

IN your business and social affairs—meeting and dealing with other people—have you the cold, “icicle” type of personality that constantly repels others and keeps them at a distance? Or are you that glorious type flooded with the warm fires of Magnetic Intensity—burning in HEART, BODY and SOUL—which makes you a live Magnet attracting friends, opportunities, fortune? A multi-millionaire said “The great fact of life, of power, of commanding triumph, lies in the knowledge of the secret forces that dwell within the human brain and body. The men who win the world’s wealth, reap its luxuries, and enjoy its comforts, are those best familiar with the hidden forces within themselves, and whose knowledge pertains to the use of those powers. By them, and them alone, have men risen in the world, and their book learning may be great or little.

How to Use Secret Forces of Your Brain

The science of Magnetic Control or Personal Magnetism is said to be as old as man. For ages many of the battles of life have been won by those who were supercharged with this marvelous, irresistible energy. The soldier who understands and uses this force may be known as a great general. The orator who brings this extraordinary power to bear upon his audience can sway thousands. The great captains of industry who control the world’s markets and amass millions in wealth are known as business geniuses. Aspirants to social honors, to political preferment, to artistic recognition usually achieve success only to the extent that they can consciously or unconsciously bring their powers of Magnetic Control into active play.

The understanding and use of the secrets of personal magnetism are said to make weak men strong, sick men well, timid, diffident men bold and confident. Cultivation of personal magnetism may turn failure into success, poverty into wealth, dreamers into doers, discouragement into unbounded happiness.

Do you know how to attract people to you? How to win and hold the man or woman of your choice? Do you know how to make yourself popular, sought after, looked up to? Are you able with a look, a gesture, a spoken word, to command attention? Do you radiate supreme health, strength, vitality? Do people believe in you, rely upon you, look to you for leadership? Is every nerve and cell in your body alive, vibrant with electric energy? Is your mind keen and active, your spirit calm and poised, your body growing with superabundance of health? Do you wish to be successful in whatever you undertake? Do you wish to be popular with men, popular with women?

Call it by any other name you will, its cause and scope is within our definition of “personal magnetism.” Magnetism is said to be man’s greatest success weapon. Thousands of men have just drifted. Ordinary, commonplace—satisfied to be just average. And then—they came upon Personal Magnetism, something within them awakens, is released. They become conscious of power they have never dreamed they possessed. They use that new power, leading people to think as they think, winning confidence and friendship of nearly all with whom they come in contact, overcoming fear, timidity, and finding themselves tremendously popular in business and society.

Everyone—you—can profit by reading this big 238-page book. From the first chapter to the last, we think you will find it full of pleasant surprises and exhilarating experiences. You will find new satisfaction in your own ability. Many of us find that we have unused powers. The book provides the touchstone that opens up these new sources of wealth and power to you.

The Mental Phase—The Physical Phase—Physical Magnetism—Mental Radiation—Mental Atmosphere—The Direct Flash—The Positive Aura—The Direct Command—The Magnetic Duel—Magnetic Self-Defense—The Power of Controlling Others—Etc.

Originally presented in the form of a Private Course selling for \$25.00 to \$50.00, but we have been able to obtain a quantity of these courses presented in book form for the remarkably low price of \$1.95. Course is complete in every respect.

No. 1707. PERSONAL MAGNETISM. \$1.95

Price \$1.80 plus 15c postage. SEND.....



SEX MAGNETISM

Can you attract to yourself the woman you want—or the man you want? Can you, through your mere presence, awaken the spark of love—or do you make no impression on those of the opposite sex?



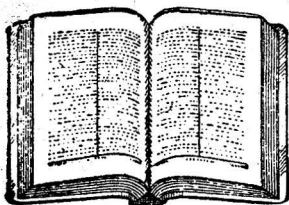
POWER IN BUSINESS

How much Mental Magnetism have you? Can you sway others to your way of thinking? Can you command the confidence and attention of others? Can you control a situation and mould things to suit.

Johnson Smith & Co., ★ 263

Midget Bible

World's Smallest Bible



One of the smallest books in the world. Well printed. Weight less than half an ounce. Size 1" x 1 3/4".

- ◆ 224 Pages NEW TESTAMENT
- ◆ WATCH POCKET EDITION
- ◆ POSTAGE STAMP SIZE
- ◆ A GENUINE WORK OF ART

Only 15c

The Midget Bible is a perfect gem, a work of art both by the printer and the bookbinder. It is about the size of a postage stamp and contains over TWO HUNDRED PAGES of the NEW TESTAMENT. The reproduction of the specimen page shows the extra-

ordinarily minute size of the text, but of course it is impossible to print anything like the clearness as in the book itself, that is printed on a special paper after special preparations have been made for a work of this kind. You must see this Bible to appreciate it. This little Bible is a wonder, although those with poor eyes may find it necessary to seek the aid of a magnifying glass. Measuring about 1x1 3/4 inches, it can readily be carried in your smallest pocket, in a lady's purse, etc., and the Bible is thought by many to bring Good Luck to the owner.

GOOD MONEY SELLING MIDGET BIBLES

Good money can be made selling these Midget Bibles amongst friends, church acquaintances, Sunday Schools, bazaars, etc. Sunday School teachers and superintendents will find the Bible an excellent and inexpensive item to give away amongst scholars and others, that is sure to be appreciated and kept. Therefore, in response to numerous inquiries, we have arranged to supply quantity users at a special discount, which gives you the Bibles at exactly HALF PRICE in lots of not less than a hundred at a time. Jobbers write for information on our Midget Bible. **15c**

No. 1381. MIDGET BIBLE. Price.....**15c**
 Three Bibles or 40c; Twelve Bibles for \$1.20; or 100 for \$7.50
 No. 2390. Vest Pocket Magnifying Glass. For Reading Small Print. Postpaid.....**15c**



Actual Size of Page

MIDGET BIBLE

With Cover Printed in Gold Ink



Same as No. 1381 Midget Bible described above, but with handsome cover with words "HOLY BIBLE" and Cross printed in gold ink. Covers overlap same as in more expensive Bibles. Contains over 200 pages of the New Testament. Also has the Lord's Prayer printed on page 2. A real work of art.

No. 1385. MIDGET BIBLE. **25c**
 Price Postpaid.....
 3 for 65c, 12 for \$2.25, 100 for \$12.50

DEVOTIONAL RINGS



Attractive rings for the most popular, inspiring devotions. You will be proud to wear them. Rhodium plate finish. State size.

Miraculous Ring No. 8358. Price Postpaid **50c**

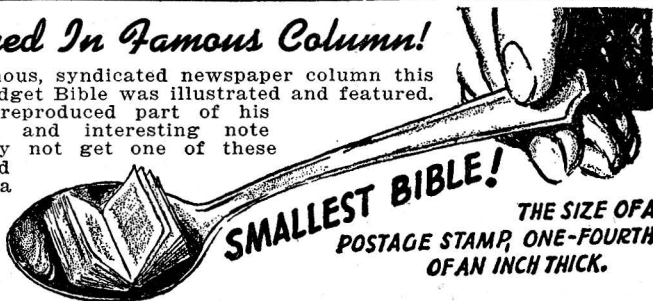
Saint Christopher Ring No. 8359. St. Christopher Ring. Price Postpaid..... **50c**

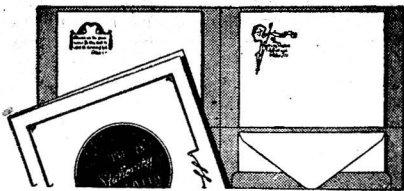
Infant of Prague Ring No. 8360. Infant of Prague Ring Price Postpaid..... **50c**

Featured In Famous Column!

