apparatus. Remember, this is not a common fire-kindler or fuel-saver, but is itself a fuel. Stop buying coal and wood, boycott the trusts, make your own fuel and make money selling it to others.

The formula for "FUELO" has never been offered before for less than $25.00. We mail you complete instructions for 50 cents. No strings to this most liberal offer ever made. Send 50 cents today—right now—before you forget it.

FOX MERCANTILE COMPANY, BRAZIL, N. DAK.

"SUGARINE"

THE MODERN SUBSTITUTE FOR SUGAR.

Takes the place of granulated sugar for coffee, tea, cocoa, cakes, puddings, pies and other purposes. "Sugarine" is pure and harmless and costs less to use than sugar at 2 cents a pound. Owing to the scarcity of sugar YOU NEED A SUBSTITUTE for your own use. "Sugarine" is highly concentrated:—One drop is enough for a cup of coffee. It can be made in three forms: Powder, liquid or paste, and its manufacture can be carried on successfully in any kitchen with such utensils as are usually kept there.

"SUGARINE" IS A WINNER!

If you want to manufacture something for which there is a growing demand, you can REAP A GOLDEN HARVEST. GET BUSY with this money maker! The 3 Formulas for making "Sugarine" in powder, liquid or paste form, also copy for label, circular and where to get supplies, all sent

Prepaid for ONLY 25c., silver or THRIFT STAMPS.

FOX MERCANTILE COMPANY, BRAZIL, N. DAK.

CHOO-CHOO

The Original Formula and Instructions as Sold for $2.00, word for word, for Making in Your Own Kitchen Without Spending a Penny for Extra Tools.

"CHOO-CHOO" is the daintiest, tastiest and most delicious stuff ever tasted. It resembles in appearance the famous "Coney Island Crisp" but beats it a hundred miles as a fine morsel. "CHOO-CHOO" is new and is the result of years of study and experiment by an experienced confectioner. It is a money maker. You don't have to make a new customer to make another sale.

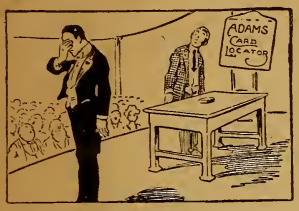
Sell "CHOO-CHOO" and you sell something that the people CONSUME and that the same people want to buy over and over again. If you don't want to sell it yourself, you can get boys and girls or agents to sell it for you.

In one night in a little town in Indiana a boysold $19.20 worth night after night his sales ran from $6.00 to $12.00 and this is not an exceptional case.

Store people and merchants round your town will help you push it if you tell them about it. Will sell at every fair, convention, festival, picnic or street show in town or country. 75c. worth of material makes $4.00 worth of "CHOO-CHOO". Making "CHOO-CHOO" makes you independent of hard times, winter or summer. You buy all ingredients in your own town.

FOX MERCANTILE COMPANY, BRAZIL, N. DAK

De Land's Dollar Deck



De Land's Card Locator.

MAGIC CARDS

We Have Purchased Plates, Copyrights and Sole Rights of Mr. Theo. L. DeLand's Best Creations and Have the Following to Offer:

DE LAND'S DOLLAR DECK. The famous deck of 52 cards containing over 12,000 secret marks. $1.00

ADAMS' READERS. A full deck of 52 cards, with director for the most astounding Magical "stunts". $1.00

DAISY CARDS. A wonderful "marked" deck which can be "read" from the back, 15 feet away. $1.00

NIFTY CARDS. Another new creation with marked backs. Also instructions for performing Mr. DeLand's LATEST Magical Creations A "crackerjack". $1.00

THE FOLLOWING SMALLER TRICKS ARE CONTAINED IN INDIVIDUAL ENVELOPES, INCLUDING FULL DIRECTIONS.

DeLand's Card Locator ..... 50c.; DeLand's Changing Spots 10c
DeLand's Three Card Monte .. 10c.; DeLand's Million Dollar Mystery .. 50c.
DeLand's Phantom Cards ..... 10c.; DeLand's Disappearing Spots ..... 10c.
DeLand's Papel Blanco ..... 10c.; DeLand's Spotter ..... 10c.

Our Line Comprises Over One Hundred JOKES, NOVELTIES, MAGIC AND PUZZLES.

Write for Our Illustrated Catalogue., Free **Special Proposition to Dealers.**

S. S. ADAMS COMPANY, PLAINFIELD, N. J.

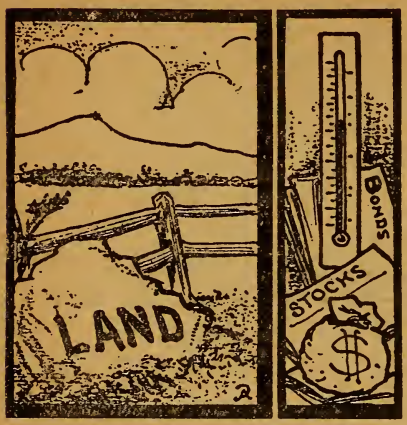
IN ORDER TO SECURE YOUR SUBSCRIPTION

To this lively up-to-date Monthly, we will send TWELVE issues for 50c.—one each month, and send you—ABSOLUTELY FREE, a copy of our $5.00 business course—just off the press, which teaches a business, in every detail, good for a permanent income, and as a supplement we "throw in" Twelve Complete Business Plans and Ideas, which can be worked successfully in connection with the feature business mentioned above. Each and every plan is so concisely outlined, that a paying business can be started from the very start.

