

Philately & International Mail Order Fraud

Viewed Via Postal and
Social Histories

Ed Grabowski, EEFMS

Beware the Ides of April

April 15, 2014

Income Tax

The World Postal System in 1900

It was efficient

It was reliable

It was inexpensive

and

It offered, for the first time,

the opportunity of mail

order fraud on an

international scale

Requirements For a Fraudster to Gain Entry Into My Collection

- Defined a clever scheme to defraud the public on an international scale
 - No every-day local stuff (Patent Medicines)
- Operated from a seemingly erudite company located in the United States
- Used international mails and media (newspapers and journals) to advertise their fraudulent schemes
- Left a strong philatelic record of their success
- Challenged by the U.S. Post Office and other public minded organizations regarding mail order fraud

Recognizing the Potential for International Mail Order Fraud in the Early 1900's

- **Professor A. Victor Segno**
 - The American Institute of Mentalism – Los Angeles, CA
- **E. Virgil Neal aka X. La Motte Sage & Charles S. Clark**
 - The New York Institute of Science – Rochester, NY
- **Elvard L. Moses**
 - The Oxypathor Corporation – Buffalo, NY
- **Dr. James W. Peebles**
 - Dr. Peebles' Institute of Health – Battle Creek, MI



Professor A Victor Segno

‘Every Crowd Has a Silver Lining’

P T Barnum

**With Special Thanks to
Philip Deslippe (UC SB)
& Larry Harnish (LA Times)**



British: **TRANSATLANTIC POST OFFICE 2, JY 20 12**
transit to the US to LA via NY and SF



= Excellent Philatelic Item



The Applegate Find of April 2014



Only the second cover I have seen addressed to
Professor Segno's publishing company
The Segnogram Publishing Company

Is that all there is?

No! While searching for Segno Covers
I began to note covers addressed to:

The New York Institute of Science
in Rochester, NY

The New York Institute of Science Philately & International Mail Order Fraud

Move Over Professor Segno

There is room for others
on this playing field

The New York Institute of Science

- Founded in September 1899 in Rochester, New York
- Founded by E. Virgil Neal & Charles S. Clark
 - Neal assumed the *nome de fraude* of **X. La Motte Sage**
- Sold booklets and pamphlets on hypnotism and magnetism with excessive claims for both
- **Put out of business by the Post Office and the American Medical Association in 1914 for mail order fraud**
- Sold more than \$1.6M in booklets
 - That's \$32M in 2014 dollars
- World-wide cliental just like Professor Segno

With Special Thanks To
Professor Mary Schaeffer Conroy
University of Colorado Denver



THE COSMETICS BARON YOU'VE NEVER HEARD OF:
E. VIRGIL NEAL AND TOKALON

SECOND EDITION
MARY SCHAEFFER CONROY



E. Virgil Neal

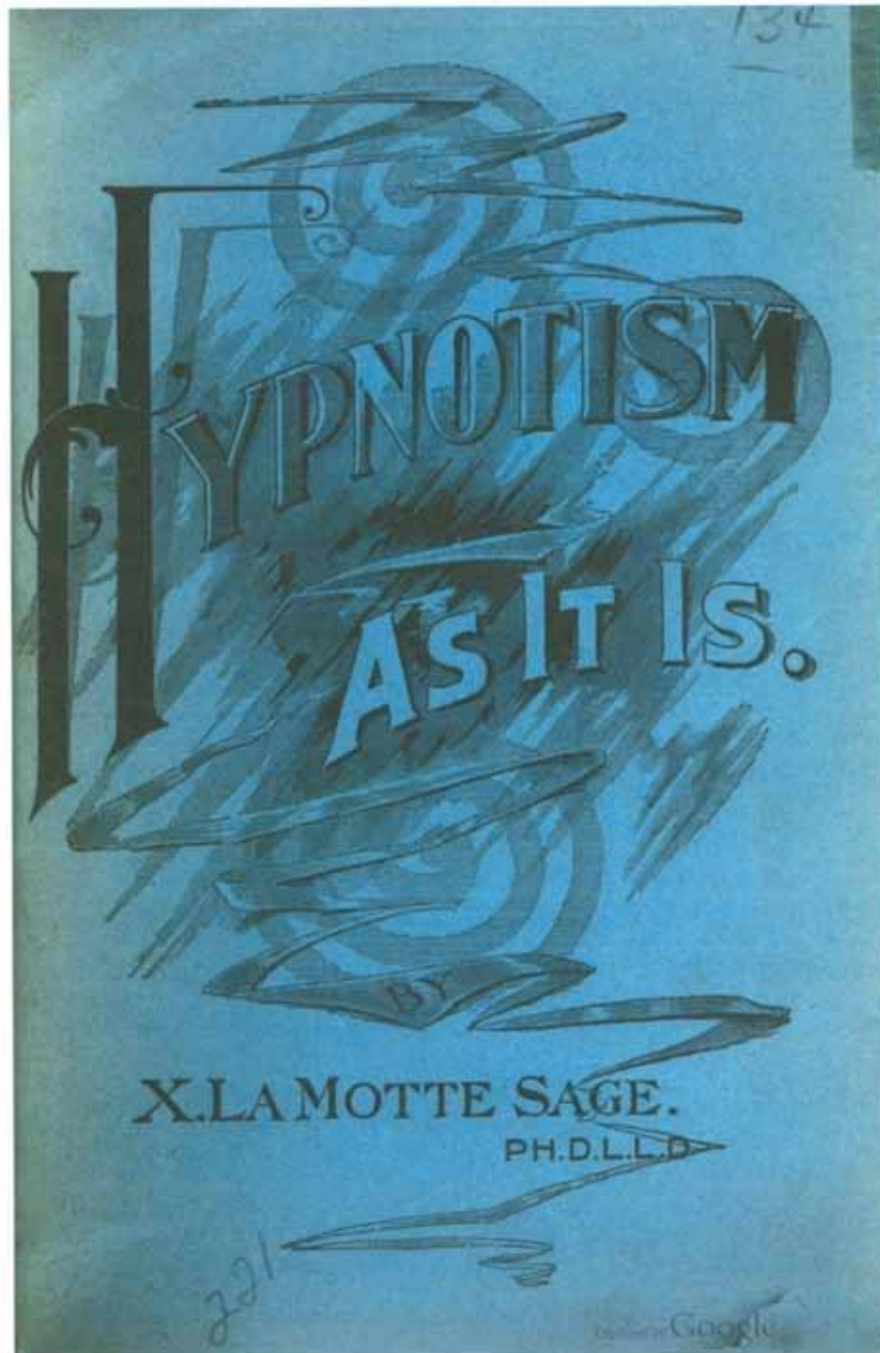
- Modest college education in Midwest in 1880's
- Wrote texts on Accounting and Banking in the 1880's which were financially very successful – used until 1940
- Became a stage hypnotist in the 1890's with the name of Xenophon La Motte Sage
- Authored 'Hypnotism As It Is' in the late 1890's summarizing his understanding of hypnotism
- Developed a home study hypnotism and magnetism course with Charles S. Clark and formed the New York Institute of Science in Rochester, NY in 1899
- Successfully sold this course from 1900-1914 around the world with excessive claims on what hypnotism and magnetism could do
 - Formed a variety of other moneymaking companies
- The NYIS put out of business by the PO and AMA in 1914
- Neal/Sage went on to other businesses, and became one of the most famous and successful manufacturers of cosmetics and perfumes in Europe beginning ~1906

Around 1900 Neal Also Founded The Columbia Scientific Academy in NYC




The Columbia Scientific Academy was a failed enterprise.

This booklet was a legitimate summary by Neal/Sage of his understanding of hypnotism at this time, and the basis for the subsequent home-study course by Neal and Clark which was used to deceive the public around the world.



Typical Introductory Letter

CABLE ADDRESS "SCIENCE"
X. LA MORRE SAAR, A.M.P.H.D.L.D., President
CHARLES S. CLARK, M.A., Vice President and Gen. Mgr.



NEW YORK
INSTITUTE OF SCIENCE

Incorporated under the Laws of the State of New York
Paid up Capital \$500,000.00

ROCHESTER, N.Y., Nov 10 1903

Monsieur,

Nous vous adressons, avec la présente, notre brochure intitulée "Philosophie de l'Influence personnelle, un traité scientifique sur le Magnétisme Personnel, l'Hypnotisme et la Suggestion," ainsi que notre annuaire mensuel, nos avis dans les journaux, et une copie de notre "Contrat de garantie."

Nous vous prions de lire, très-attentivement, toute la matière que nous envoyons. Que de personnes ont eu, à leur portée, des renseignements qui leur eussent donné la richesse et la réussite, si seulement elles eussent voulu s'en servir. Mais, par leur négligence à s'en prévaloir, elles ont passé leur vie dans la pauvreté et la misère, se plaignant de leur mauvaise fortune, alors que leur vie eût pu être heureuse et prospère. "Observez ce qui est bon," et César eût lu le papier qu'il lut inopinément dans sa poche, en sortant dans la Salle du Sénat Romain, il eût évité une mort prématurée, et Rome se serait élevée à une grandeur qu'elle n'a jamais connue. L'homme qui réussit est celui qui lit et observe, qui suit le progrès du siècle et même va au-devant. Sans compter sa position de vous donner le renseignement le plus précieux qui soit connu de l'homme.

Notre œuvre a reçu l'approbation absolue des médecins, des dentistes, des membres du clergé, des professeurs de l'Université, de la presse et du public en général. C'est le seul qui ait jamais été offert par un écrit suffisant pour recevoir l'approbation de nos principales maisons d'éducation et des savants. Dans notre traité, vous pouvez être absolument certain de trouver les plus récentes découvertes sur l'hypnotisme et les sciences qui s'y rattachent.

Plusieurs de nos élèves font une spécialité des parties médicales de l'hypnotisme et de la guérison suggestive, et se présentent ainsi un revenu de cinquante à cent francs par jour. Jamais il n'y eut une aussi grande classe que maintenant pour les personnes habiles, dans cette science. Vous pouvez non-seulement l'aire du travail rémunérateur mais vous pouvez aussi être l'instrument de travail de centaines de personnes qui, autrement, passeraient leur vie dans la misère et mourraient prématurément. Quand vous aurez guéri une ou deux personnes, vous aurez autant de patients que vous en voudrez, de fait, ils vous assiègeront. Lisez les témoignages non-sollicités de nos élèves, dans le pamphlet et dans les circulaires que nous

Sten. F. A.

N. B. — Les copies pour les États-Unis sont en vente par 10 exemplaires. Le Photodupliquage n'est pas autorisé. Le distributeur aura le droit de le diffuser. Pour plus de détails, consultez nos livres ou nos avis dans les journaux.



STARTLING DISCLOSURES

Personal Magnetism, *Will Power, Nerve Force—Call it What You Will*

Is the intangible power that controls human destiny. It is the key to all business and social success. All truly great men and women are magnetic, they know how to win and hold people. This power does not come by chance, but it is an art, a science, depending upon certain fixed laws which everyone should understand. By our new system you can learn in a few days at your own home and not only achieve success yourself, but you can influence the minds, health and actions of others to a remarkable and astounding degree. We also teach

you a refined, pleasant profession from which you can make \$10 to \$20 per day. Our profusely illustrated treatise tells exactly how to acquire the marvelous powers referred to above. It is the most expensive and most comprehensive work of the kind ever published. It is from the pen of the eminent authority, Prof. LaMotte Sage, A.M., Ph.D., LL.D., assisted by the world's most famous scientists. This wonderful book has been the means of bringing success, happiness, and health to thousands of persons. This is your golden opportunity. Will you grasp it? 10,000 copies of the book will be sent out absolutely free. A postal card will bring it. **Read the following convincing testimony, and write today for a free copy of the book.**

Rev. Paul Weller, Box 200, Gorman, N. Y., says: "Your instructions have given me a power and a force of character I did not dream it was possible for me to acquire."

G. S. Lincoln, M. D., 101 Crutchfield Street, Dallas, Tex., writes: "The book was a revelation to me. Your methods are far in advance of any I have ever seen."

Miss Katherine Messinger, of Corry, Pa., says: "Your instruction has made a new woman of me. Possibilities have been opened up that I never dreamed had existed before. Every one should understand your grand science, and there would be less misery, poor health, and unhappiness in the world."

We have thousands of letters similar to above. Do not send money, the book is free. Address

NEW YORK INSTITUTE OF SCIENCE, Dept. AD6 Rochester, N. Y.

This \$6 Course in Hypnotism Would:

- Cure diseases and bad habits without drugs
- Win the friendship and love of others
- Increase your income
- Gratify your ambitions
- Dispel worry and trouble from your mind
- Improve your memory
- Banish domestic unhappiness
- Develop a wonderful magnetic will power that will enable you to overcome all obstacles to your success

Testimonial Advertisement

Wonderful Success in Curing Bad Habits--Would not Take \$500 for the Knowledge he has Gained from our Course.

New York Institute of Science, Rochester, N. Y.

Gentlemen:

Your correspondence course was received some time ago. I have carefully read, studied and weighed every point, after which I have put it into practical use. I find that it has not only benefited me personally but I have also the satisfaction of knowing that I have done a great deal of good for others. I am very successful in curing bad habits and diseases and have many testimonials to that effect. I followed your instruction to the letter and have been very successful with every case. I have cured some with the very first treatment. I would not take \$500.00 for the knowledge I have gained from your correspondence course. I have read other courses but yours is undoubtedly the most complete and explicit course I ever read.

Very respectfully yours,
S. T. WALTON

H. C. Pierce, Chamberlain Legless Skater of the World, Meets with Wonderful Success the Same Day He Receives the Instruction.

Dear Sirs:--I am pleased to inform you that by your instruction, I have accomplished all and more than you guarantee. I was very skeptical at first, thinking there was some fake about it, and I now apologize for entertaining such an opinion, as I have found you exactly as advertised in every respect.



H. C. PIERCE

Thinking you to be the kind interest, and wishing you success, I remain,
Respectfully yours,

H. C. PIERCE.

When you see and feel a sprained wrist in only five years' standing, and had hardly been free from pain.



JOHN W. MARTIN, JR.

In that time. A lump had formed on top of the wrist and seemed to extend down between the bones of the wrist. I began treating her and in a minute or two she said she could feel the pain going down her hand and not her finger tips. A week afterwards I gave her the second treatment and she claimed to be entirely cured, and had just as good use of her hand and arm as she ever had, and the lump had disappeared. A short time since she undertook to move a heavy stove and re-sprained the same wrist. I gave her another treatment, and she now says she is entirely cured, and does her own washing, ironing and household work, without pain or inconvenience.

The same afternoon I cured my little nine-year-old boy of a violent stomach ache in five minutes. I have several times cured my little girl of growing pains in her limbs in a few minutes. I have hypnotized these two several times, and in my first effort (outside of these two) I hypnotized her out of five.

In conclusion, I will add I have another course in Hypnotism and Magnetic Healing, and have read everything I could lay my hands on, on those subjects, but have gotten more real benefit out of your course than I have from all the other courses combined.

Respectfully and truly,
JOHN W. MARTIN, JR.

to proceed, to get the best results. One reason why I like your course better than the others, is because you commence at the foundation, the very fundamental principles of Hypnotism, while others begin in the middle, or at the wrong end.