In a famous, syndicated newspaper column this popular Midget Bible was illustrated and featured. We have reproduced part of his illustration and interesting note here. Why not get one of these curios and keep it as a

lucky pocket piece.





Bible Lover's Stationery

Our outstanding stationery portfolio. Fifteen four-page sheets, size 5x8 1/2-inches when folded once, each with scriptural text, and fifteen vellum envelopes to match.

Beautiful stationery that is suitable for all types of ordinary correspondence. More and more people are using it because the scriptural messages carry inspiration and consolation to those who receive your letter—messages that people hesitate to say for themselves, yet the very sentiments they so much wish to express.

The miniature reproduction of Sallman's lovely picture of the "Head of Christ" on each folded sheet. Included is beautiful six-color 4x5 print of Sallman's "Head of Christ".

No. 4625. Bible Lover's Stationery..... **50c**

Open Book Design; Gummed

Bible Scripture Stamps

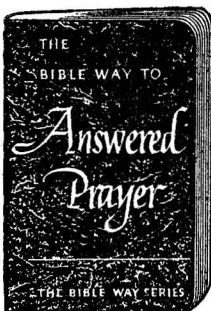


Use on Packages, Letters, Gifts, Books, Etc.

SPREAD THE GOOD WORD! A wonderful collection of **BIBLE SCRIPTURE STAMPS**. Each book has 120 assorted stamps, perforated and easy to use. Each is printed in two colors on a design resembling the open Bible. Texts are easy to read. Use of Scripture-text stamps is growing in favor. A pleasant way to spread cheer. Used on letters and envelopes. Will produce eternal good-will through the silent, effective preaching of the book—3 1/4 x 6-inches. Each

gospel. Pocket size stamp about 1x1 1/4-in.

No. 4648. Bible Scripture Stamps. Price Each Book Postpaid..... **25c**



Answered Prayer

THE BIBLE WAY TO ANSWERED PRAYER. Learn how to pray. 64 pages. Pocket size, 3 1/2 x 5 1/2-in. Handsome, red leatherette cover. **35c**

No. 1032. Postpaid



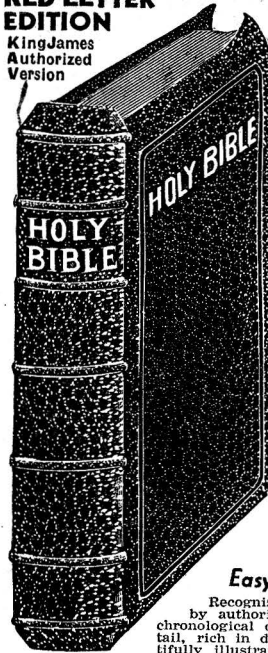
Cross & Chain

Attractive floral design embossed in face of cross. Yellow gold color. With chain. **39c**

No. 8037. Postpaid

RED LETTER EDITION

King James Authorized Version



Beautifully Bound

Holy Bible

Convenient red letter edition at special price!!! Beautiful in appearance, easy to read and understand. Imitation gold stamped on cover. Colored frontispiece. Includes many Bible study aids, maps, pictures, etc. Individually boxed. Bk. 3 1/2 x 1 1/4-in. thick. No. 1384. **\$1.99** Postpaid.....

Vest Pocket Testament

Vest-pocket new testament that can be easily carried with you to read at any convenient time. Easy to read. 3x4 1/2-in. No. 1379. Price Postpaid **35c**

Egermeier's Bible Story

Easy-to-Read Easy to Understand

Recognized leader; approved by authorities. Whole Bible in chronological order, accurate in detail, rich in dramatic appeal. Beautifully illustrated. 221 actual photographs, color reproductions, drawings. 234 fascinating stories put entire Bible into one continuous, beautiful narrative. 642 pages. No. 1380. Price \$2.50 plus 10c Postage. SEND **\$2.60**

Bible In Foreign Languages

- Read in foreign language for practice convenience.
- SPANISH BIBLE**
Agate Bible. (Valera). Revised. Center references & maps. 4 1/2 x 6 1/2-in.. Cloth. Red edges. No. 1898. Price Postpaid..... **\$1.50**
 - FRENCH BIBLE**
New Testament only. No. 1895. Price Postpaid..... **\$1.50**
 - GERMAN BIBLE**
Minion edition. (Martin Luther). Revised. References. New Orthography. 4 3/4 x 7-in. Cloth. No. 1896. Price Postpaid..... **\$2.00**
 - POLISH BIBLE**
New Testament only. No. 1897. Price Postpaid..... **\$1.50**



Crucifix

Unusual and elaborate cross. Machine engraved cross with mounted figure suspended from small interlocking oval chain with gold finish. **75c**

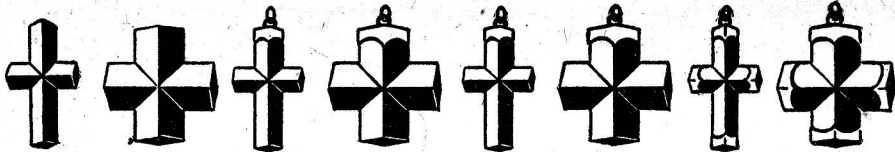
No. 8036. Price



Faith, Hope and Charity Necklace

Mounted on this necklace are three freely swinging charms, the heart, cross and anchor which represent faith, hope and charity. 24 kt. gold plate. 16-inch chain with safety clasp. **\$1.00**

No. 8041. Price Johnson Smith ★ 265



Roman
No. 8120

Maltese
No. 8120

Roman
No. 8121

Maltese
No. 8121

Roman
No. 8122

Maltese
No. 8122

Roman
No. 8123

Maltese
No. 8123

FAMOUS FAIRY STONES

In a quiet sunny glade, nestled among the rugged foothills of the Blue Ridge mountains, in Patrick County, Virginia, U.S.A., a section made renowned by the fact that old King Powhatan once held undisputed possession there, was discovered a single quarry of the far-famed Virginia "FAIRY" or so-called "LUCKY" STONES.

As to the real origin of these little crosses of stone, comparatively nothing is known, as the leading scientists of the country have failed to throw any satisfactory light on the subject; but in that remote mountain section runs a very pretty legend to the effect that the fairies were dancing around a spring of limpid water, when an elfin messenger arrived from a strange city far away in the land of dawn, bringing the sad tidings of the death of Christ, and when they heard the terrible story of the crucifixion they wept. And as their tears fell upon the earth they were crystalized into little pebbles, on each of which was formed a beautiful cross. About the spring and the adjacent valley were strewn momentes of that melancholy event.

These little curiosities, which range in size from one-fourth of an inch to 1 1/2 inches, bear in the most unique form some shape of a cross, which has been outlined by Nature's own hand. Many of them are of the St. Andrew variety, others Roman, while those most sought after are the Maltese.

No. 8123. Cross with Solid Gold Mountings in All Four Corners..... **\$3.50**

No. 8120. Unmounted Crosses..... **25c**

No. 8121. Cross with Gold Filled Mounts. **50c**

No. 8122. Cross With Solid Gold Mounts. **\$1.50**

Now You can Court Good Fortune
WITH THE FAMOUS VIRGINIA REPLICA LUCKYSTONE!
MAY BRING YOU LOVE • MONEY • POWER

One of NATURE'S WONDERS REPRODUCED IN GLOWING PLASTIC

CROSS CHARM SHINES IN DARK

Luminous cross charm made of beautiful ivory-like plastic material that glows in dark. Excellent for wearing as a charm, around neck, on lapel or hanging in convenient place. Each is fitted with gold colored plated link. About 3/4-inches high.