SECURE YOUR FREE COPY NOW by sending your 50c. for a year's subscription to this "crackerjack" publication—twelve big issues and each issue worth a dollar at least. Our next number will be a "hum-dinger", so, don't overlook it. ADDRESS THE PUBLISHERS.

Stock, Bond and Real Estate
—AGENTS—

DIRECTORY



Under this head we will publish the names of reliable Agents and Dealers in Real Estate, Stocks, and Bonds, one year for only $2.00.

This will include this Magazine also for one year.

This is a Business Bringer, and you are likely to receive more returns than from an ad costing much more.

We must know before we insert your name that you are reliable, and to avoid delay we ask you to send along a letter from your Bank to the publishers, stating that you are reliable.

Address on front cover page.

Fox Mercantile Co., Brazil, N. Dak.

A GLASS MYSTERY.
(By Schreck)

This little experiment is one with which you can have a great deal of fun and create a mystery.

First, take a wineglass or ordinary drinking glass. Lay a piece of isinglass upon the table. Upon it rest the drinking glass, mouth downward. Mark a circle on the isinglass the same size as the mouth of your glass. Carefully cut out the circular piece of isinglass.

Practice holding the isinglass in the palm of your right hand.

A good time to introduce your trick is when some one asks for a drink of water. Offer to show the company that the water about to be drunk is mesmerized.

Produce your glass and have a person fill it half full of water. Hold the glass in your left hand and have the isinglass concealed in your right. Make a few passes over the glass and then lay your right hand over the mouth of the glass. In so doing you must place the isinglass in position directly over the mouth of the glass.

With the left hand tilt the glass bottom upward, holding the right hand over the mouth.

Now slowly remove your right hand, and to the amazement of the onlookers, the water will apparantly hang without support at the edge of the glass.

After holding the glass in this position, for a while put your right hand under the glass, press firmly on the isinglass by again placing it in the palm of your right hand. Then permit the company to look at your magic glass. They will have to be mighty sharp to detect the trick.

Ask your Grocer for

"COFFEETONE"

the best drink in place of Coffee on the market today. If you can not procure of your Grocer, we will send it to you at the regular price, 35c. per pound, prepaid, on receipt of your remittance.

FOX MERCANTILE CO.,
Brazil, North Dakota.

USE "EGGLESS' FOR COOKING AND BAKING.

EGGLESS is the result of a scientific blending of pure and wholesome food products, and as its name implies, is used instead of eggs in baking, cooking and other purposes, with as good and sometimes better results, at only a fraction of cost. Endorsed by Bakers, Domestic Science Teachers and thousands of Housewives.

"EGGLESS" is Always Fresh.

Sent prepaid for 20c. per package.

—Address,—
FOX MERCANTILE CO.,
Brazil, N. Dak.

SOMETHING NEW! CERO-FRUIT-BUTTER.

CERO-FRUIT BUTTER AT ONLY 10c. A POUND.

Cero-Fruit-Butter takes the place of "Expensive Butter, Jellies, Jams, etc.", as a spread for Bread, etc. Has the "Delightful taste of Real Home-Made Apple Butter." Cero-Fruit-Butter is made of Cereals, Fruit Juices and Pure Spices. Children prefer Cero-Fruit-Butter, owing to its delicious flavor and it should be on every table.

It Is a Delicious Dish For Rich and Poor.

It should be used freely, as it contains only such ingredients as are in every-day use in the kitchen. Cero-Fruit-Butter is a golden brown powder from which you can quickly and easily make your own Fruit Butter. Can be made as quickly as a cup of Tea. Make it when you need it. A pint at a time.

Here is your only chance to have fresh Cero-Fruit-Butter any time and cut your butter and jam bills. Children and Grown-ups all love Cero-Fruit Butter and you buy it on our absolute "Guarantee of satisfaction or money refunded." Full directions on each Package.

One package, sufficient for 1½ pounds, 10 cents. Small can, sufficient for 4 pounds, 35 cents. Large can, sufficient for 8 pounds, 50 cents.

FOX MERCANTILE COMPANY, BRAZIL. N. DAK.

Extraordinary Oriental Water Flowers.

A Miniature Flower Garden Growing Under your Very Eyes in Less Than a Minute. Beautifully Colored Flowers.

An odd little wooden box with hinged cover decorated with strange Oriental Pictures in colors. Inside each box you will find a package of Mysterious wisps. Drop a few of these wisps into a dish of water and a strange thing will happen. They will immediately begin to grow and expand, assuming the colors of beautiful flowers and opening into many fantastic shapes.

Remember, we mail you this odd little Oriental case (imported from the Far East) with its mystifying contents for one dime.

If you are not entirely satisfied we will cheerfully return your dime.

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