By following your system I have had no trouble in getting full control over all patients and with the best of results. Most of my work in this line has been relieving pain, curing nervous diseases, bad habits, such as tobacco, morphine, cocaine and producing anaesthesia. For operations alone it is worth ten times what you ask for the whole course, and the time is specially coming and now is in some places, when the medical man or physician that neglects to qualify himself as a Hypnotist and Vital-Magnetic and Suggestive Therapeutic scholar, will find himself a back number and outstripped by those whom he is pleased to call quacks. They will cure from ten to twelve patients while he is curing one or two.

Thanking you for your kindness to me and hoping you will continue to spread a knowledge of this grand science, I remain,
Very truly yours,
THOMAS W. SCOTT.

THOMAS W. SCOTT

Says Our Course Cannot be Excelled--Advises All to Learn Our Methods.

McKhattan, Pa.
New York Institute of Science,
Rochester, N. Y.

Gentlemen:

Your Correspondence Course in Hypnotism, etc., received.

After giving it a close examination, I find it all that you claim it to be, and that is no fraud or humbug.

Your course is so simple and easy that any intelligent person can learn to hypnotize in a short time.

I have been successful both in Hypnotism and Magnetic Healing. I have stopped some very severe pains, and helped diseases that the doctors failed to cure.

Anyone wishing to learn Hypnotism should take your course of instruction, as it cannot be excelled.

Yours respectfully,

C. C. BICKER.



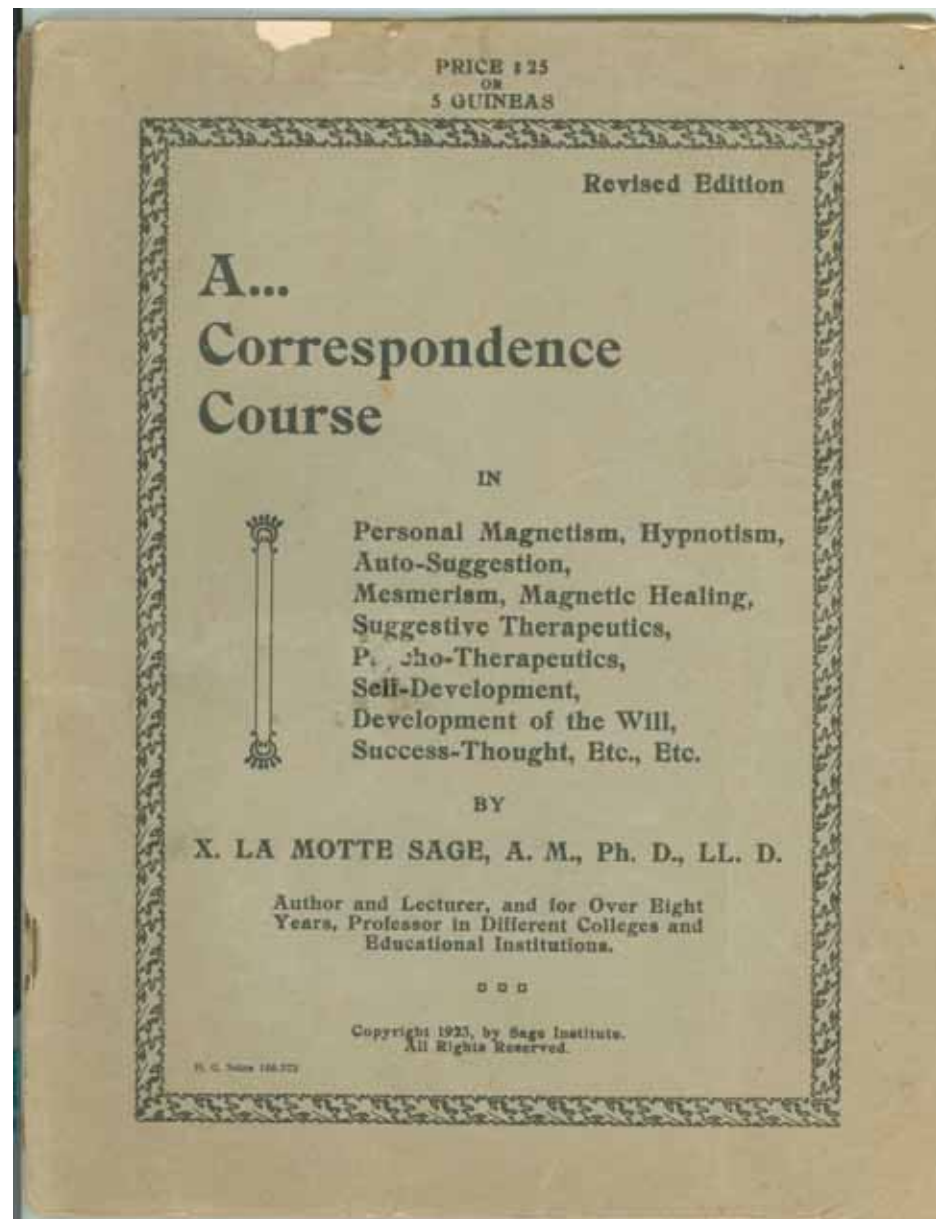
C. C. BICKER.

NEW YORK INSTITUTE OF SCIENCE, ROCHESTER, N. Y., U. S. A.

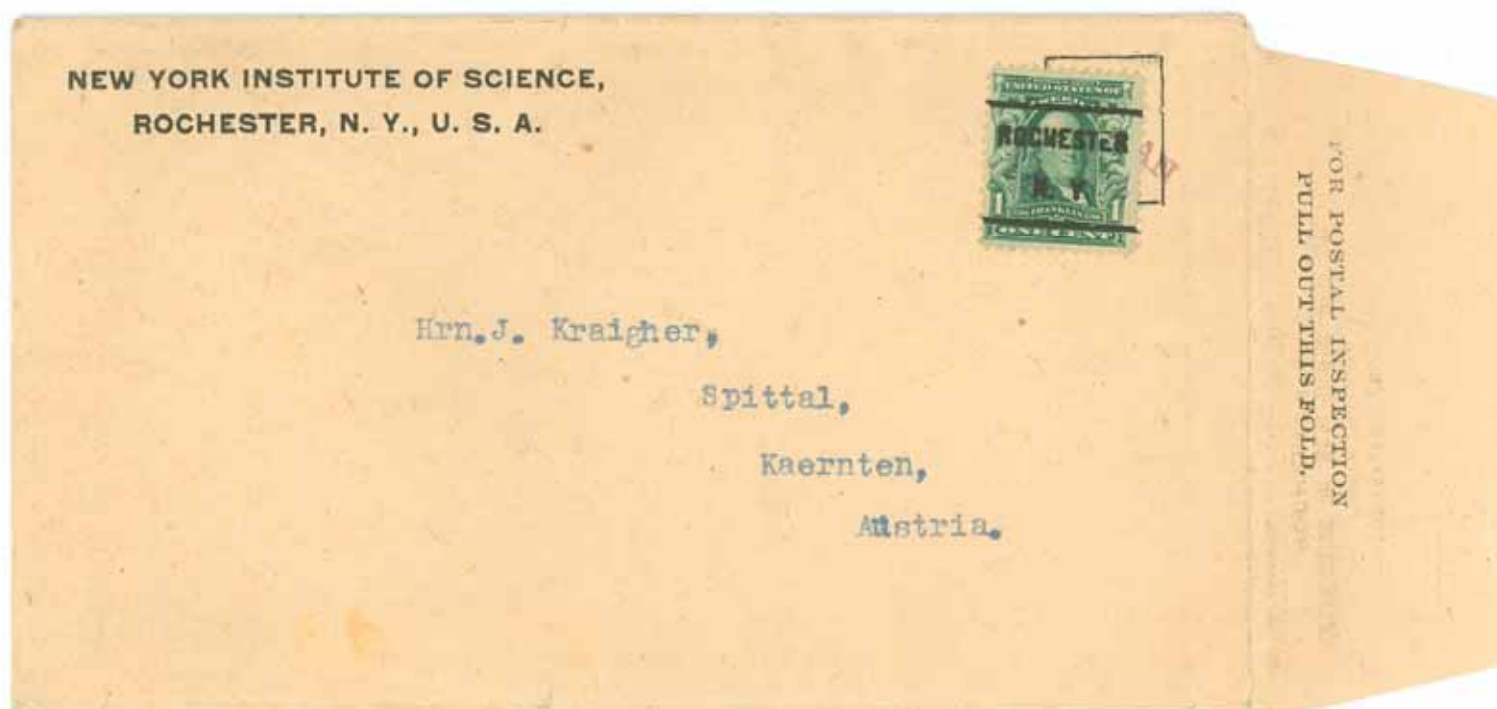
Late version (1923) of the Sage Course still being sold in Europe in 1923. Course was

Produced in:

English
French
German
Spanish
Italian
Swedish
Hungarian
Others?

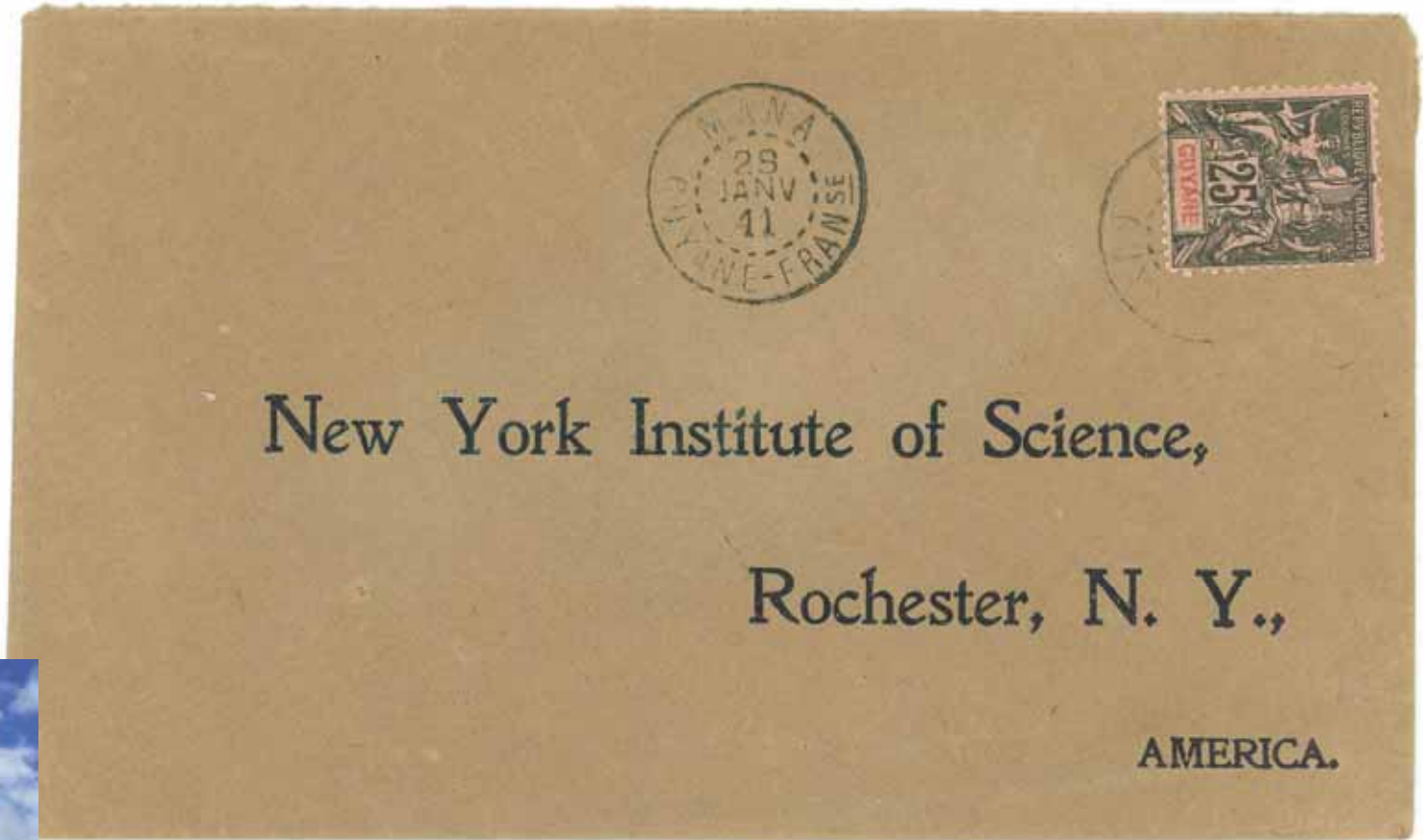


Outgoing Ad From the New York Institute of Science



Franked with David Steidley's favorite stamp, and located by him for this collection – Thanks David!