No. 8119. CROSS CHARM. Postpaid..... **25c**

Mysterious Altar Shrine Produces Vision of Christ



One of the most amazing objects you have ever seen! Has glass beaded, colored effect that gives it appearance of brilliant stained glass church window which when altar light is burning projects an inspiring vision of the Savior on wall. Seldom fails to excite wonder and favorable comment from all who see this almost-living vision appear projected into room. 6 1/2-in. high, 3 1/4-in. wide, 3 1/2-in. deep. With candle. **\$1.00**

No. 4057. Postpaid.....

THE WOVEN BOOKMARK GREETING

Write your own Personal Greeting here

Woven Bookmarks

Lovely book-mark greeting woven of enduring rayon with all the beauty and color of rare embroidery—a gift that is useful—a greeting that is different—mounted on a beautiful folder.

No. 4626. Lord's Prayer. **25c**

No. 4627. Ten Commandments. **25c**

No. 4628. 23rd Psalm. (The Lord is My Shepherd, etc.) **25c**

266 ★ Johnson Smith & Co.

Luminous Bedtime Prayer Reminder

"More things are wrought by prayer than this world dreams of"
--Tennyson



source of comfort and solace. **25c**

No. 4955. Price Postpaid

Cross Glows in the Dark!
PRAYER REMINDER

A practical novelty. Luminous cross mounted on shield of dark blue felt. cross is luminous in dark. No electricity and no trouble. Stores up light during the day and gives it off in dark. **25c**



Bust of Christ that glows with a soft radiance that makes it visible in the dark. In the home it looks very attractive during the day or during the night. Ideal for bedroom as it provides comfort in the dark. Well made of white composition material made luminous. About 5-in. high. **\$1.00**

No. 6886. Price Postpaid

10 Commandments & LORD'S PRAYER RING



A beautiful ring to wear. The ring is well made with a machine engraved design all around the sides leading up to the face of the ring. On the face of the ring is a black table with raised sterling silver metal letters, the Lord's Prayer, every word of which is completely legible.

The beautiful sterling silver finish and lustrous black make a striking contrast. State size when ordering. Shipped Postpaid.

No. 8132. Lord's Prayer Ring. \$1.25
 No. 8261. Ring With 10 Commandments on face. Every word legible. \$1.25
 Price Postpaid.

CRUCIFIX RING

The original Crucifix ring was believed to have been first made during the 15th century, having been made by a Spanish goldsmith and won immediate favor. It was highly valued and treasured and was considered a masterpiece of the jeweler's art. It is said to have been handed down from father to son, its fame increasing during the centuries. Now it is possible to get a copy of this ring at but a fraction of the price. Doubtless many owners might have been willing to give in days gone by. State size required.



No. 8282. Crucifix Ring. 35c
 Price Postpaid.
 No. 8278. Crucifix Ring. Sterling Silver. \$1.25
 Price Postpaid.
 No. 8247. Crucifix Ring. 50c
 In Color of Yellow Gold, Postpaid.



Cross & Crown Ring
 Cross and crown design in sterling, red hard enamel on yellow gold filler ring, very attractive. State Size.
 No. 8248. Postpaid. \$1.50



CROSS TIE SLIDE

Attractive yellow gold plated slide-on tie holder with enameled trim and brilliant cross design. Cross emblem is 3/8 x 3/8-in. Good looking.
 No. 8880. Postpaid. \$1.00



Book Locket with Gold Cross on Pearl Tablet

Book locket, 16 kt. gold plated with imitation pearl tablet with rolled gold plate cross mounting 16-in. chain. Stunning.
 No. 8199. \$1.75
 Postpaid.



Lord's Prayer Pocket Coin

Carry in your pocket or purse. Made of pure aluminum about size of silver dollar with Bible quotation clearly legible in raised letters on both sides.
 No. 8115. Lord's Prayer and John 3:16. 15c
 Postpaid.

Bible Text Christmas Cards

Captures True Spirit of Christmas

Ten large, full color folders with envelopes. Unusual in quality, fine artistic designing, multi-color printing. Beautiful embossing. Famous SUNSHINE LINE. Appropriate Bible text message on each. All different.
 No. 4619. Per Set, Postpaid. 65c

Lord's Prayer On Real Penny

The entire Lord's Prayer handsomely stamped on a penny. Each penny is put through a special machine which stamps the Prayer on the penny and flattens the penny into a large oval, making it suitable to wear around the wrist or use as a pocket piece.
 No. 8129. Postpaid. 15c

10 Commandments on Real Penny

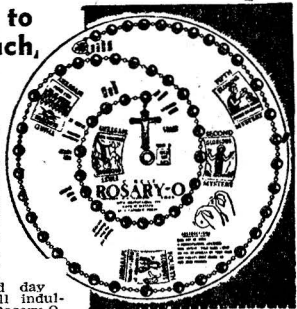
No. 8129A. Ten Commandments on Real Penny. Price. 15c

Crucifix on Real Penny

No. 8129B. Crucifix on Penny. 15c

Mysteries of Rosary

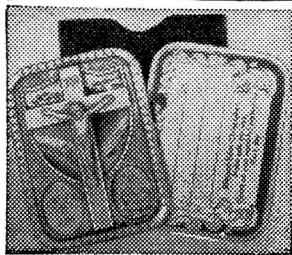
Easy Way to Learn, Teach, Memorize Mysteries of Rosary



Sturdy, washable plastic 4-in. ivory disc, beautiful blue raised beads and cross on background of deep ivory. Turns to show clearly legible in raised letters on both sides. Approved by Church Censors, Beautiful in appearance, yet extremely practical in use.
 No. 8038. Price Postpaid. \$1.50



OUR FATHER WHO ART IN HEAVEN, HALLOWED BE THY NAME, THY KINGDOM COME THY WILL BE DONE ON EARTH, AS IT IS IN HEAVEN. GIVE US THIS DAY OUR DAILY BREAD, AND FORGIVE US OUR TRESPASSES AS WE FORGIVE THOSE WHO TRESPASS AGAINST US LEAD US NOT INTO TEMPTATION, BUT DELIVER US FROM ALL EVIL AMEN



Crucifix Pocket Identification

Two colored sunburst effects. Small oval frames on each side are multi-colored pictures of Blessed Lady and Sacred Heart. Ivory-like plastic. Space for name and address on back. 2-in. long.
 No. 8176. Price. 35c



No. 4693. Religious Pennant. About 12-in. long. Colorful felt.
 Price Each. 25c

Religious Pennants



"God Bless Our Home"
 No. 4694. Home Pennant. Attractive colors. About 12-in. long.
 Price Each. 25c



Lapel Pins



Filligree Cross

Faith, Hope Charity
 No. 8173. 29c
 Price.

No. 8171. 29c
 Price.



U. S. Flag & Cross

No. 8175. Gold plated with flag enameled in full color.
 Price. 35c

Luminous Crucifix

Glows With A Brilliant Radiance in the Dark

For years the Catholic clergy and all interested in the increase of devotion to the Crucifix have been striving to find some means of making the Crucifix more than a mere article of furniture—to make it a living symbol of the crucifixion. A recent discovery of chemical science has made this possible, and the "Cross of Perpetual Light," is now being placed in every Catholic home.

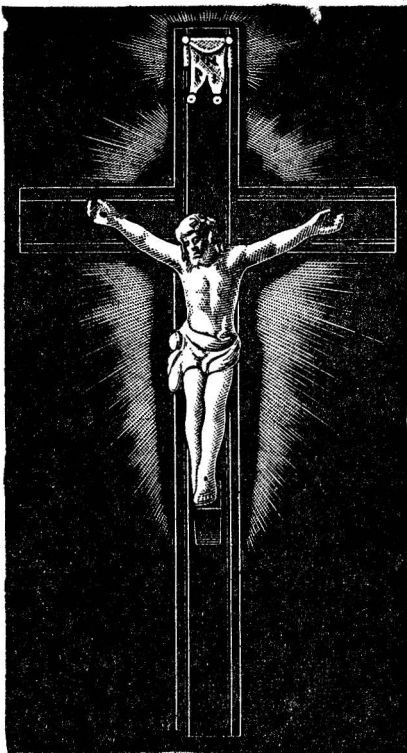
The time for prayer is in the night time, before retiring; that is the hour when the mind is in sweet repose and the cares and worries of the day are past. In the darkest room, all through the night, the "Cross of Perpetual Light" gives a wonderful, luminous glow, the glow representing the "Glorified Body of Jesus Christ."

Approved by Church Authorities

What a beautiful reminder to the children! What a comfort to awaken in a sick room in the darkness of the night to behold the figure of Jesus Christ in an outline of glorious light! It surely is an inspiration to prayer that no Catholic can resist. When trouble or worry harass you, there is only one place where you may receive genuine, sincere consolation and solace from earthly problems; peace of mind and peace of spirit.

Each Crucifix is 15 inches high. Made of fine black ebony finished wood. The body of Christ is made of metal, covered with the secret preparation that causes it to become luminous. The luminosity is lasting and PERMANENT. Our Crucifix has been sent to clergymen, schools and convents throughout the world, and highest words of praise have been received commending the Luminous Crucifix to all.

No. 6718. LUMINOUS CRUCIFIX. PRICE POSTPAID..... \$1.98



the Symbol of Devotion **GLOWING CROSS EARRINGS**

EXQUISITELY DIVINE—LOVELY TO OWN

Even in ordinary daylight, the white plastic CROSS EARRINGS look like beautiful ivory. At night, they take on an added charm by glowing softly in the dark. Even in soft light or shadows, they have a radiance that makes them particularly fascinating and good looking.

No. 8131. Glowing Cross Earrings, Pair..... \$1.00



Imitation Gold **Lapel Cross**

Wear an attractive lapel cross. Extremely suitable for wearing on dress or lapel of coat. A dignified way of showing respect and paying homage to Our Lord. It is the one piece of jewelry that always looks correct. Makes a splendid gift to friends, reminding them of their religious obligations and comforting them in time of need.

No. 8137. Price Postpaid.. 20c



Beautiful ELECTRIC ALTAR

There is no sacred object that will add more prestige and more refinement to your home than one of these Electric Altars. They are strikingly beautiful—12 lighted candles with the illuminated cross and the plaque showing The Last Supper. The effect is most pleasing and impressive. The whole altar glows with a soft radiance that is particularly becoming. There is no home that can do without the spiritual effect that is given by the altar. We have had numerous letters from the clergy commending us most highly on presenting this article.

The altar is no less than 15 inches high and 12 inches wide. Made of a composition resembling marble and the light from the inside gives it a radiant glow. The statue on the top is an imitation pearl replica of the Lord Jesus tinted in colors. Uses only one small hidden house lamp to light up the entire altar. Shipped Postpaid.

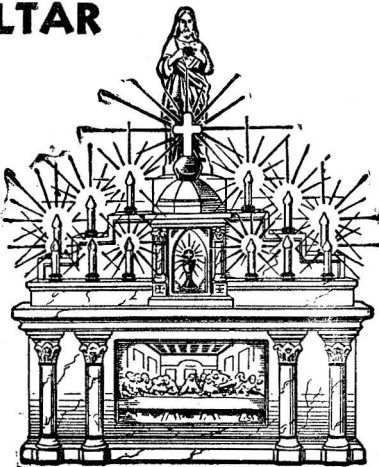
No. 6125. ELECTRIC ALTAR. Price Postpaid.. \$8.95

Large Illuminated Musical Altar

This beautiful musical altar is not only large in overall size, but also is enhanced by two additional statuettes—angels—on each side, holding additional candles. Swiss chimes softly play appropriate religious hymn. 18-in. high, 5-in. deep, 16-in. long. Weighs 18-lbs. Complete with lamp and cord.

No. 6124. Large Illuminated Musical Altar... \$17.50

268 ★ Johnson Smith & Co., ★ Detroit, Mich. }



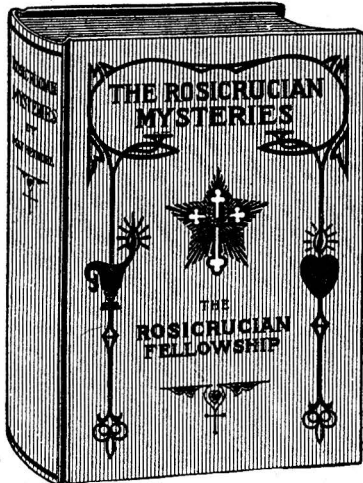
AN ELEMENTARY BOOK ON THE SECRET TEACHINGS OF THE ROSICRUCIAN BROTHERHOOD

THE ROSICRUCIAN FELLOWSHIP

-AN INTERNATIONAL ASSOCIATION OF CHRISTIAN-MYSTICS-

A SANE MIND
A SOFT HEART
A SOUND BODY

MT. ECCLESIA



Reveals the Mysteries of the Rosicrucians

The Rosicrucian Society of California has been ballyhooed and advertised in many of the leading publications of America, yet most people don't know who the Rosicrucians are. Now you can read about this organization and learn its secrets without becoming a member—and believe it if you want to! They claim to be able to attain mastery over life, influence over others, the wisdom of the west and many other benefits.

Contents of This Amazing Book:

- CHAPTER I.** The Order of Rosicrucians and the Rosicrucian Fellowship.
- CHAPTER II.** The Problem of Life and Its Solution.
- CHAPTER III.** The Visible and Invisible World.

- CHAPTER IV.** The Constitution of Man. The Vital Body, The Desire Body, The Mind.
- CHAPTER V.** Life and Death. After Death Up Through the Different Heavens. Mt. Ecclesia and How to Apply for Admission.

This book is written by Max Heindel, prominent leader of Rosicrucians. Authoritative and complete. Gives in simple, forceful language an outline of the main points of the teachings of this Occult School. Mysteries, carefully guarded for ages are revealed here. 215 pages. Cloth bound. **\$2.50**
No. 1689: MYSTERIES OF THE ROSICRUCIANS. Postpaid.....

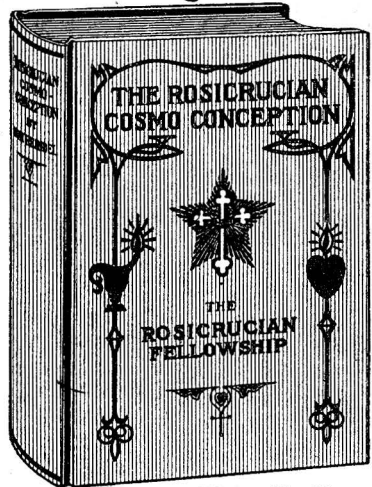
Rosicrucian Cosmo-Conception

The Textbook of the Rosicrucian Philosophy

An authentic textbook which reveals the harmony of Religion and Science, and conforms to the intellectual development of the modern world. For those who would know all about the Rosicrucian Fellowship, this remarkable, large book—over 600 pages—was published as a textbook for members. We have secured copies of this book and offer it for sale to the general public. An amazing book that you should read. Latest edition.