Mana, French Guiana – Very Rare

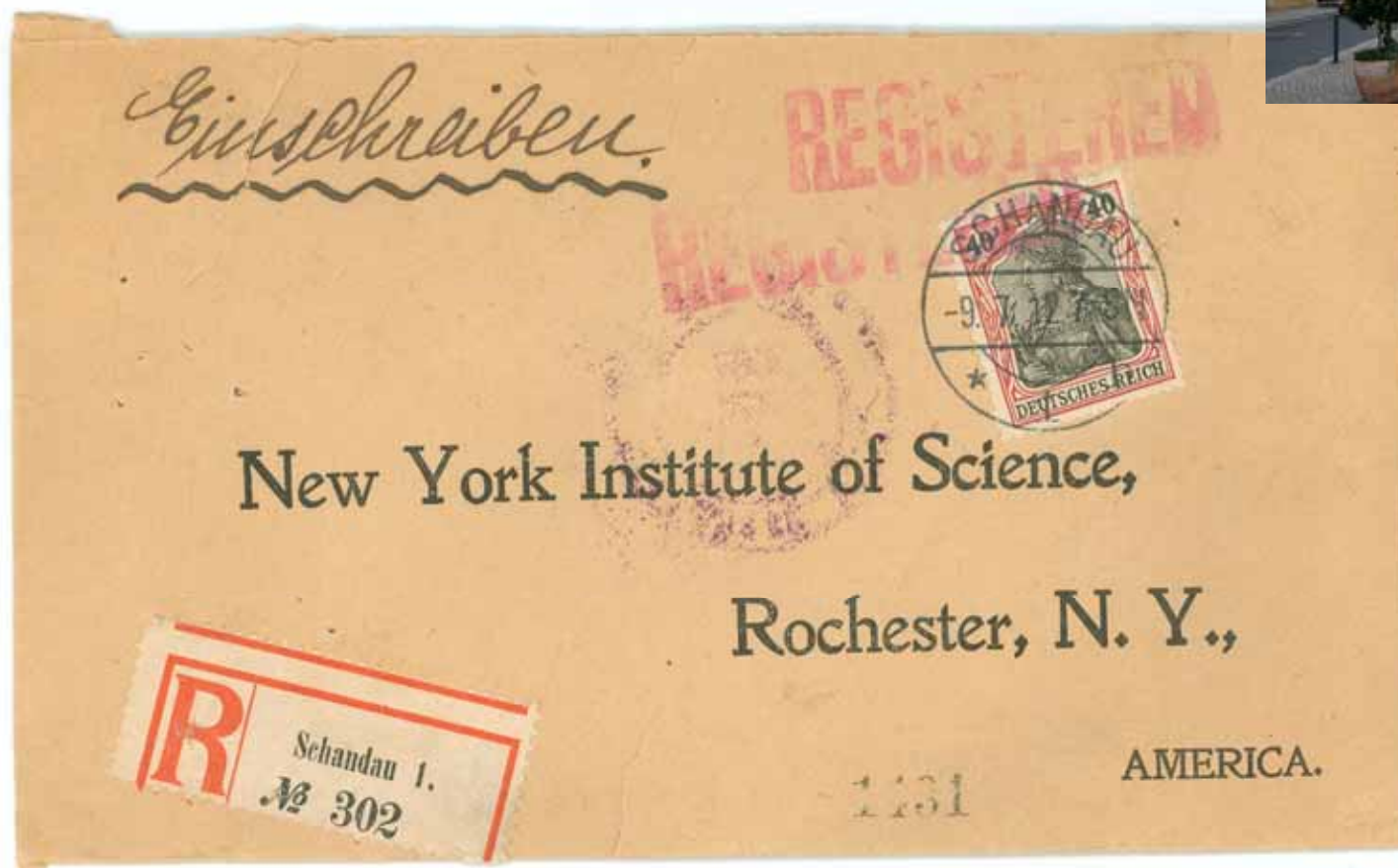


France: Villefranche, Gers

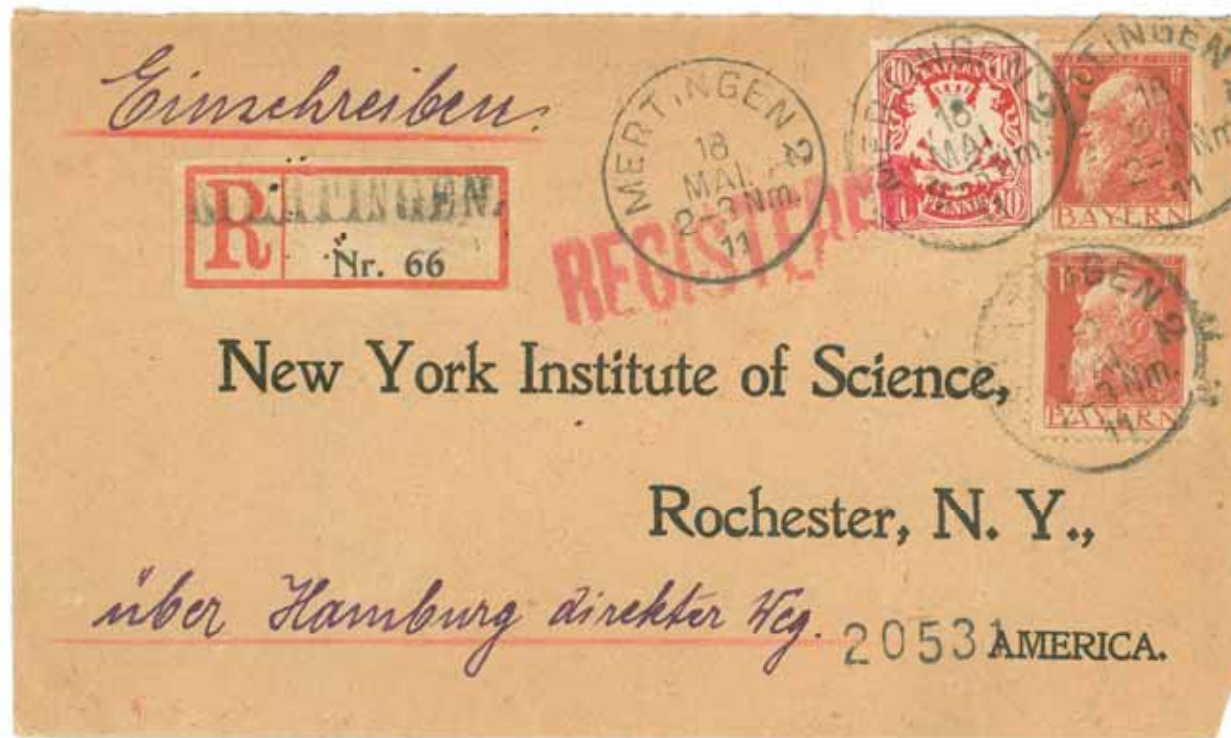


Schandau, Germany

Regular 40 pfg Registered Rate



Mertingen, Germany (Bavaria) Small Village NW of Munich



Special 30 pfg Registered Concession Rate
With The US – Very Rare

Italy: Posted on the Bosa-Macomer Railroad Line in Sardinia

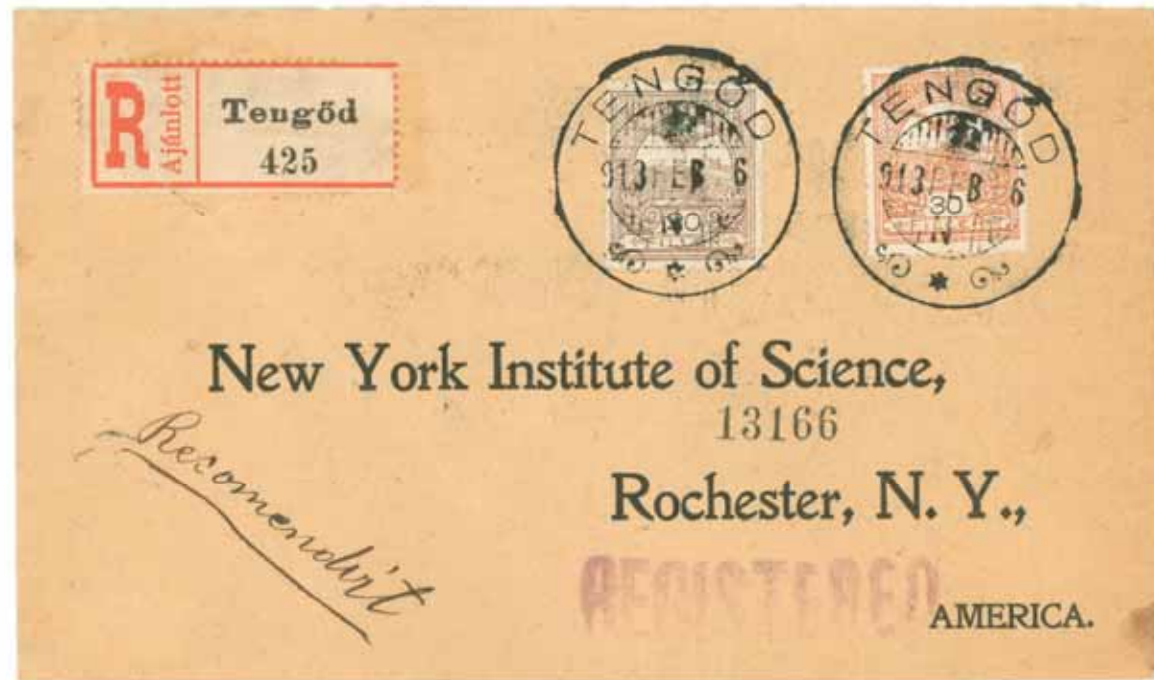


Some envelopes addressed to Charles S. Clark

Bosa – Macomer Railroad

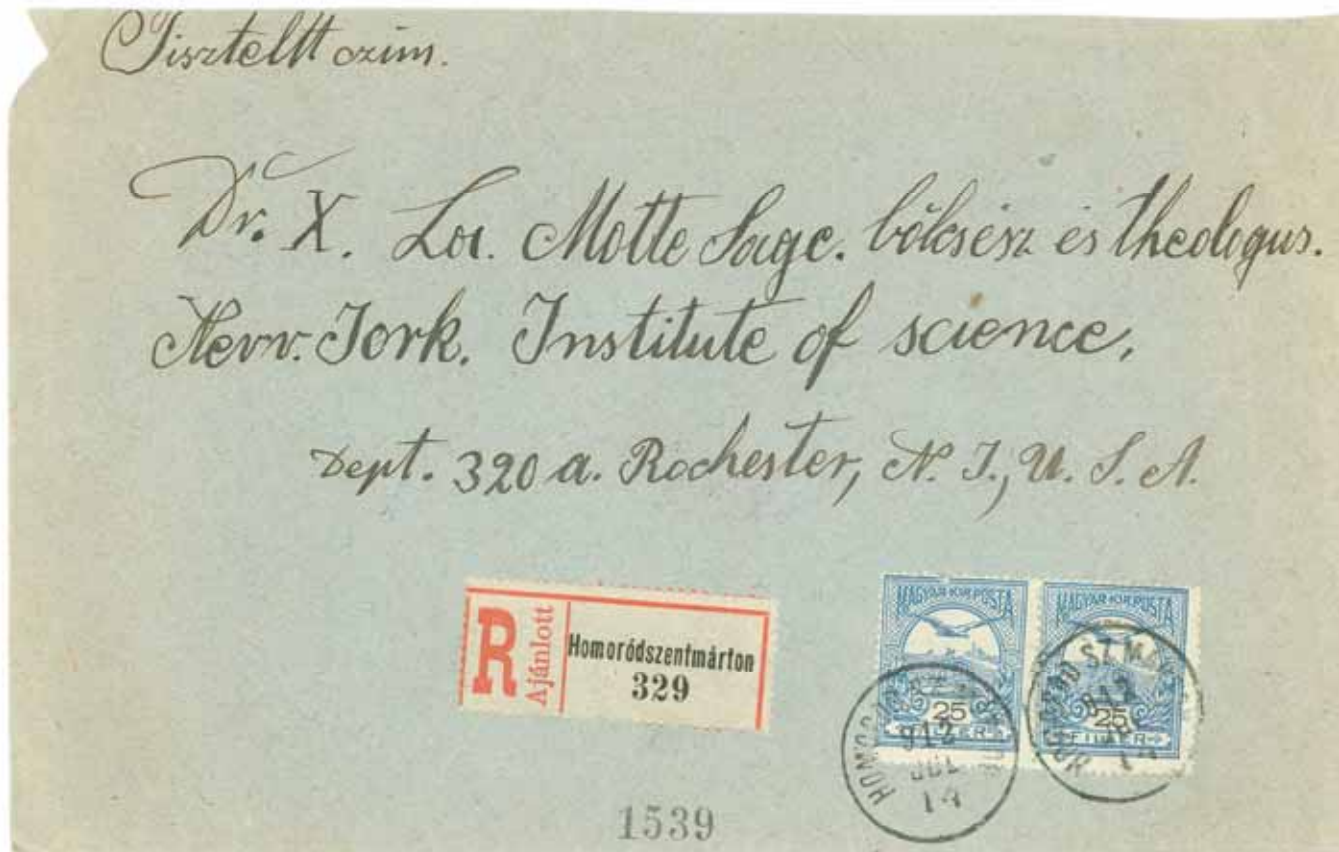


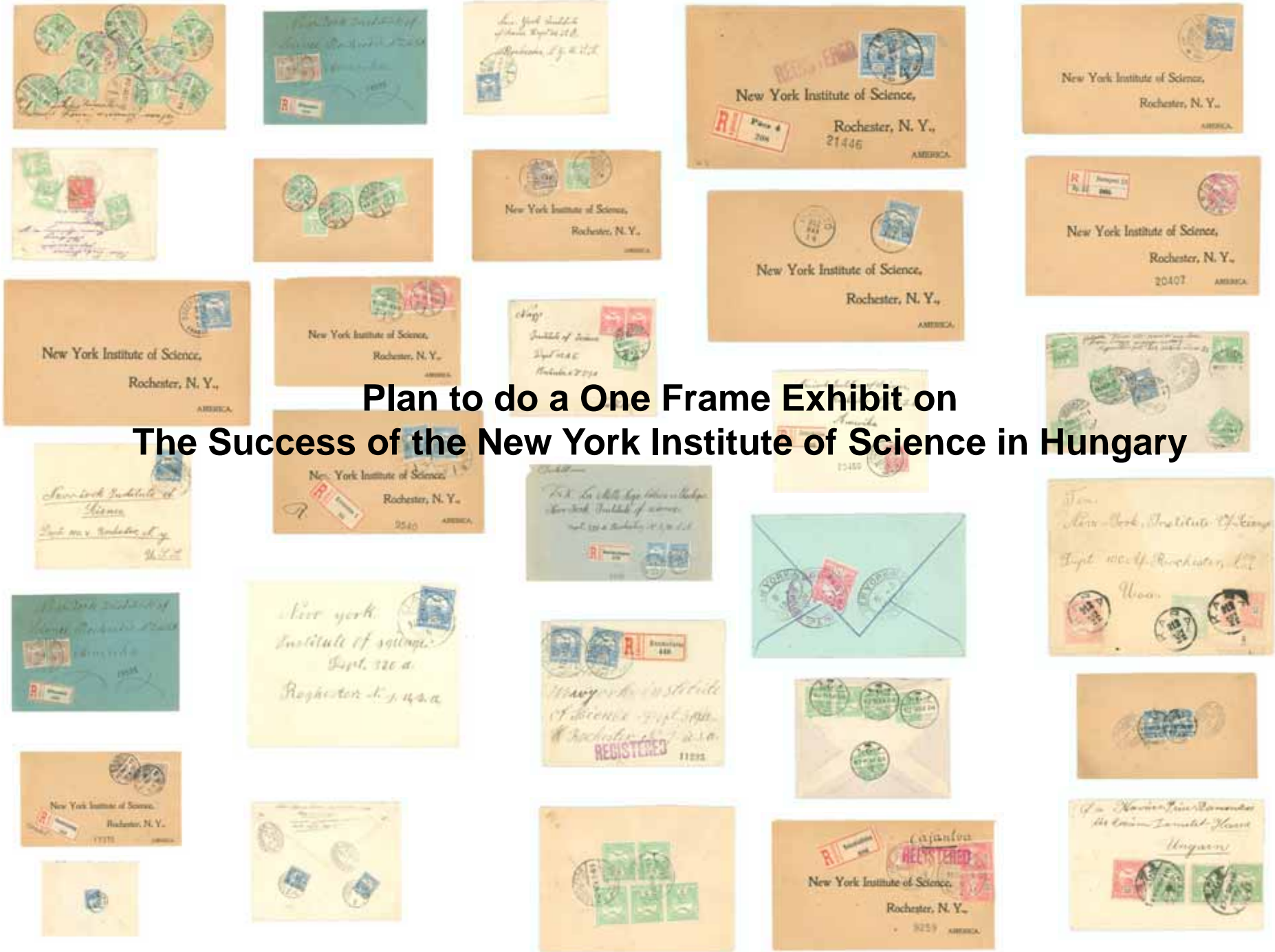
Tengöd, Hungary



To date, it looks like the French and the Hungarians were the biggest clients of the New York Institute of Science