Partial Contents:

Visible and Invisible Worlds; Man, and method of Evolution, Spirit, Soul and Body; Thought, Memory, Soulgrowth; Conscious, Subconscious, and Superconscious Mind; Science of Death, the Beneficence of Purgatory, Life in Heaven; Preparations for Rebirth; The Law of Consequence; The Relation of Man to God; Genesis and Evolution of Our Solar System; Chaos the Seed-Ground of Cosmos; Birth of the Planets; Planetary Spirits; The Moon an Eighth Sphere of Retrogression; Separation of the Sexes; Lucifer Spirits and the Fall; Sixteen Paths to Destruction; Christ and His Mission; The Mystery of Golgotha and the Cleansing Blood; Future Development and Initiation; The Method of Acquiring First-Hand Knowledge; Western Methods for Western People.



Paper covered edition available at this special price. **\$1.50**
No. 151L. ROSICRUCIAN COSMO-CONCEPTION. Postpaid.....

Are These the Outlawed Scriptures that have been Barred from the Bible?

THE LOST BOOKS OF THE BIBLE

With Illustrations Reproduced from Ancient Paintings and Murals

Many extraordinary and enlightening epistles and gospels were said to have been rejected when the Bible was compiled—hidden away! **WHY?** Were these rejected scriptures too sensational, too miraculous, too intimate and personal? Jealousy, fear, dissension, politics, arbitrary edicts, may have played their part in depriving the layman of much of the first-hand records of the founding of Christianity and the detailed story of Adam and Eve. Every person has the right to know.



46 Hidden Manuscripts Now Revealed -- Man's Temptation & Sin

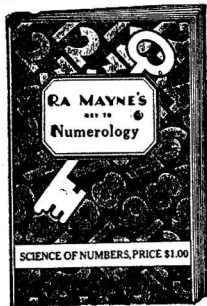
The nature of the Apocryphal Scriptures, as well as reasons for their rejection by early Church authorities have been among the greatest mysteries of the Christian era.

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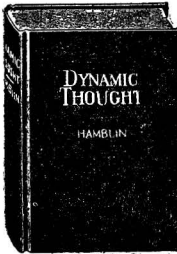
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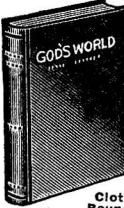
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No. 1904. Secrets of the Psalms. Price... **89c**



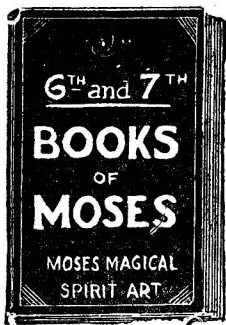
"Therefore, I say unto you, whosoever will things so ever ye desire, when ye Pray, BELIEVE, that ye receive THEM, and ye shall have them." St. Mark: 1:24

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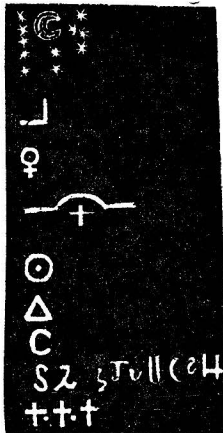
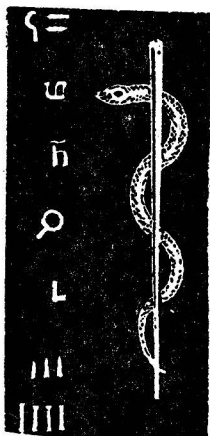
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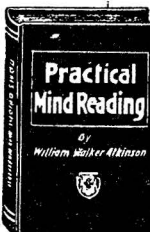
This book consists of twelve lessons, treating upon the more advanced phases of the Yogi Philosophy and Oriental Occultism. It continues the teachings contained in "Fourteen Lessons in Yogi Philosophy" and leads the student to higher planes of thought, as well as instructing him in the deeper phases of occult truth.

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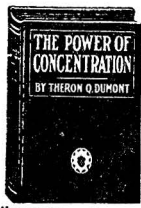
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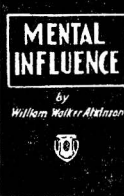
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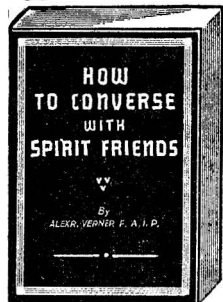
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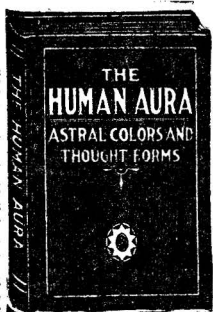
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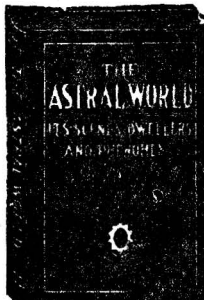
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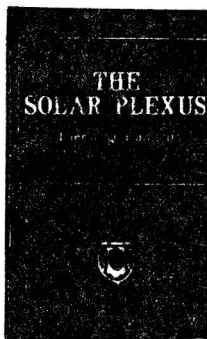
The term "astral" is derived from the Greek word meaning "related to a star," and was originally used in describing the heavens of the Greeks—the abodes of their gods. From this sense and usage the term widened in application, until it was employed to indicate what might be called the "ghostland" of the ancient people. This ghostland was believed to be inhabited by beings of an ethereal nature, not only disembodied spirits, but also angelic beings of a higher order. However, this book teaches that one does not have to disintegrate or dematerialize his physical body in order to visit or sense the Astral Plane and the author, while many persons are able to travel in the astral body during sleep, the occultist, on the other hand, travels consciously and is as much at home in the Astral Body as on the physical one. Here is a brief resume of what the book teaches.

What This Book Tells

The Seven Planes of Being—What is Meant by a Plane—Astral Regions—Where Located—Reality of the Astral—What One Encounters on an Astral Journey—Passing the Border—Passing Out of the Physical Body—Occupations of the Astral Dwellers—The Soul Shell—The Astral Shell—Bodies Without Souls, Still Seemingly Alive and Conscious—Disembodied Souls—Not Dead but Sleeping—How the Low Entities Pass Their Time—Punished by Their Sins—The Three Channels and Occupations of the Astral Dwellers—The True Home of the Soul—The Heaven Worlds—What the Astral Light Is—A Startling Presentation of a Wonderful Occult Truth. 94 pages. Paper cover.

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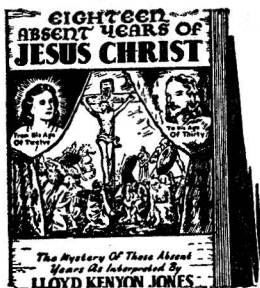
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Swami Rawal claims to have ferreted out secrets of ancient forbidden mysteries and reveals this information NOW for the first time, and says by following the instructions you may be able to—Mold anyone to your will—Get anything you want; for he says it is every man's birthright to have Money—Good Health—Happiness—Love and claims no matter what you need there exists a Spiritual power which is abundantly able to bring whatever you need. Judge for yourself, as we do not make any supernatural claims regarding the work but sell it only as a fascinating book that should surely please you. 96 pages.

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The Master-Keys to Fame, Fortune and Power!



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Now Read the Logic that Has Surrounded the Mystery of Those Years! Read how the Author has traced the steps of The Master, as one would seek missing persons, in his desire to fathom a void about which there is scarcely a word in the new testament to indicate HIS whereabouts.