Homoródszentmarton, Hungary Addressed to La Motte Sage



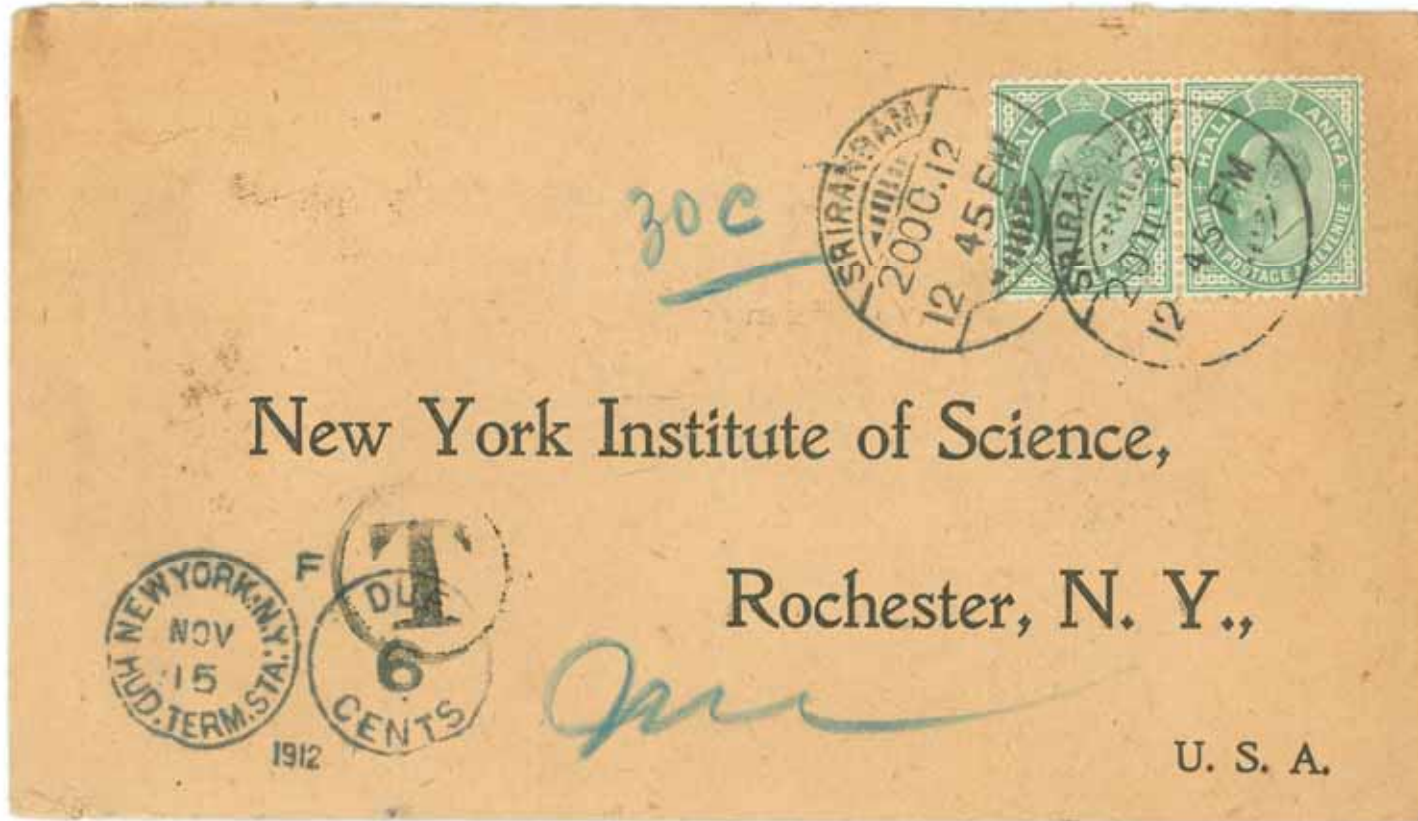


**Plan to do a One Frame Exhibit on
The Success of the New York Institute of Science in Hungary**

Canterbury, England



Sriranbam, India



Most of the time the Indians paid the 1 anna British Community rate, instead of the 2½ anna overseas rate resulting in due letters

Transvaal, South Africa



The Great Pallini - Mexico

- *The wonder of modern art - the great Pallini*
- *N.L. Pallini, great sourcerer and escapist from jails and doctor in the occult sciences*
- *Unique in the world*
- From Coatzacoalcos, Veracruz: A small oil-producing town near the coast
- Overseas rate of 5 centavos





M. L. PALLINI.
GRAN HECHICERO BURLADOR DE CARCELES.
Y DOCTOR EN CIENCIAS OCULTAS
UNICO EN EL MUNDO.

New York Institute of Science
H. Rochester



New York
E. H. et.

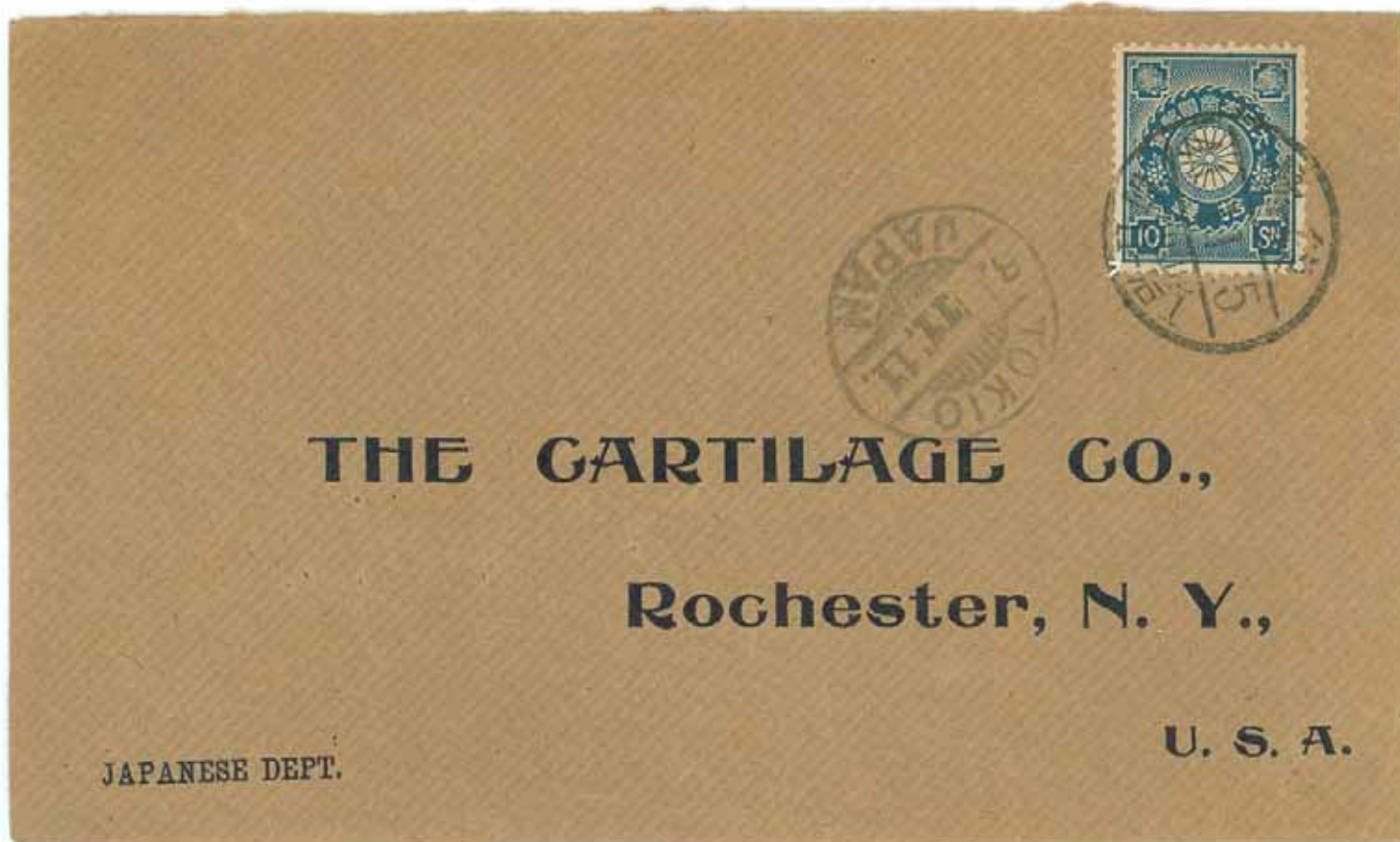
Chrome, NJ (1912)



Creation of New Scams

- Recognizing the potential for new scams, the NYIS created a number of new programs to cure a variety of problems:
 - The Cartilage Company – Height
 - Okala Laboratory – Diseases of the Eye
 - Paris Academy of Beauty Arts – Small Breasts in Women
 - Dr. Turner Company – Obesity
 - New York State Publishing Company
 - Handled all publishing activities

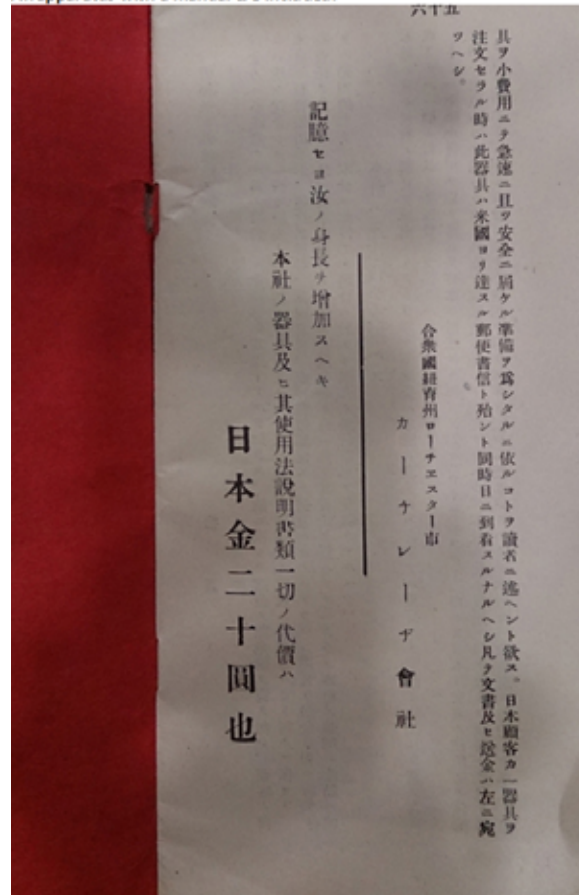
The Cartilage Company Letter From Tokyo, Japan



One of the NYIS's many companies – following this program guaranteed height increases – at least 3", possibly 6"

The Cartilage Company Booklet in Japanese – Cost: 20 Yen for Kit

The Cartilage Company in Rochester, NY USA
Please send your order and money to the company.
The price is 20 Japanese Yen.
An apparatus with a manual are included.



The Cartilage Company

二十四



或テ後レテ受テ授教信通カ客顧ノ社ホハ圖
示アルヲヒ用テ具器此ノ爲ノ今日ノ別特

三十四

コトヲ欲スルモノナリ。
 本社ノ成功ハ本社カ致ス結果ノ如何ニ依ル。本社ハ此點ニ就テハ恐ラク讀書諸君ヨリモ善ク認識スル所ナリ本
 社ハ本社ノ各得意ニ對シテハ公平ナル所置ヲ施サント欲ス。而シテ本社ノ約束ヲ履行スル爲ニハ本社ハ顧客ニ丁
 寧ナル注意ヲ與フルノ必要アリナリ。
 若シ汝カ今日此器具ヲ注文セハ本社ハ注文ヲ受ケタル後第一ノ運送便ヲ以テ必要ナル指導書類並ニ器具ヲ送ル
 へシ。合衆國及ヒ加奈太ハ如何ナル地方ニテモ運送費ハ重ツテ安キモノナリ。此器具ヲ得ルモノハ其重量四
 封度ニ過キス。而シテ之ヲ荷造ル箱ハ九吋平方廣サ三吋ニ過キス。本社ハ此器具ヲ頗ニ安價ニテ賣出シ必要ア
 ル場合ハ各人ニ對テノ注意ヲ與フヘシ。是ヲ成就スルニハ多少ノ時日ヲ要ス。何處ニ汝カ住ムトモ拘ハル所ニア
 ラス此器具ハ汝ニ送ラルヘシ。而シテ汝ハ汝カ「ローチスター」ニ住ミ本社ヨリ直接ニ受取リタルト同等ノ利益ヲ
 得ルナリ。

金儲ケ策

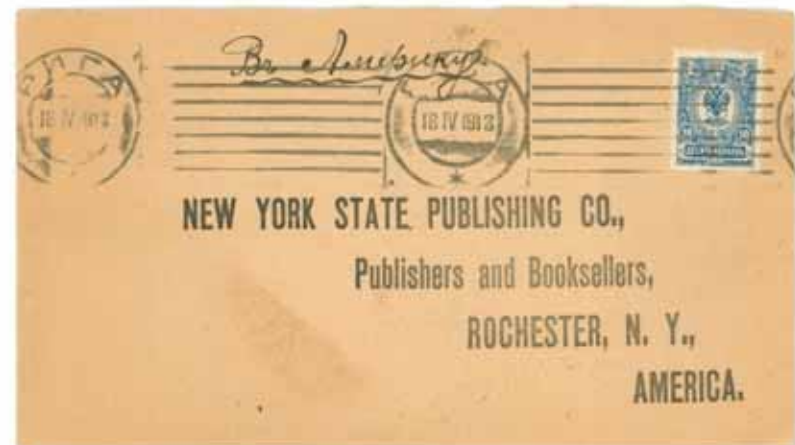
汝カ軟骨器ヲ使用シ而シテ其効用ヲ示ス生ハ代表者ト成リタル後汝ハ本社ヲ補ケ與人ニ此策ヲヘキ報道ヲ與ヘシ
 コトヲ願フ是レト同時ニ汝ハ金錢上ノ利益ヲ得ヘキナリ。

Okala Company – Eye Diseases Karachi, India - 1912



New York State Publishing Company

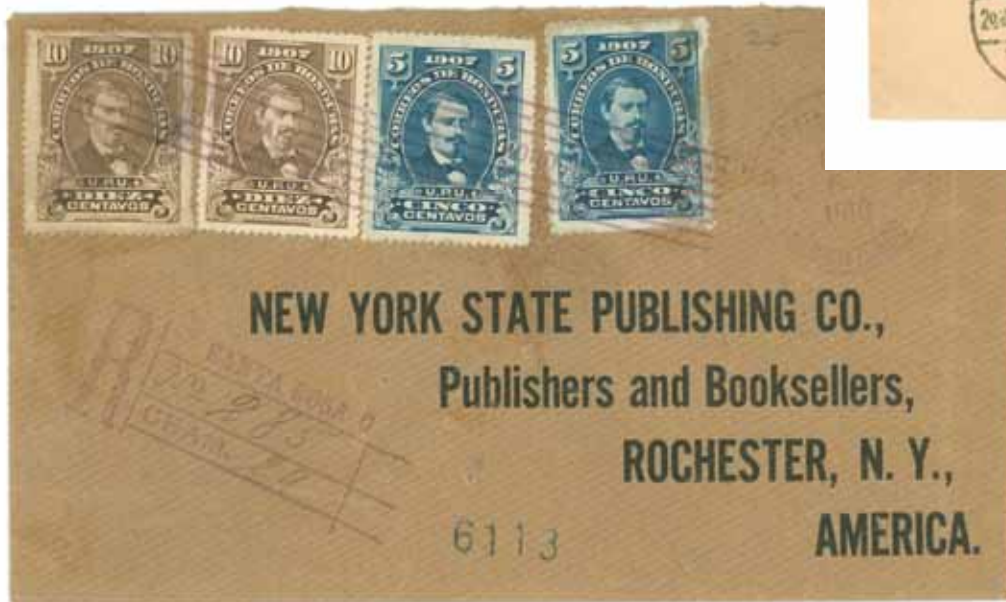
- To support their various scam activities, the New York Institute of Science formed its own Publishing Company
- Mail directly to them can be found
- Comparable to the Segnogram Publishing Company



Riga, Russia (Latvia)

New York State Publishing Company

Honduras



Salvador

New York Institute of Science

- The New York Institute of Science was put out of business by the U.S. Post Office and the American Medical Association in 1914
- Charles S. Clark disappears around this time
- E. Virgil Neal pursues other business interests
 - Founds a health biscuit company in Syracuse in 1906
 - Attempts to establish a pharmaceutical industry in Russia
 - Founds the TOKALON Cosmetics and Perfume Company in the US & France during 1906 – 1915 period
 - TOKALON becomes one of the biggest companies in this area in Europe
 - Neal becomes one of the most prominent citizens in Nice, France
 - A road is named for him; his portrait is in the local hospital

TOKALON

MUSÉE DE VERSAILLES



Bataille de Friedland, par H. Vernet.