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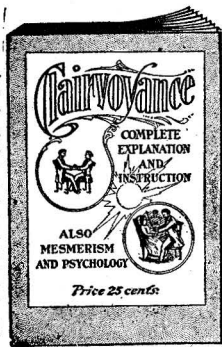
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Mysteries of Clairvoyance

Complete Explanation and Instructions

This is not a large book, but it is a very interesting volume, dealing, as it does, with the MYSTERIES OF CLAIRVOYANCE, MESMERISM AND PSYCHOLOGY. Many of the secrets of this strange science are outlined, and it deals about as exhaustively with this subject as 32 pages of closely printed material will allow. There are ten chapters in all. The first two chapters are devoted to historical sketches of this baffling science, followed by pertinent remarks on classification of mesmeric phenomena and clairvoyance as well as the peculiarities of the psychological subject and specific directions are given which the book claims will produce mesmeric sleep, the psychological condition and clairvoyant perception. The tenth and final chapter is devoted to an interesting discourse on "community of motion, sensation, knowledge and thought."

No. 1559. Mysteries of Clairvoyance. Price Postpaid.... **15c**



Read This Amazing Book About You!

There Is No Need to Be Sick, Afraid, Unhappy or in Want

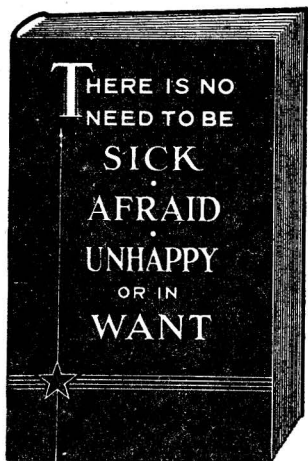
The author is nearing 70, works over 100 hours a week. Recently passed a perfect physical examination. The book is not a boring mental science, metaphysics, psychology or preaching. People read it into the wee hours of the night. Not sectarian or propaganda for any group.

The titles of its 25 chapters includes: Introduction, Flesh, Self, Body, Immortal Self, Karma, Devils and Hell, Reincarnation, Death, Why I Was Sick, Good Nature, Fear, Selfishness, Sin, Healing, Healing Thoughts That Have Helped Me, Thankful Thought Heals, Faith, Resistance, Happiness, Success, Worry, Sleep, Love, Give Us More Light.

The book does not promise miracles of health and riches. But if you are willing to change yourself it may change your whole life from sickness to health, from fear to fear of nothing, from misery to peace, from failure to a good living or even to wealth.

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Gives history of Candle Burning. Tells the ritual and method of HOW to burn, WHEN to burn and WHAT to burn. Tells about meaning of COLORS and PSALMS to read. Describes over 22 exercises that people have used for health, wealth, love, prosperity and many other subjects. 33 illustrations. 98 pages.

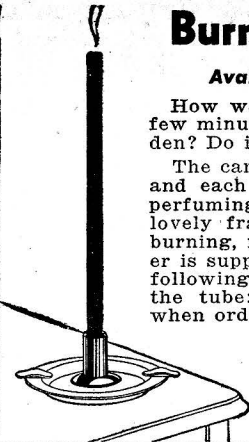
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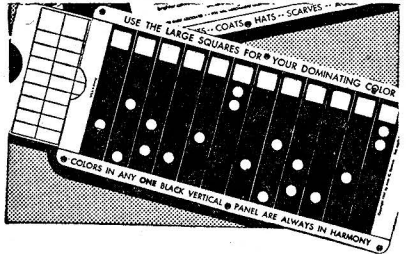
MAGIC LURE APPLY TO SKIN

MAGIC LURE... the Oriental solid perfume. Fragrant, irresistible, alluring, lasting odor. Applied to the skin where it gives off the lovely enchanting odor... just like the flowers exude their fragrance. Tends to make you more charming and thus help attract people to you.

The perfume is put up in neat containers about 1-in. in diameter, holding 1/2 dram. It is handy to carry in the purse to dances, theatre, etc. No danger of breaking or spilling. Always ready for instant use. It is very concentrated. A little goes a long way. One package will last for several months. Helps subdue body odors. Won't offend. Use this pleasant way of assuring protection against the possibility of embarrassment.

Specially made to simulate the fragrance of actual flowers. We think that we have succeeded in capturing their elusive freshness with remarkable fidelity. Actually pleasant to smell—not heavy and overpowering. Delightful.

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Paint. Rose.....

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Blossom. Postpaid.....

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TELLS HOW TO USE OUR SECRET FORCES

"Coming Events Cast Their Shadows Before Them"

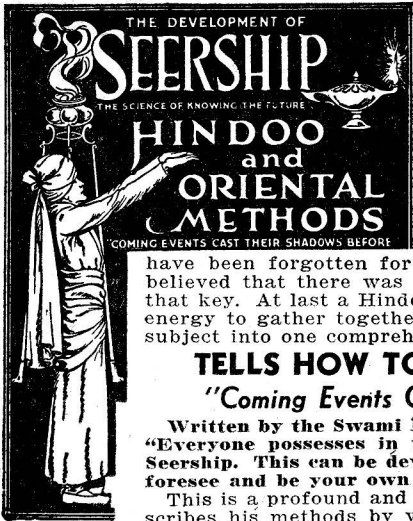
Written by the Swami Bhakta Vishita (Hindoo Master). He says: "Everyone possesses in the latent state the wonderful faculty of Seership. This can be developed. You can train yourself so you can foresee and be your own adviser—see your own future."

This is a profound and conscientious occult book. The author describes his methods by which he claims you can pierce the veil—enter at will into the spiritual world and converse with your loved ones now across the border.

He maintains there are terrific forces hidden in the mind, which can be released only when the proper knowledge is gained. These forces, he contends, are not given the minds of only a few; instead, he insists that anyone can use them if given the key.

Contents Include: Seership, The Science of Knowing the Future, The Development of Seership, The Great Universe Beyond, The Mystic Sense, How to Go Into Silence, The Higher Being Developed By Seership, How to Gain Personal Knowledge of the Higher Truths of Seership, The Spiritual Evolution of Men, How to Interpret the Present and Future Exactly As They Are Designed to Be, etc. Fifteen lessons. 384 pages. Read this book with an open mind and you will see laid before you a completely new philosophy of life.

No. 1889. The Development of Seership. Price Postpaid..... **\$2.59**



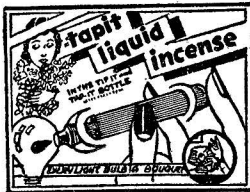
THE DEVELOPMENT OF
SEERSHIP
THE SCIENCE OF KNOWING THE FUTURE
HINDOO
and
ORIENTAL
METHODS
COMING EVENTS CAST THEIR SHADOWS BEFORE

Charm Perfume Lasting Fragrance



Has a pleasing and lasting fragrance. It has been claimed that suitable use of perfumes may work wonders in enhancing your personality and glamour. Learn to charm and fascinate others. Carry a small bottle of perfume with you. Can be used on clothes, handkerchief, etc., etc. 1 dram.

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Just apply 2 or 3 drops to light bulb or radiator and it produces a sweet smelling, lasting odor. No muss, no smoke, no ashes.

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What is the fascinating lure of these **LOVE DROPS?** Why does a glamorous perfume break down the barriers of conventionality and cause men to be attracted to women? Perfume was created to cast a magic spell around women, to make them more enchanting, more desirable, more attractive. Seductive fragrance (better known as Love Drops) is new type of perfume. Fragrant and lasting odor. 1 dram bottle.

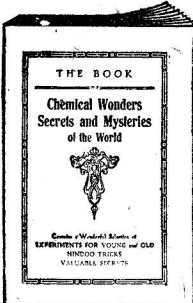
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Thought Compelling, Amusing**

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Operating Board

Some astounding phenomena are occasionally obtained, such as perhaps a message in a foreign language that no one present can decipher, but that when translated, proves to be an answer. Many claim it is a weird experience to observe the Ouija Talking Board as words and sentences seem to appear, now hesitatingly, as if dubious of the wisdom of imparting its secrets, and at another time impetuously moving, as if in haste to communicate the information.