UNE ASSURANCE CONTRE LES RIDES

**COMMENT FAIRE PARAÎTRE JEUNE
VOTRE VISAGE
ET LE METTRE POUR TOUJOURS
À L'ABRI DES RIDES**

La **CRÈME TOKALON** est la meilleure assurance que vous puissiez prendre contre les rides ou les marques de l'âge. Cette crème est à la fois un merveilleux sérum de soins, remède et stimulant pour la peau, et une fine beauté pour le jour. Elle adoucit vos rides, elle brève les années de votre visage, elle brève les rides et marque de l'âge et elle fait croquer le jour et se voit, sans aucun effort de jeunesse.

LE SECRET D'UN JOLI TEINT.
Appliquez de la **Crème Tokalon**, elle rend le visage rose et long, doux, et employez le **Poudre "Les Fascinations de Tokalon"**. Ce simple traitement opère un changement merveilleux sur votre peau et vous offre tout en l'espace d'un instant. **Police** est tout ce que vous souhaitez, de beauté.

* * *

La **Crème Tokalon** (1 fr. 50 et 2 fr. 50) et le **Poudre "Les Fascinations de Tokalon"** (2 fr. et 3 fr. 50) se trouvent au vente

**AUX GRANDS MAGASINS
DU PRINTEMPS**

* * *

Les produits "Tokalon" sont absolument garantis de donner entière satisfaction sous tous les rapports.

* * *

TOKALON, 7, rue Auber, PARIS
* * * * *
Demandez au **Rays de Parfumerie** qu'on vous fasse sentir
Le Mystérieux Parfum Porte-bonheur BUDA.

-- 450 --

NYIS Epilog: Fraudsters Creating Fraudsters

- The Metropolitan Institute of Sciences of New York
- Created by Dr. F. D. McIntyre DST (Doctor of Suggestive Therapeutics)
- **Studied with and claimed his degree awarded by the New York Institute of Science**
- Convicted of postal fraud in December 1907
- Limited success – only cover seen to date



FORM 41
746

HYPNOGRAM



126 WEST 34TH ST.
NEW YORK, N. Y.



Frank O Bork

Tiffen

NO. *136*
CHARGES... *paid*

R. G. ...





Can there be more?

At the 2013 Boxborough Show I came
across covers for

The Oxypathor Company

The Oxypathor Company

- Incorporated under the name The Oxypathor Company, which was changed to Oxypathor Company in 1911
- The principal office was in New York City
- The headquarters of the company was in New York City, NY with branches in various parts of the world
- **Put out of business in 1914 for fraudulent practices**



under the name Oxypathor Company which was changed to Oxypathor Company in 1911

Elvard L. Moses

Principal Office in New York City, NY with branches in various parts of the world

Put out of business in 1914 for fraudulent practices

The Oxypathor – A Blood Oxygenating Device

- Consisted of:
 - A cylinder filled with common chemicals
 - Lengths of wires coming from each end
 - Straps and contact electrodes for a wrist and an ankle
- Typical outrageous medical claims made for a device that did nothing



The "Oxypathor" was one of the later imitations of Sanche's original fakes. It was just as worthless as the others and the claims made for it were even more viciously false. Twenty-five dollars (\$25.00) and thirty-five dollars (\$35.00) were asked for it.

Sulphur	66.85
Sand	29.82
Lead carbonate	1.64
Charcoal	1.12
Moisture12
Brass19
Iron	trace

The Oxypathor Company

- Did not sell individual units from the home office, except locally
- Established franchise offices throughout the US, Canada and around the world
- Sold and shipped quantities of the units to local branches for the 'personal' touch in selling the units
 - Franchise Offices were the key to Moses' marketing scheme: Ship in bulk and sell locally
- A Library of Congress search under 'Oxypathor' for 1911-1912 found 182 ads in US newspapers

Ad From the Ohio Branch Office

70

THE OHIO ARCHITECT, ENGINEER AND BUILDER

**AN OLD
FIGHT**

***But*
A NEW
WEAPON**

**NERVOUSNESS - RHEUMATISM
APPENDICITIS - CATARRH**

and many other ailments easily mastered by the

Oxypathor

A complete revolution in the treatment and cure of disease by modern and Scientific methods based on Nature's laws. In the privacy of your own home the **Oxypathor** treats your ailment with

Oxygen

the most efficient and harmless agent for the cure of disease that the world knows. If **Oxygen** is restored to the blood of a sick person, it renews the blood's fighting power and thus destroys disease. The **Oxypathor** is the connecting link between **Oxygen** and Man. All that **Oxygen** can do the **Oxypathor** does.

The **Oxypathor** courts your fullest investigation—it will stand the severest test. We want you to know all about it—convince yourself of the truths of our statements. Write for our free book of information and testimonials.



**NORTHERN
OXYPATHOR CO.**

TOPLIFF HOTEL BLDG. ELYRIA, O.



The Pacific Coast Branch

Branches located all over US and around the world

Ad from Portland newspaper

These ads common in the US at the time, and throughout the world

THE REVOLVING BROADCAST PORTLAND, SUNDAY, SEPT. 26, 1915.

You Can Get Well and Keep Well Without Drugs, With the

OXYPATHOR

Oxygen is the greatest life-giving, life-saving principle in the world. Give the blood plenty of Oxygen with which to burn out the poisons and waste matter which are daily poured into it for purification, and sickness cannot exist in your body, nor can disease germs gain a foothold. Perfect health will reign.

There is only one way to get a plentiful, all-curing supply of Oxygen—this is with the OXYPATHOR. It is, therefore, the most important and highly successful disease-destroyer and health-builder in existence.

No matter with what disease you suffer, even if it is some chronic trouble which the doctors have failed to relieve, you can reach the very seat through the OXYPATHOR.

YOU NEED THE OXYPATHOR IN YOUR HOME

The Oxygenerator Charges the Blood With Oxygen

The Oxygenerator is a simple, compact, and efficient device which produces pure, life-giving oxygen from the air. It is a small, portable, and easily operated machine which can be used in any home, office, or public building. It is a most valuable and necessary addition to every household.

It is the only way to get a plentiful, all-curing supply of Oxygen—this is with the OXYPATHOR.

It is, therefore, the most important and highly successful disease-destroyer and health-builder in existence.

No matter with what disease you suffer, even if it is some chronic trouble which the doctors have failed to relieve, you can reach the very seat through the OXYPATHOR.

Brings Health to the Whole Family and Keeps Them Healthy

The Oxygenerator is a most valuable and necessary addition to every household. It is a small, portable, and easily operated machine which can be used in any home, office, or public building. It is a most valuable and necessary addition to every household.

It is the only way to get a plentiful, all-curing supply of Oxygen—this is with the OXYPATHOR.

It is, therefore, the most important and highly successful disease-destroyer and health-builder in existence.

No matter with what disease you suffer, even if it is some chronic trouble which the doctors have failed to relieve, you can reach the very seat through the OXYPATHOR.

Two Small Clamps To Adjust — Nature Does The Rest.

What your neighbors say—Words of praise from a few of the many users of the Oxygenerator

"Head Painstaking Annihilated by the Oxygenerator"

For the last several years I have suffered from a most annoying and painful headache. It was so severe that I was unable to do my work. After using the Oxygenerator for a few days, the headache disappeared and I was able to resume my work. I can now say that the Oxygenerator is a most valuable and necessary addition to every household.

"Croup, Colds and Hoarseness, Inevitable and Nervousness"

I have suffered from croup, colds, and hoarseness for many years. After using the Oxygenerator, I was able to get rid of these ailments and I have never had them since. I can now say that the Oxygenerator is a most valuable and necessary addition to every household.

"La Grippe, Colds and Hoarseness, Head Painstaking and Lumbago"

I have suffered from la grippe, colds, and hoarseness for many years. After using the Oxygenerator, I was able to get rid of these ailments and I have never had them since. I can now say that the Oxygenerator is a most valuable and necessary addition to every household.

What the Oxygenerator has done for these people—it has done for thousands—it will do for you. Write for Catalog and learn how you can be cured, or CALL AT THE OFFICE, and we will without any obligation see your need to purchase, promptly filled & sent.

The Pacific Coast Oxygenerator Co., Inc.
719-721 Spaulding Building, Third and Washington Streets, Portland, Oregon

German Advertisement
Representatives wanted (registered trademark)
Free literature in languages of the world
450 Representatives on Five Continents



**Vertreter
Gesucht
OXYPATHIE**
(eingetragene
Schutzmarke)

DIE vollständige Beherrschung der Naturgesetze zur Herstellung und Aufrechterhaltung der Gesundheit mit

OXYGEN (Sauerstoff)

Rheumatismus, Magenkrankheiten, Chronische Leiden der Organe, Blutvergiftung, Asthma, Frauenleiden, Geschlechtskrankheiten, Typhus, Fieber, Kinder-Paralyse etc. wurden mit Erfolg behandelt.

Die Erfolge des *Oxypathors* sind anerkannt gute. Der *Oxypathor* bedeutet eine einmalige Ausgabe. Seine Wirkungskraft ist eine dauernde.

Literatur in allen Weltsprachen für jedermann kostenfrei zur Verfügung.

Vertreter können sich ein dankbares und einträgliches Geschäft sichern. 450 Vertretungen in allen fünf Weltteilen.

Wir gewähren außergewöhnlich günstige Bedingungen. Falls nicht in Ihrem Bezirk vertreten, können Sie sich den Alleinverkauf sichern. Schreiben Sie sofort an

THE OXYPATHOR COMPANY
Weltberühmte Fabrikanten Therapeutischer Spezialitäten.

BUFFALO, N. Y. VER ST AMERIKA

Peru – Oxypathor Trademark Registration Papers (NY)



La abaja Grand & Carpenter Co., incorporacion,

domiciliada en la ciudad de Buffalo, Estado de Nueva York,
Estados Unidos de America,

declara por el presente otorgar a D.

apoderado por THE UNITED STATES TRADE MARK ASSOCIATION, de Nueva York, E. U. de A.,
poder especial, explico y bastante para recibir de las oficinas y autoridades nacionales que
correspondan la obtencion del registro de las marcas de fabrica o de comercio cuyos signos dis-
tintivos se acompañan a desde ahora sean presentados, en la república de Paru

A cuyo efecto lo faculto para dar ante dichas autoridades todas las pases oportunos de
abaja indicando, elevar solicitudes, formular descripciones, protestas, declaraciones, apelaciones y
reclamos; abonar todos los impuestos, costas y pagos determinados por la Ley; recibir todos
los documentos y valores, dando el abono respectivo; llenar cualquier otra requisito y tomar
en fin las medidas que creyere convenientes al resguardo de sus intereses, declarand
desde ahora valida y buena cuenta de lo que acaese en virtud de esta en bica, dadas

NOTARY PUBLIC
COUNTY OF ERIE



I, JOHN H. PRICE, Clerk of the County of Erie, and also Clerk of the Supreme
and County Courts for said County, the same being Courts of Record, do hereby

certify that Chas. H. Eastbrooke
whose name is subscribed in the certificate of the proof, acknowledgment or affidavit
of the annexed instrument in writing, was, at the time of taking such proof,
acknowledgment or affidavit, a NOTARY PUBLIC in and for said County, duly
commissioned and sworn and authorized to take and certify the same; and
further, that I am well acquainted with the handwriting of each Notary Public
and truly believe the signature to the said certificate of proof, acknowledgment
or affidavit is genuine.

In WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of said County and Courts at Buffalo,

this 12th day of August 1912
No. 12287


John H. Price Clerk

Notary Public.

A Philatelic Ad From Belgium

L'OXYPATHOR
APPAREIL HYDRO-MAGNÉTIQUE
guérit radicalement, par oxydation du sang, les cas les plus graves et anciens de :
Rhumatismes, Affections nerveuses, Paralysies, etc., etc.
AGENCE GÉNÉRALE (seul dépositaire)
ANVERS, 24, rue Kets, 24, ANVERS

Succès garanti.
Références - -
- - nombreuses



Appareils à l'essai,
en location
à valoir sur l'achat

1013



LE KOSMOS
ASSURANCES-VIE ET RENTES VIAGÈRES
Garanties : plus de 73.000.000 de francs
TRAITE TOUTES LES COMBINAISONS ASSURANCE-VIE
Demande auxiliaires sérieux. Bonnes conditions.
DIRECTION BELGE :
59, Boulevard Anspach, Bruxelles.



Oxpathor Advertising Booklet From the Victoria, BC Franchise

<p>The OXYPATHOR Cures Goitre</p> <p>"OO DUPLEX" OXYPATHOR sells for \$35.00 in British Columbia</p> <p>♦</p> <p>IT COSTS NO MORE HERE THAN IN BUFFALO, LONDON OR ELSEWHERE</p> <p>♦</p> <p>We keep a full line of Oxypathor products, creams, pastes, powders, including the wonderful peroxide powder on hand. We would like to prove that they are the best of their kind.</p> <p>♦</p> <p>British Columbia OXYPATHOR Co. Office: 852 YATES ST., PHONE 3333 House: 1125 Empress Ave., Phone 4193 VICTORIA, B. C. SCOTT & Co.</p> <p>The OXYPATHOR Cures Hoils</p>	<p>The OXYPATHOR Cures Neuralgia</p> <p>Get Well and Keep Well with OXYGEN and learn how to use it by studying Oxypathy</p> <hr/> <p>"Life is a constant struggle against Oxygen deficiency." --PAULOW</p> <hr/> <p>"Cut off the Oxygen supply, and in a few seconds all consciousness disappears." --Dr. J. S. HALDANE</p> <hr/> <p>See within how a limited supply of OXYGEN brings about physical death before full time</p> <p>Read what the British Press has to say about this wonderful cure</p> <hr/> <p>British Columbia OXYPATHOR Co. Office: 852 YATES ST., PHONE 3333 HOUSE: 1125 EMPRESS AVE., Phone 4193 VICTORIA, B. C. SCOTT & Co.</p> <p>The OXYPATHOR Cures Diphtheria</p>
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The Oxypathor – Available on Ebay for \$350 – Now Reduced to \$295

- Cost to produce about \$1.25
- Cost to the customer about \$35
- Units sold between 1909 and 1914: about 45,500
- The chemical contents of the cylinder varied over the years



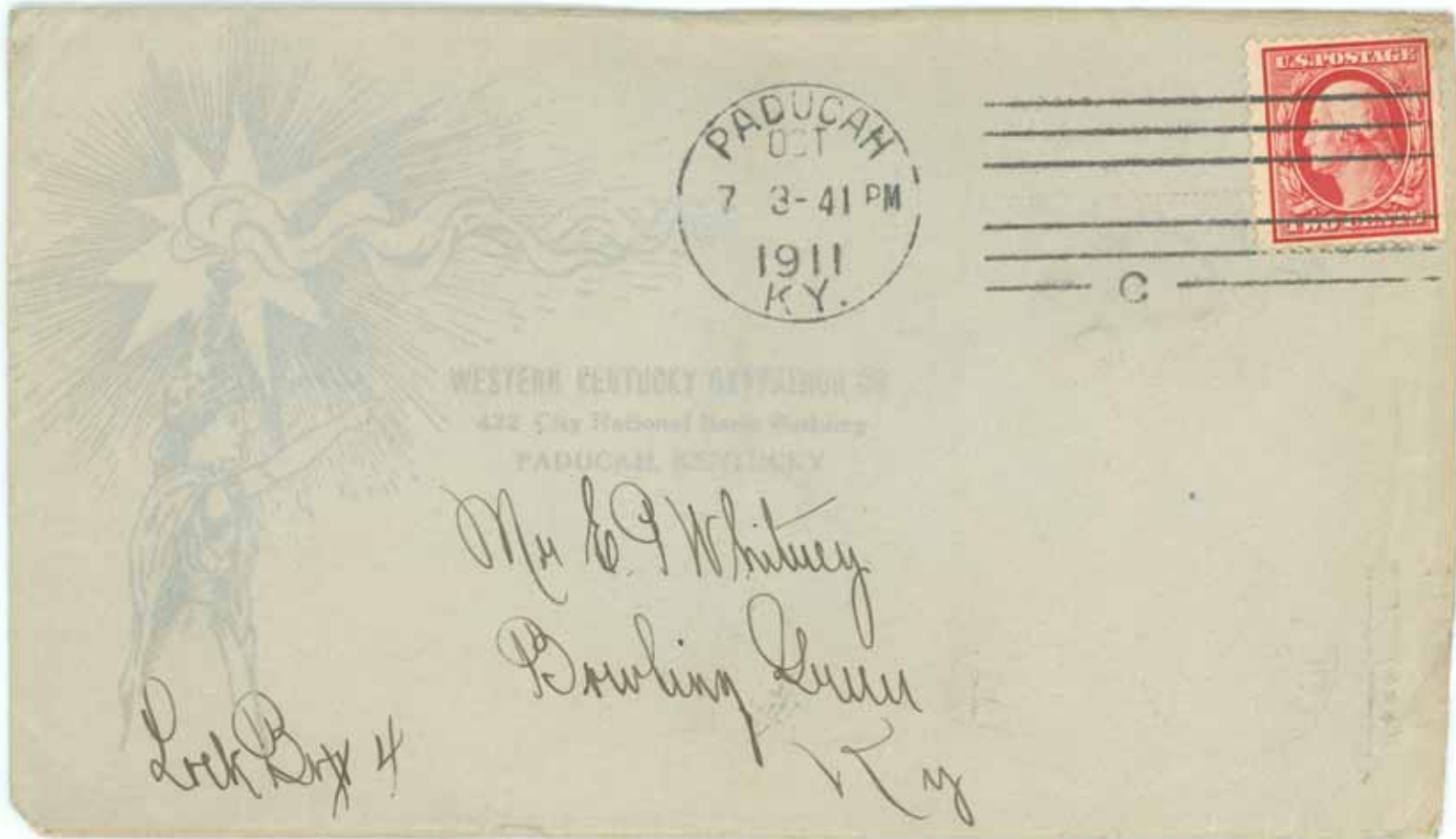
First Clinical Study of the Oxypathor in 100 Years



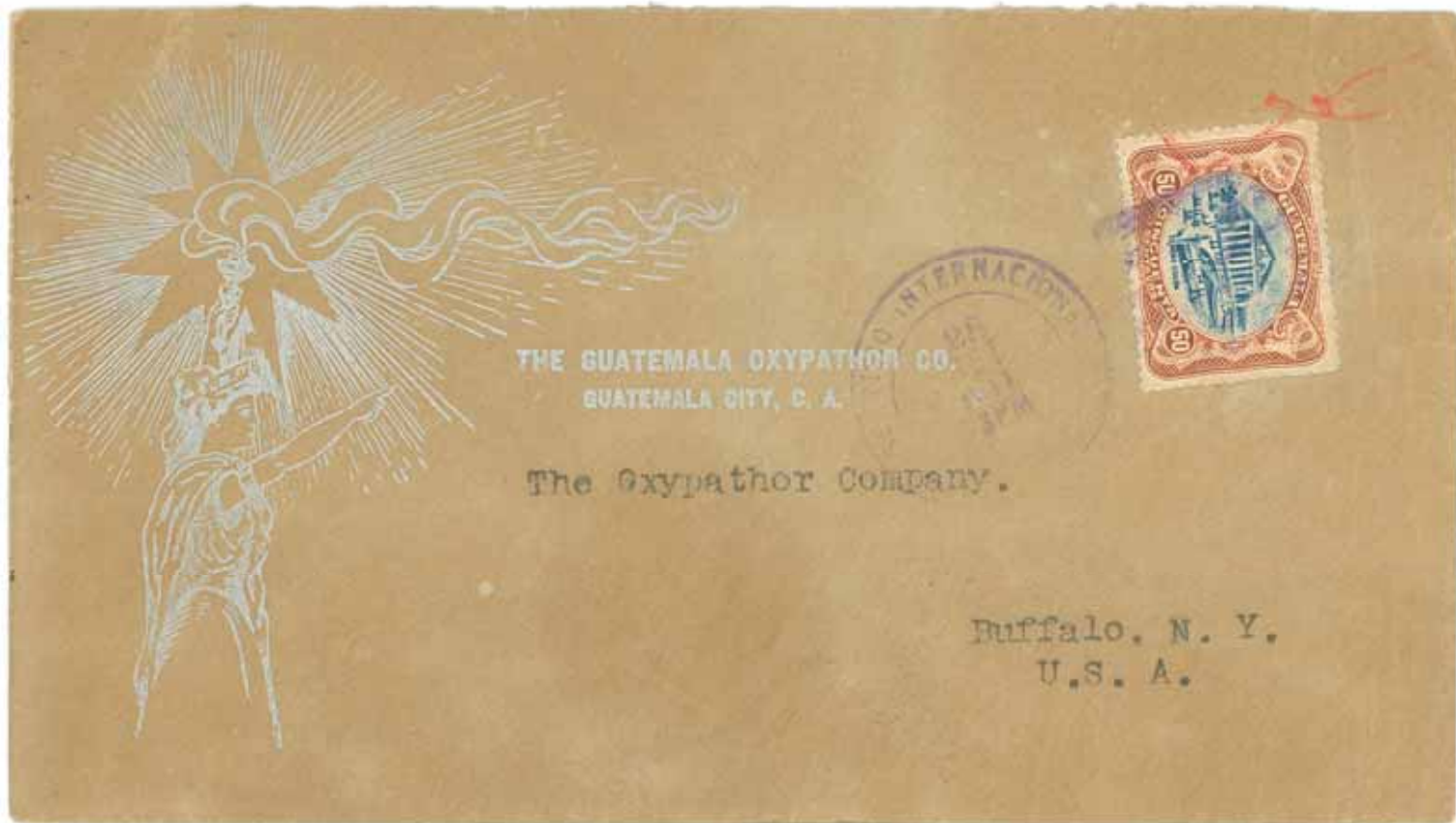
Buffalo, NY January 30, 1912



Paducah, KY October 7, 1911



Guatemala City, Guatemala



Chilean Office to the Home Office





Montevideo Office to the Home Office

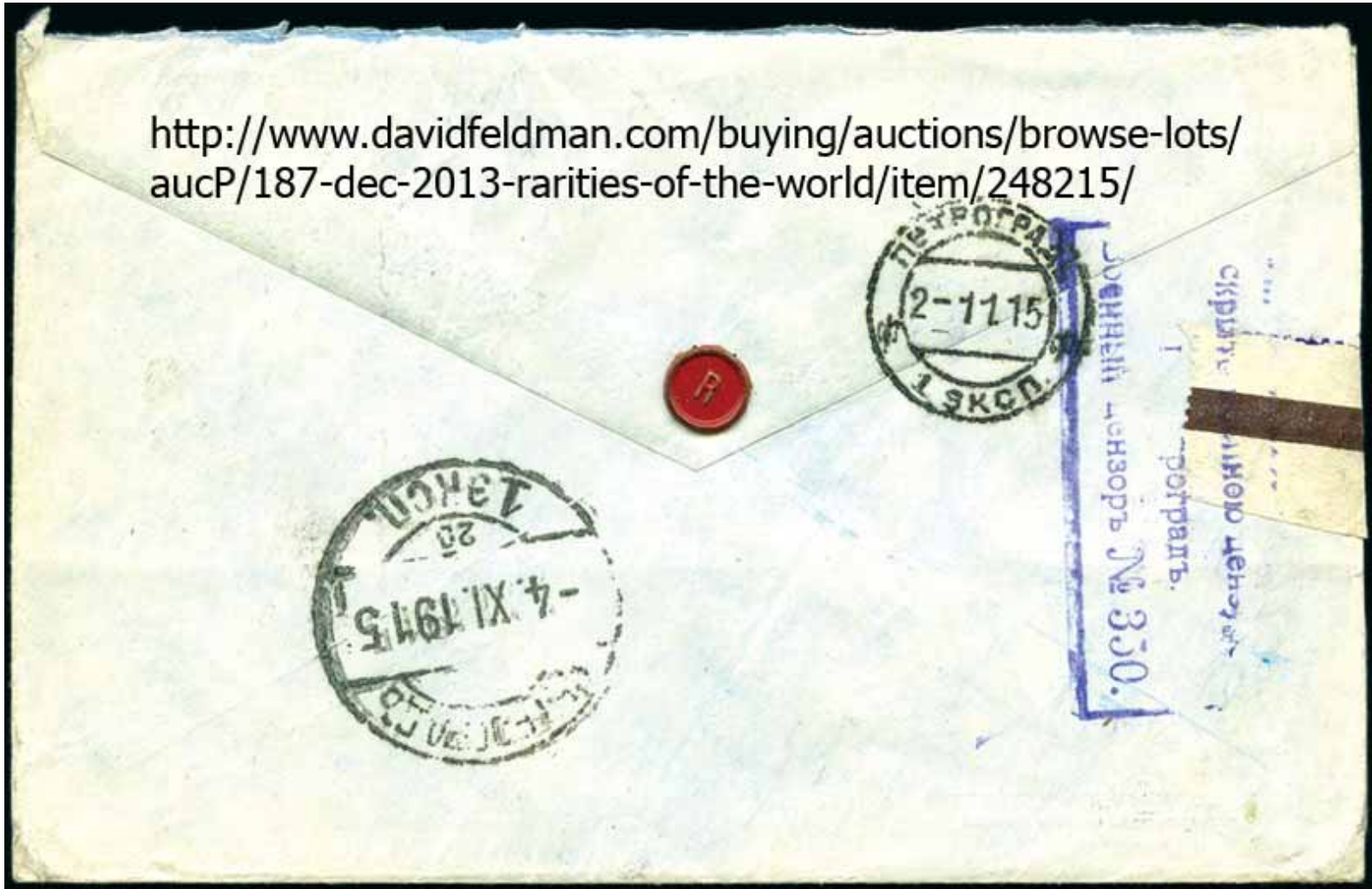




Moscow, Russia 1912



<http://www.davidfeldman.com/buying/auctions/browse-lots/aucP/187-dec-2013-rarities-of-the-world/item/248215/>

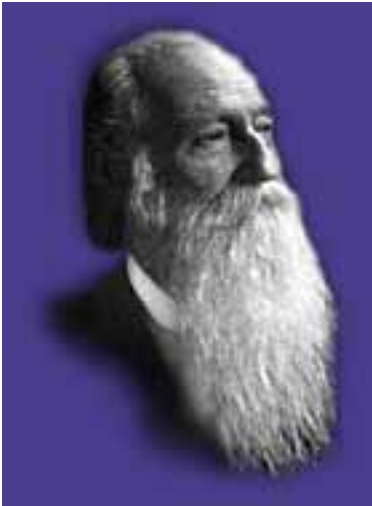


Gotcha Mr Moses

MISCELLANY

PUNISHMENT

A dealer in worthless tin cans—his name Elvard L. Moses, his goods known as "Oxypathors"—was sentenced last winter to serve eighteen months' imprisonment in the Atlanta Penitentiary for using the mails to defraud. After duly recording this fact, we somewhat too hastily concluded that justice had been well served. We sealed up "Moses, E. L.," in a big envelope, and cautioning Carrie not to disturb the dust on "Ballinger Case" and "Spanish-American War," packed off Moses to our morgue. But the other day we had to dig him up again. A letter from a woman in Bremer-ton, Wash., jarred us out of our complacency. Moses has \$35 of hers, she points out, and no one is making any move to return it. After eighteen months have passed, the faker will emerge from jail, still a millionaire (if that is the measure of the money he made out of it, while the unlucky purchasers of his "Oxypathors" will be just as much out of pocketbook as ever. Our correspondent can't see the sense in this brand of man-made justice; womanlike, she wants to know why the law doesn't make Moses buy back his tin cans; she could use \$35 at the present time to the best advantage. Now that our attention has been called to the matter, we think she's dead right. Jail won't do Mr. Moses much good, nor will it make his victims any happier. The only way our correspondent could recover her money would be by a suit that would cost her more than a No. "OO" Duplex "Ovypathor" with sterling silver buckles. "Must the duped," our correspondent asks, "be satisfied with a lesson learned?" Apparently they must where the sums involved are each comparatively small. Speed the day when justice shall be free and dishonesty more expensive! "Perhaps," our correspondent hopefully concludes, "an appeal to the man himself might work the miracle?" We can only answer: it would if he were much of a man.—*Collier's*.



James W. Peebles (1822 – 1922)

Dr Peebles' Institute of Health
Battle Creek, MI

Dr Peebles' Biography

- Trained in the Ministry – taught Spiritualism at the Free Spiritualist Church in Battle Creek, MI
- From 1860 lectured throughout the US on Spiritualism
- At age 54 completed his MD in Philadelphia
- Became an international lecturer, author and journalist
- Developed mail order fraud schemes in later life

Dr Peebles' Institute of Health

- Founded in late 1890's with a number of associates including Dr. J. A. Burroughs, Dr. Charles M. Green and Dr. W. Thompson Bobo
- Potential clients would write with detailed descriptions of their medical ills
- Peebles' experts would prepare formulations that would cure their specified diseases
- Special treatments (i.e. epilepsy) were available on order
- Cost was about \$5 per treatment
- Convicted in December 1902 for a violation of postal laws, but business continued until ~1930's under direction of him and his associates

The Peebles' Epilepsy Treatment (Off The Shelf)

- Contents:
 - Sodium Chloride – NaCl
 - Potassium Bromide – KBr
 - Ammonium Bromide – NH_4Br
 - Ethanol – 15%
 - Water – 85%
- Cost: \$5.00 per bottle (\$50 - \$100 in today's dollars)

Typical Peebles' Ad

1302 HOME AND FLOWERS 33

HEALTH RESTORED

The entire country is astonished at the wonderful cures perfected through the method originated by Dr. J. M. Peebles, the Grand Old Man of Battle Creek, Mich. This science is a subtle force of nature, combined with magnetic medicine, and called by the eminent doctor,

A
MESSAGE
OF
HOPE

PSYCHIC SCIENCE

It has been termed the greatest pain reliever known. In a perfectly natural manner it builds up the system and restores health. It makes no difference how serious or hopeless the case may seem, there is positive hope in this grand science. It has restored the deaf, blind and lame, cured the paralytic, and those suffering from Bright's Disease, Consumption, Stomach Trouble, Catarrh, Nervous Debility, Neuralgia, Heart Disease, Rheumatism, Female Troubles, as well as men and women addicted to the liquor, morphine and other vile habits.