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No. 6645. Ouija Board. Price. **\$150**

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Guide to the operation of automatic spirit writing, ouija boards, table rapping and similar phenomena. Gives and illustrates various methods of operation and shows some of the significant results that have been obtained. How to form a circle for receiving messages, how to enable spirits to make themselves known, how to get written messages and drawings. 25 pages. No. 1997. Price Postpaid **30c**



The Nature of Spirit Power—How to Conduct Spirit Circle—Crystal Gazing—Spirit Rappings—Slate Writing—Psychometry—How to Develop Telepathy—Table-Tilting—Materialization—Fraudulent Spirits—Trance Phenomena—Signs of Spirit Presence—Domineering Spirits—The Psychic Triangle—Public Seances.

Can We Talk with Spirit Friends?

“Easily,”

(By Swami Bhakta Vishita)

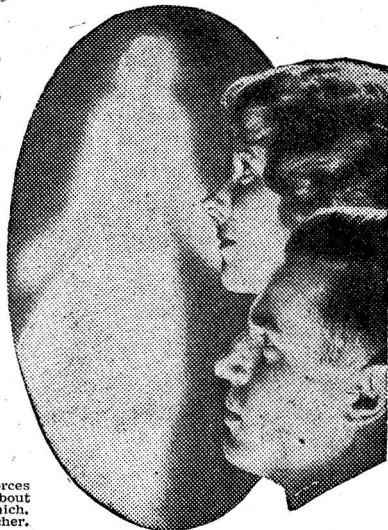
These Fascinating Mysteries Explained . . .

No other problem has been so fascinating for mankind as that age-old mystery, “Can We Communicate with Our Departed Ones?” And now one of the great masters of Psychic Powers declares that the ability to talk with spirit friends can be developed under the proper guidance. Not only that, but he gives definite rules and instructions for discovering and cultivating psychic powers.

In simple, everyday language he reveals the long hidden mysteries of Clairaudience apparitions, spirit guides, telepathy, Voodooism, Crystal Gazing, and Black Magic.

Develop Your Psychic Power

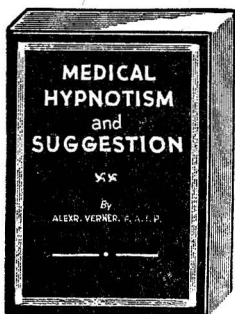
Swami Vishita also takes up, besides the methods of communication with the dead, the subject of the development of our personalities through harmony with the finer vibratory forces of nature. From the infinite wisdom of the East, he tells us about the great mental currents and Psychic Vibratory Waves, which, when we understand them, can be used to bring us a fuller, richer, happier life. Nearly 300 pages.



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MEDICAL HYPNOTISM AND SUGGESTION

Explains the Many Uses of Hypnotism for Benefit and Entertainment



This book is full of secrets. It explains what hypnotism (or mesmerism) is, and gives an interesting outline of its history. It explains the great value of hypnotism in the cure of disease and in surgical operations. It tells how to hypnotise a man, how to put him in a trance for a week. There is an explanation on how to give an hypnotic entertainment for your friends or on the stage, making your subjects do things such as acting, singing, speechmaking, things that, in their ordinary state, they probably would be unable to do. Further it explains the method of curing bad habits—drinking, swearing, lying, stealing, gambling, betting, smoking, envy, hatred, temper, etc.

The author's object in writing this book is to give a brief but accurate description of Hypnotism and Suggestive Therapeutics, as practiced by the most advanced schools of the present day; and also to enlighten the public mind on the great advantages of hypnotism in the treatment of disease, as compared with the drug method now used in this and other countries. Size 6x4 1/2-in. 37 pages. Paper bound.

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MIND POWER

Secret of Mental Magic

By William Walker Atkinson

Author claims astounding wonders can be worked by mental forces. Contents: Mental Dynamo, Nature of Mind-Power Mentative Induction, Mental Magic in Animal & Human Life, Mind Power in Action, Personal Magnetism, Dynamic Individuality, Influence, Mental Suggestion, Ocean of Mind-Power, Occult World, Indirect Influence, Mental Healing, Making Over Oneself, Mind Building, etc. 441 pages, cloth bound.

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Daring, Different Book Helps to Break Shackles of Fear

This book traces the origins of the so-called evil-eye, some people call it a spell, others call it **FEAR**. It holds you back from doing what you know is best. Overcome it and you gain an entire rich new world. Explains strange, fantastic customs. Includes: Evil eye in Africa, South Seas, South America, India; strange customs to overcome evil eye; applying evil eye, etc. Describes 87 different symbols, talismans, amulets, seals, etc., in actual use. By Henri Gamache.



No. 1989. Terrors of the Evil Eye Exposed. Price Postpaid. \$1.00

280 ★ Johnson Smith & Co., ★ Detroit, Mich. |

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Time Magazine Verifies The Amazing Wonders of Hypnotism

Time Magazine reports: Howard Klein before a studio audience and over the Columbia Broadcasting System hypnotized 14 volunteers from the audience in another room. He put 12 to sleep in less than 20 seconds. Handed a lemon to one subject telling him it was a peach and to eat it; the subject bit into it and ate it. Told another his hand was numb, and then held a match to his hand without subject experiencing any feeling. Told his subjects they were cold—and they shivered. Told them they were being bitten by mosquitoes—they swatted; that they were at the World's Series—they cheered. All of this was done beyond the control of the subjects and while they were in another room.

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MAGNETIC HEALING & PERSONAL MAGNETISM.

Just what are these STRANGE SECRETS? What is this strange, mysterious power that we call Hypnotism?

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It is said that practically everyone has concealed in their make-up the germ of this strange MYSTIC PHENOMENON.

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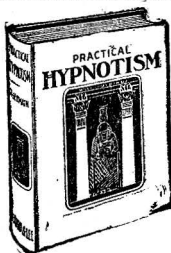
No. 1166 is a 64 page book written by Professor Alpheus that delves quite thoroughly into the origin of Hypnotism, and after dealing with some of the theories of Hypnotism, including **Animal Magnetism** and the **Neurosis Theory**, it explains several methods of hypnotizing, including **Dr. Cocks's method**, **Dr. Flint's method**, **French and Hindoo methods**, etc. Also deals with **Self-Hypnotization**, etc. Other subjects dealt with in the book are: **Criminal Suggestion**, **Hypnotism in Medicine**, **Hallucination**, **Bad Habits**, **Telepathy** and **Clairvoyance**, etc.

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Hypnotism is A Recognized Science as Practical as Chemistry or Psychology

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SCIENCE OF HYPNOTISM

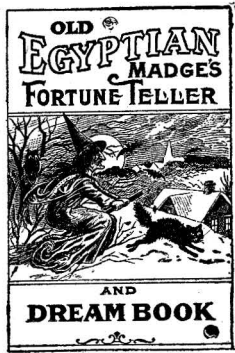
Learn hypnotism from this remarkable book. For practical purposes or for amusement. Shows you and tells you how hypnotism is done and the various uses to which it can be put. A practical guide to the person who wants to take up hypnotism as a fascinating hobby or as a practical asset to his business and social world. No one who has read this volume, no matter how casually, can fail to be influenced by it. With almost no effort on your part you will find yourself exercising the magnetism revealed in this book. The many methods of hypnotism are remarkably simple and easily applied. Cloth covered library volume. 247 pages. 17 chapters. Illustrated.