Geo. H. Weeks, of Cleveland, Ohio, sends heartfelt thanks for restoration to health after suffering from nervous prostration and insomnia for years; he says he now enjoys excellent health and restful sleep every night. Mrs. J. A. Rust, of Itasca, Minn., cured of uric acid poisoning in two month's treatment, writes: "I am better than in years, and each day brings new health and strength. I will refer all ailing ones to you." Mary A. Earl, Crawford, Mich., suffering from pronounced female difficulties and kidney disease, says: "I took your treatment three months and it has been a success in my case. I am indeed grateful to you for my recovery." C. E. Davis, Woodman, N. H., who suffered all the miseries of a dyspeptic, writes that as the result of Dr. Peebles' treatment, he had not missed a meal since last March. D. W. Bridgman, of Del Norte, Colo., writing Sept. 30, after a three month's course, "When I began treatment with Dr. Peebles' Institute of Health I was a cripple, unable to walk but little with cane. Now I am able to walk with ease. Some days ten or fifteen miles. My general health is excellent. I can hardly find words to express my gratitude as previously I had tried everything I could hear of and got no relief." Mrs. Isaac Varney, Dover, N. H., a sufferer of spinal trouble and nerve exhaustion, writes she would not go back to the state of health she was in before taking this treatment for all the world. Solomon Fried of Vanderbilt, California, cured of neuralgia and catarrh, says: "I am well and a thousand times obliged to you."

"A Message of Hope"

written by Dr. J. M. Peebles, in a plain and concise manner, tells you exactly how and where you can gain perfect health; in fact, it gives you the key to the grandest knowledge known to man. Remember this book costs you nothing, and it reveals wonderful secrets and makes the impossibilities of yesterday realities of today.

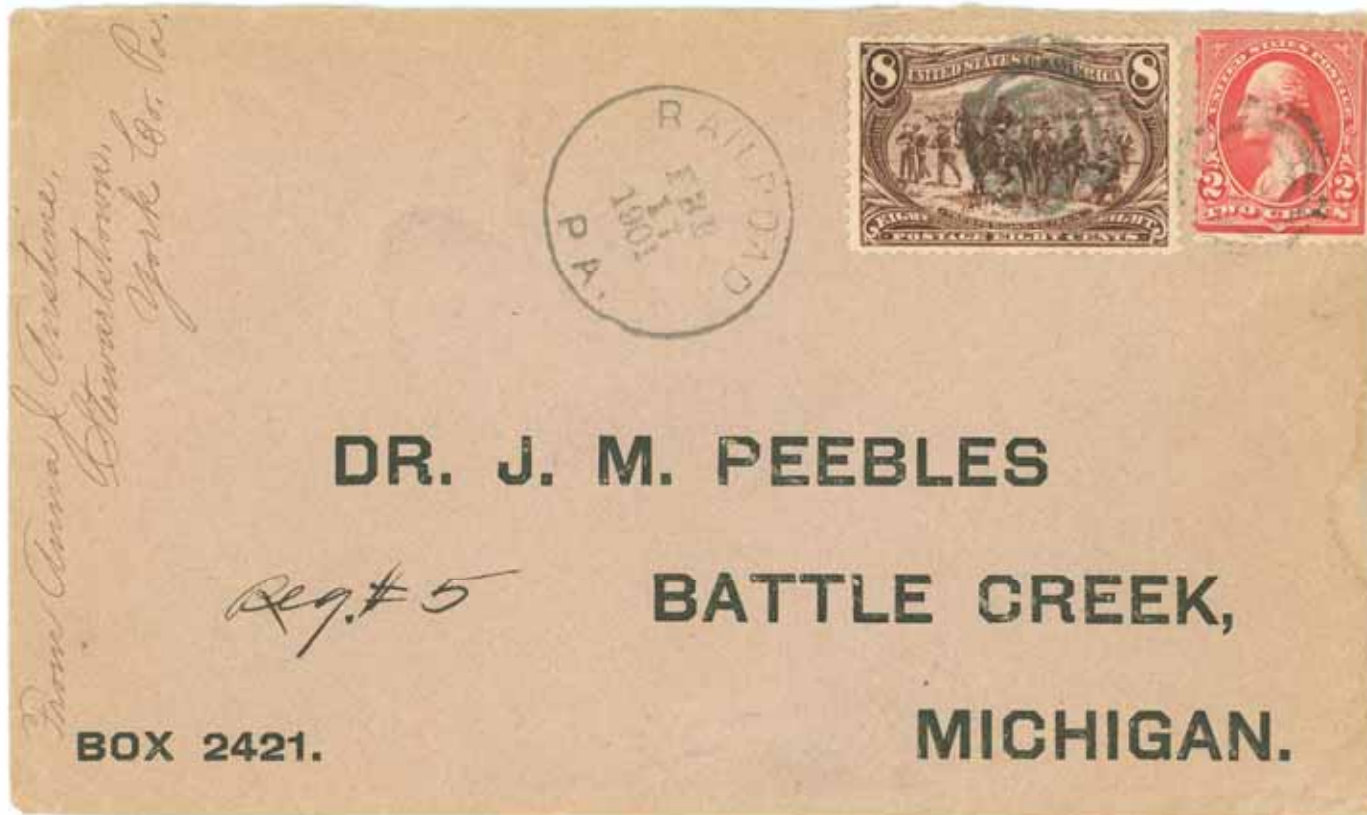
ABSOLUTELY FREE Send your name and address and leading symptoms to Dr. J. M. Peebles and his associates and you will receive full diagnosis without any cost whatever, as well as this grand book, which is beautifully illustrated, rich in all its details, containing matter which will be a revelation to you. It is a token which any one may be proud of. Write today and receive "A Message of Hope" and diagnosis of your case absolutely free. Address

DR. PEEBLES' INSTITUTE OF HEALTH
Department 57. BATTLE CREEK, MICH.

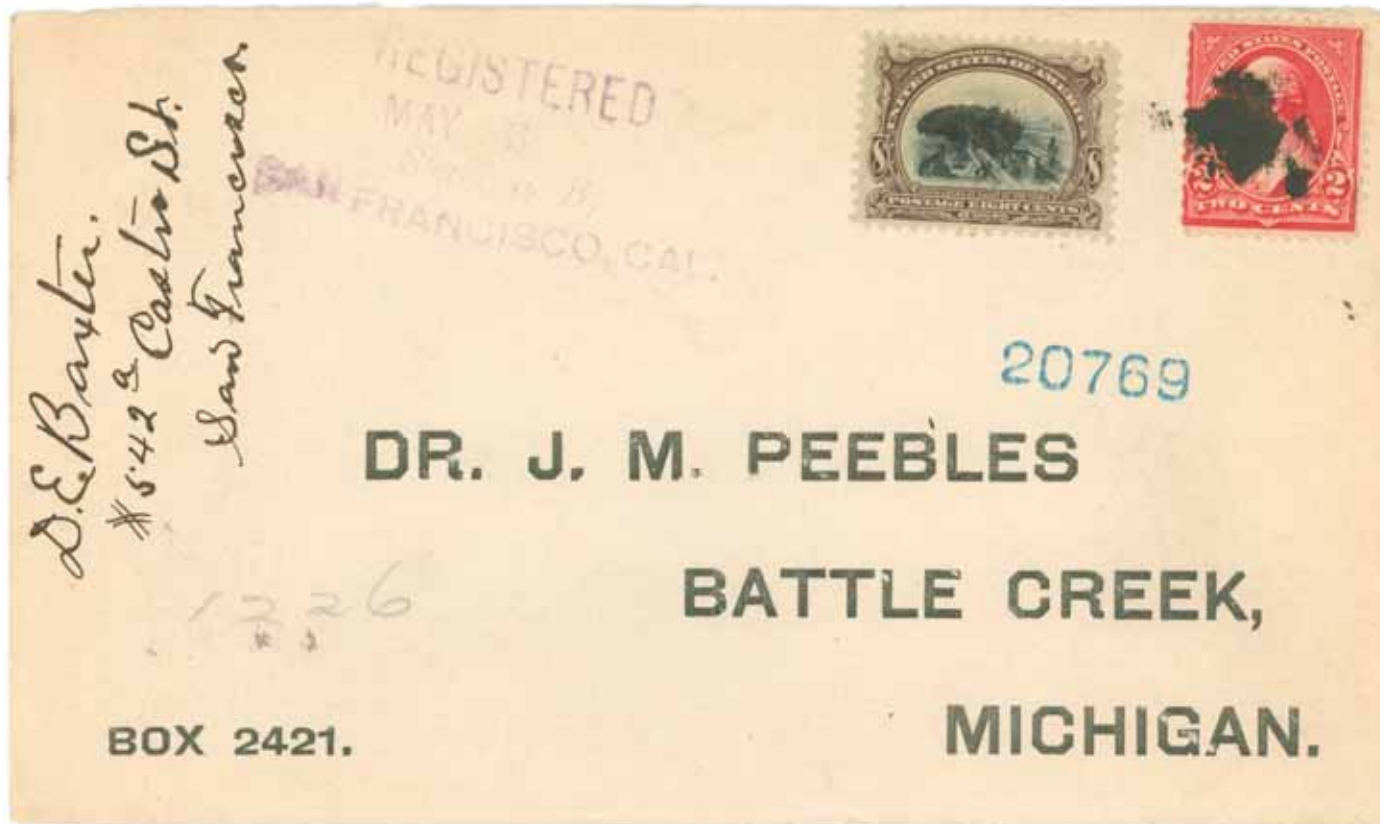
Chicago, IL (1899)



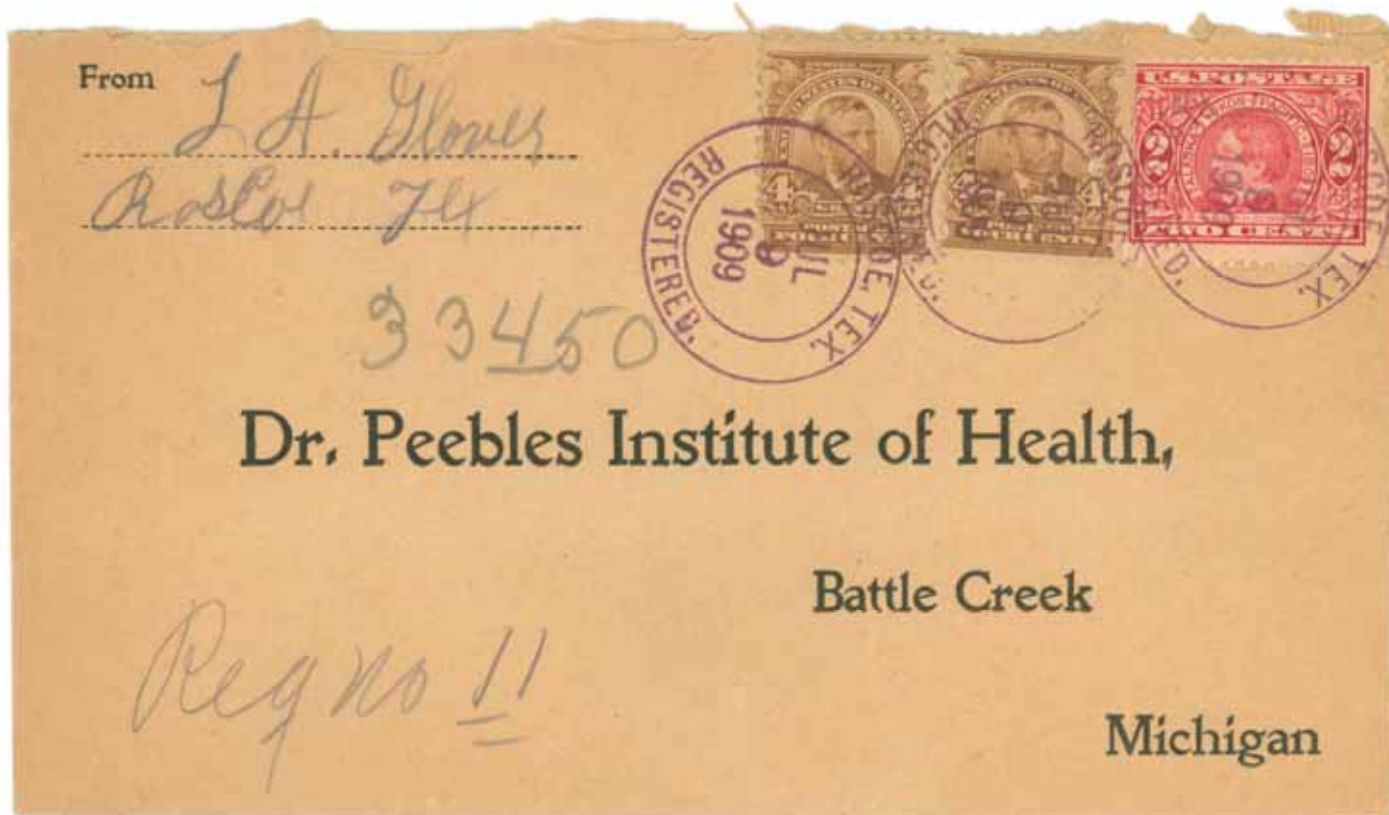
Railroad, PA (1901)