No. 1164. Practical Hypnotism. **\$1.98**
 Price Postpaid.....



Fascinating Dream & Is Your Fate Predetermined?

Old Gypsy Madge's DREAM DICTIONARY AND FORTUNE TELLER



A book full of strange things on dreams, fortune telling, etc. Its contents embrace the interpretation of dreams or visions in the entire category from A to Z, and include the lucky numbers in lottery to which they are supposed to apply. The great Combination Table for playing horses, saddles and gigs, when to play gigs, etc., also given. Tells how to tell fortunes by cards, dice, dominoes, by grounds of coffee or tea cup. All about **NAEVIOLGY** or the science of telling fortunes by moles on the skin, **CHIROMANCY** (telling fortunes by lines in the hand); **Celestial Palmistry, Astrological Miscellany; So-called Lucky and Unlucky Days; Oracle of Destiny; Trial of Destiny; Fortune-Telling Tablets** said to have been used by the Egyptian Magi or astrologers; **Charms, Spells and Incantations; The Witch's Chain; Talismans and Amulets; Telling a Person's Character by Cabalistic Calculations, etc.** Old mysteries and superstitions dealt with. You may not believe all the book says, but whether you believe in dreams and fortune telling or not, you ought to get your money's worth by reading the book alone. Nearly 100 pages. **25c**

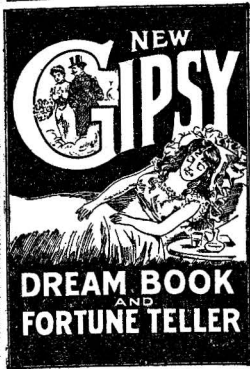
No. 1007. Egyptian Madge's Dream Book & Fortune Teller

Black Herman

One of the World's Greatest Magicians—This Book Contains Many of the Facts, Recipes, Formulas, Etc., He Claims to Have Brought from India

Contains Secrets of Maglo, Mysteries and Legerdemain. You will be fascinated by the legendary character of Black Herman who was well known throughout this country for his teachings and evangelical gatherings. Thousands flocked to see and hear him. In this book are set down many of the better known facts, recipes, formulas, etc., which he claimed to have brought from India. Even those who do not ordinarily read books which purport to reveal mysteries and secrets will enjoy and profit from this book. Paper covered book. **\$1.00**

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A splendid little book on fortune telling and the interpretation of dreams, etc. Gives full and plain directions for telling fortunes by cards, dominoes, by grounds of a coffee or tea cup, observations of a person's disposition, etc., by the aid of marks, scars or moles. Miscellaneous games for lovers with cards. Observations concerning birds and beasts. Oracles by dreams. Days, weeks, months and years supposed to be considered lucky. Finger-nail observations. Various charms. How to read palms. Divination. Combination table. Playing gigs. Contains complete dictionary of dreams, visions, etc., together with the numbers of the lottery to which they are supposed to apply. The portion entitled "How to Obtain Happiness and

Affluence in the Married State" should prove interesting to

those already within the matrimonial fold, and also to those contemplating this important step. The book also contains phrases said to have been used in medieval days to baffle enemies. Printed two columns to a page this book actually contains more information than some publications selling for several times the price. 32 pages. No. 1769. Price Postpaid **15c**



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1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

The **EVER READY FORECASTER** includes a 12 months calendar which tells you day by day your favorable and unfavorable days according to your birthday. Every day each of us is confronted by decisions, new enterprises, etc. According to astrologers, certain days are more favorable than others for these new adventures. By following this calendar, you can select your favorable days for new ventures and be careful on your unfavorable days. Also included in the book are weather forecasting chart, fishing, stock market and business indicators, betting charts to help you win, etc. This calendar has been carefully laid out and many people have been said to have found it an excellent guide to success in ventures in many varied fields. Take your vacation when the fish are biting. Plan new ventures when favorable. **15c**

No. 1791. Ever Ready Forecaster. Postpaid

Fortune Telling Books

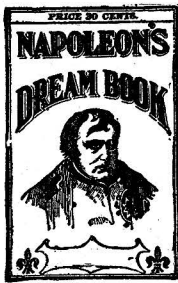


Napoleon's Dream Book

Contains 128 Pages
and Dictionary of Dreams

Not only does this book contain a dictionary of dreams and visions, but it gives a much more detailed and general explanation of many of the more common dreams than most books on this subject, together with an anecdotal account of dreams, visions, apparitions or reveries. Thus for an unmarried girl to dream of wearing a wedding ring is said to be significant of her own disappointment in marriage; yet should she imagine one to be worn upon the finger of a particular friend, it is said to foretell that the friend will become a wife within a year. Legend has it that the author of this book was frequently consulted by Napoleon Bonaparte. Contains 128 pages.

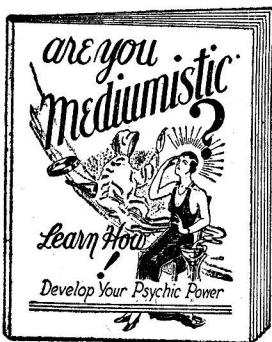
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one excerpt from the book: "Persons who continually received 'hunches' or telepathic flashes are strongly psychic, and should develop this wonderful faculty. If you are readily impressed by the thoughts of others, living or dead, then you are said to be 'sensitive,' being highly susceptible to these spiritual vibrations." Also: "Mediumship is a priceless gift to countless millions, but its presence is unknown in most cases." Further, "Training, practice, experience all contribute to the ultimate success of the medium." 20 pages. No. 1465. **ARE YOU MEDIUMISTIC?** Price **35c** Postpaid..



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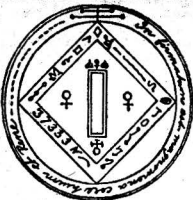
How To Read Heads & Faces

Do You Want To Succeed In Life? Then Read This Book

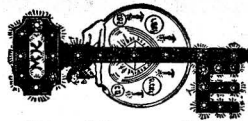


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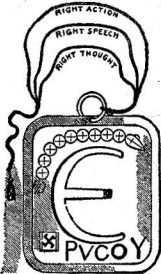
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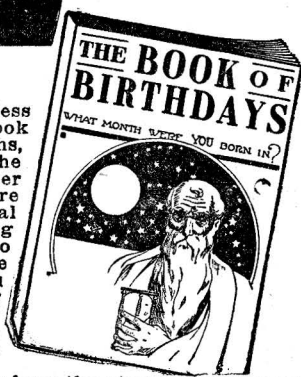
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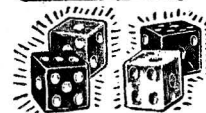
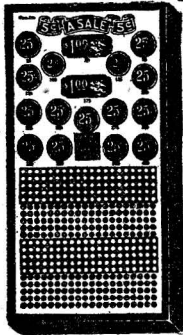
WHEELS See the Paddle Wheel at the left? You have probably seen one like it and some a lot more elaborate, but they're all for one purpose—to get your money. There is the **Electric Wheel** which is wired up with a switch on the counter. Magnets work as a brake and the operator can stop it anywhere he likes. Bent pegs or nails are used to make the indicator glide over the "big prize" numbers.

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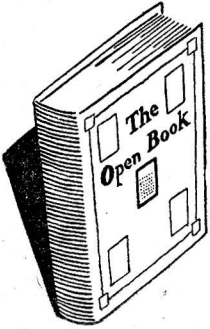
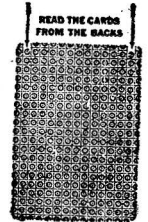
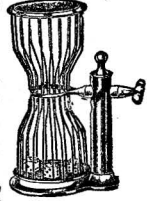
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