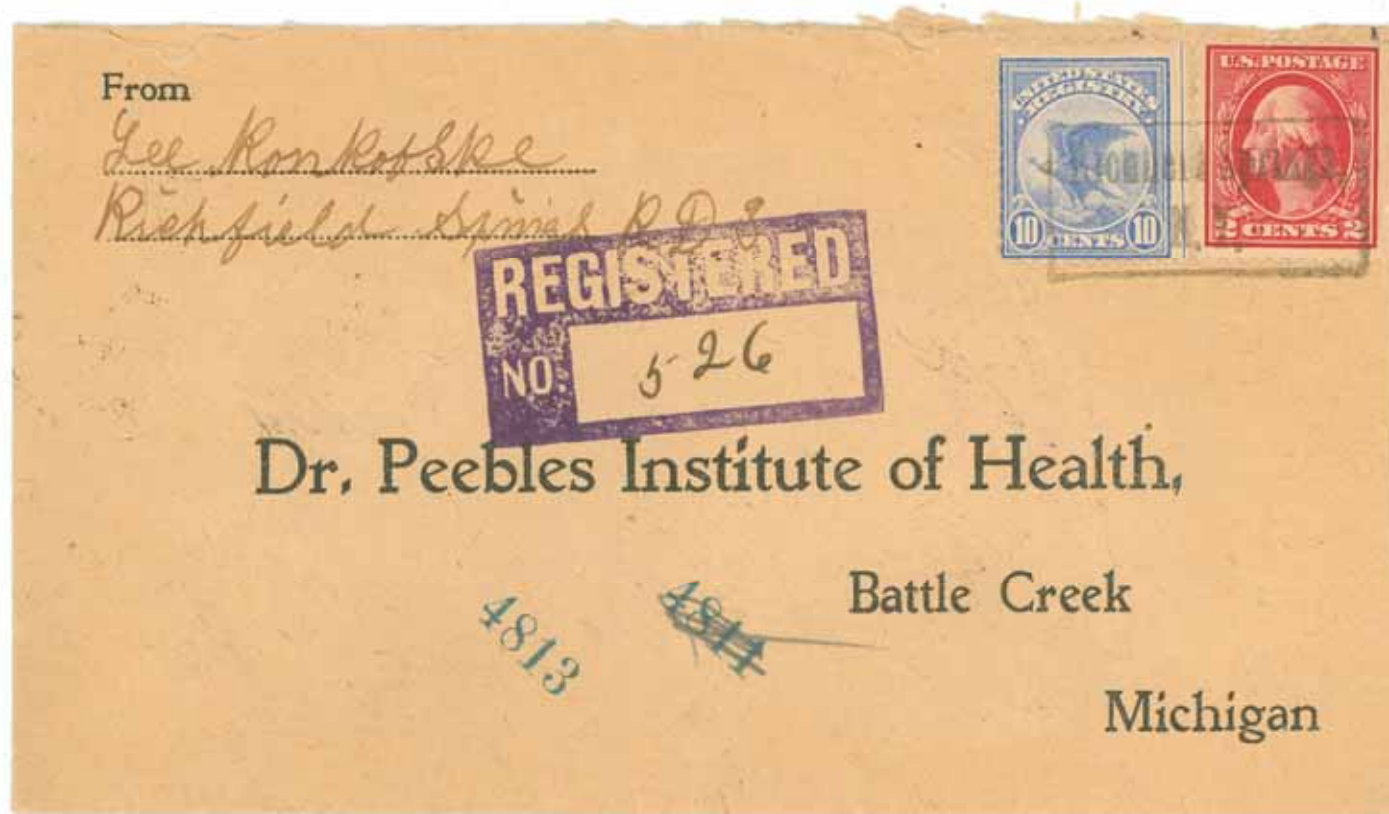
San Francisco, (1901)



Roscoe, TX (1909)



Richfield Springs, NY (1912)



Was This an International Fraud?

- Early letters suggest strong U.S. presence
- Occasional international letters
- More as business continues despite conviction
- International in scope in Peebles' later years and after his death



Durban, Natal (1899)

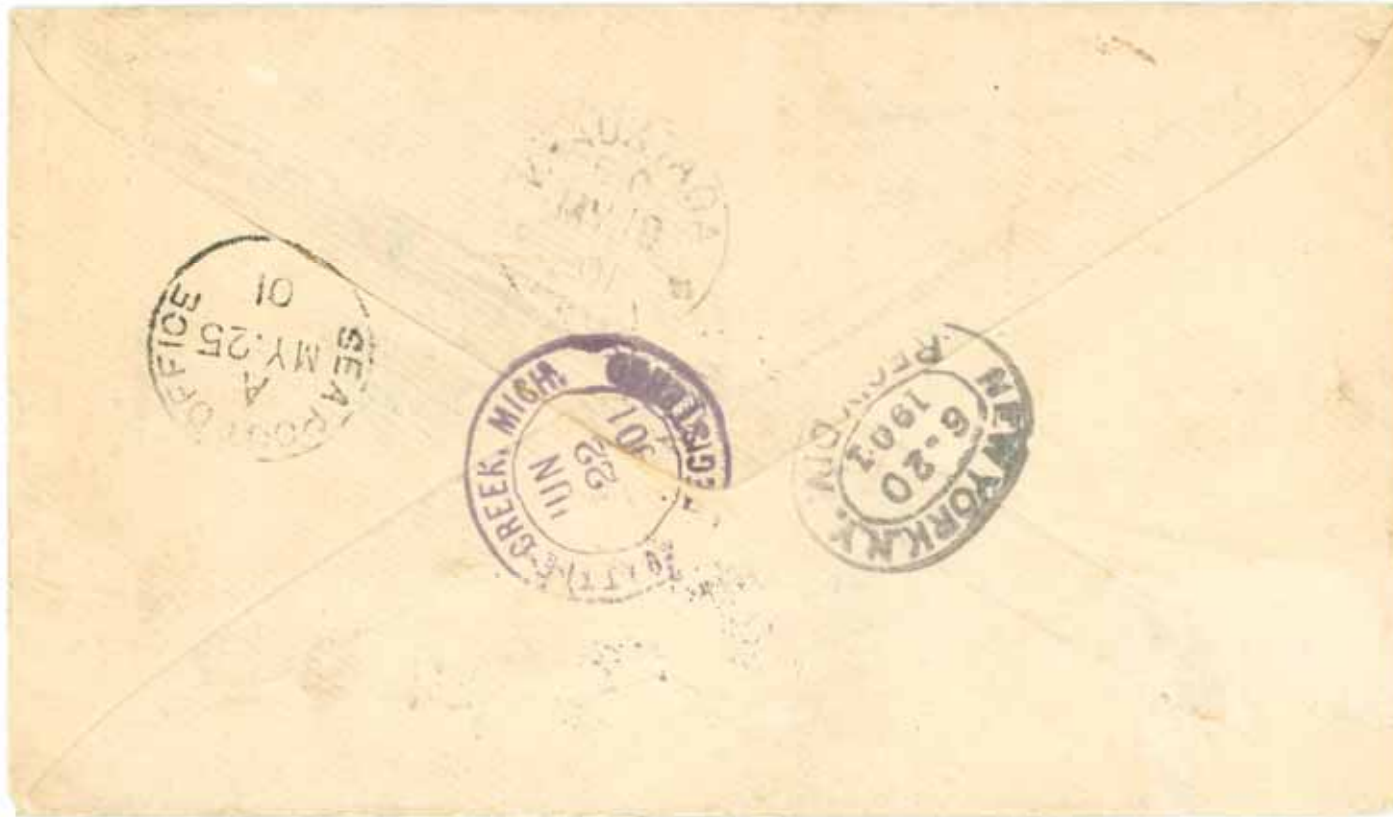


Nyaunclebin, Burma (1901)

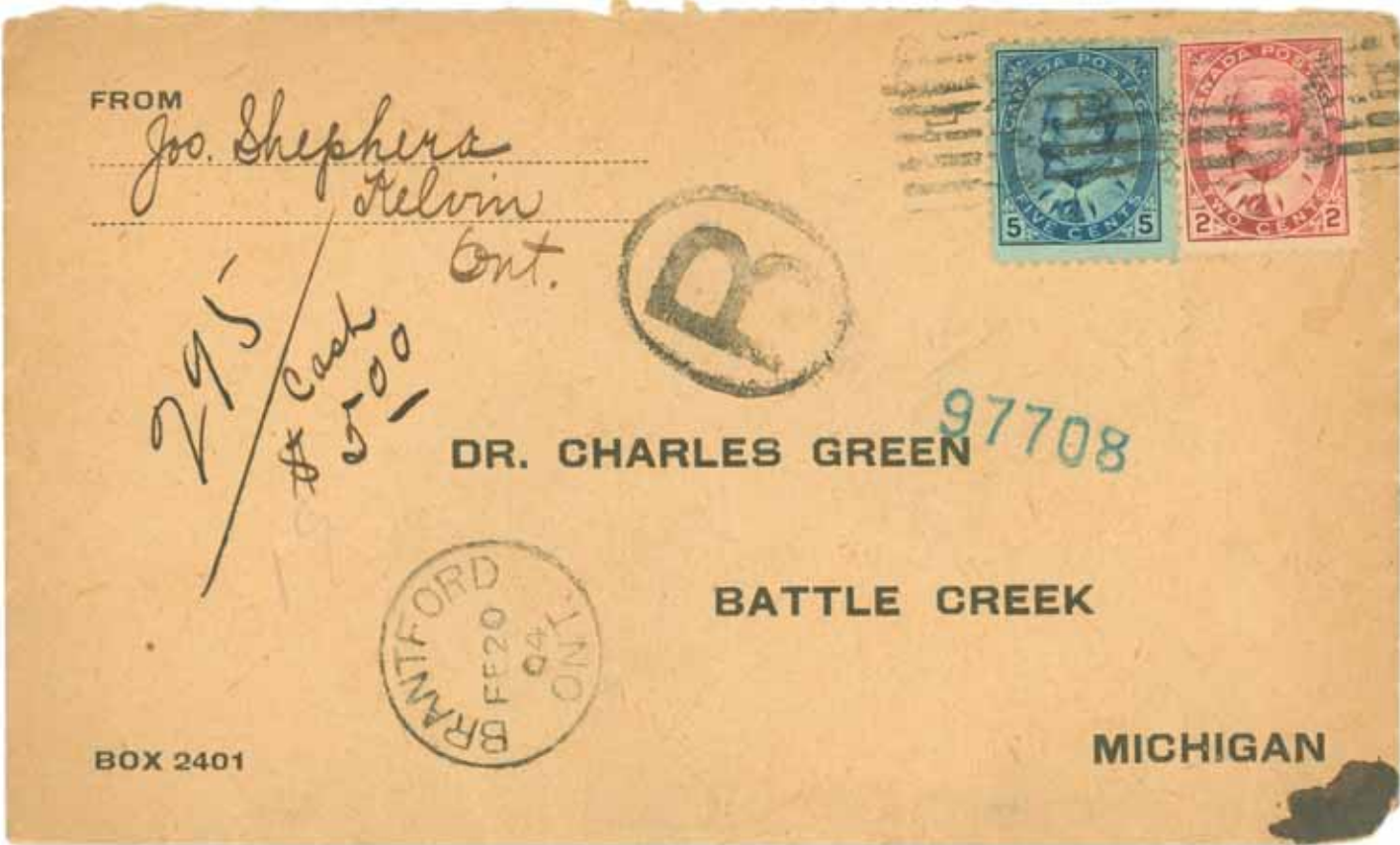


KYAUKTAGA, BURMA Transit

(Only recorded example of this datestamp)



Brantford, Ontario (1904)



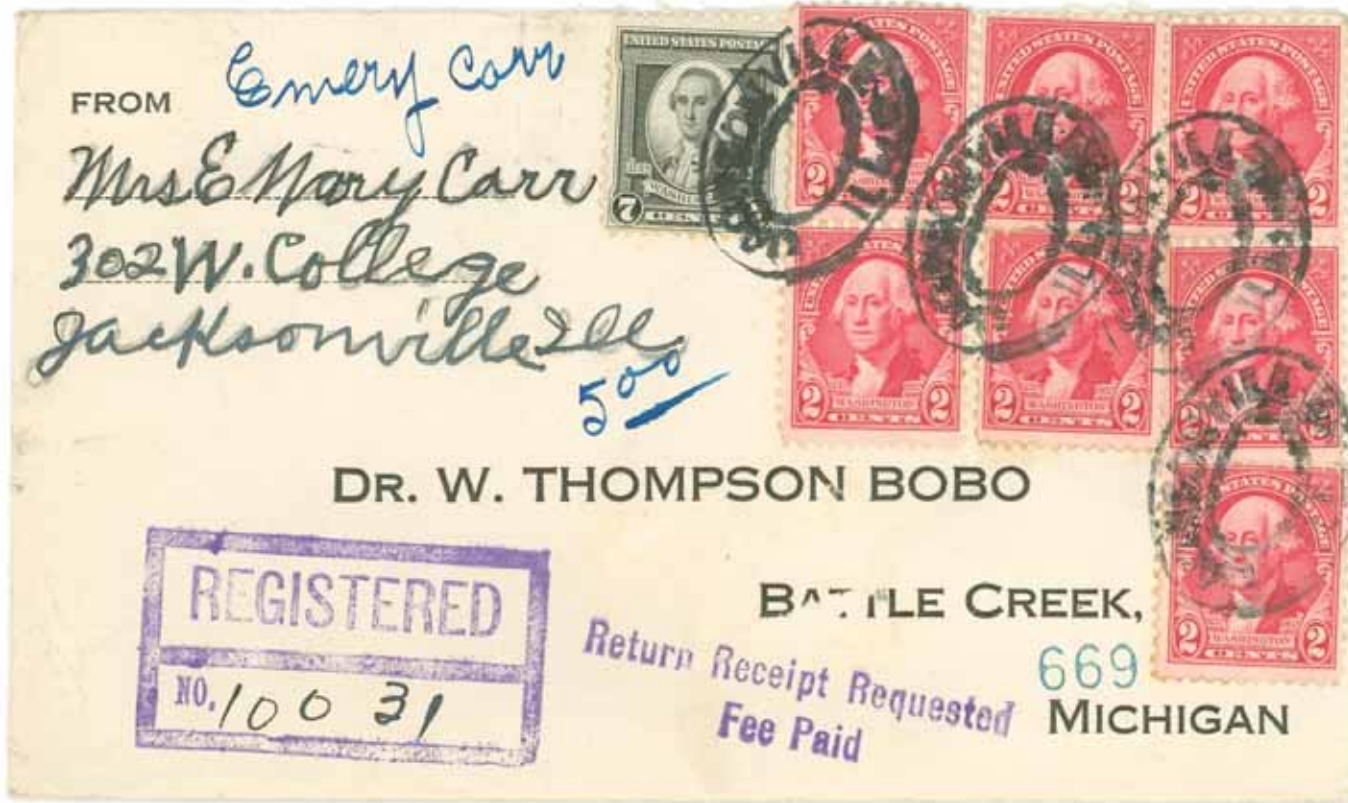
Dr. W. Thompson Bobo



Philippines - 1926



Jacksonville, IL (1932)



And the Beat Goes On!

- Current census of the collection
 - Segno-related covers: **90**
 - New York Institute of Science Covers: **225**
 - Hungary: **40 – One Frame Exhibit**
 - France: **25**
 - Oxypathor Company covers: **10**
 - Peebles Covers: **23**

Uncle Ed Needs Your Help!

- I can not search the cover boxes from every dealer at every show for fraud covers
- When searching for your covers be on the lookout for material from the post 1900 period addressed to or from the addresses of:
 - Professor A Victor Segno – Los Angeles
 - A Dell Segno – Los Angeles
 - The American Institute of Mentalism – Los Angeles
 - The Segno Success Club – Los Angeles
 - The Chirological College of California – Los Angeles
 - The New York Institute of Science – Rochester
 - X. La Motte Sage - Rochester
 - Charles S. Clark, Gen. Mgr. – Rochester
 - The Cartilage Company - Rochester
 - The Oxypathor Company – Buffalo or anyplace else
 - Dr. James W. Peebles – Battle Creek
 - The Peebles' Institute of Health – Battle Creek
 - Dr. W. Thompson Bobo – Battle Creek
- **There should be a German Group of Segno covers from and to Berlin circa 1912-1915!**
- If cheap (<\$25) buy them for me and I will pay you
- If not cheap, email me at edjig@alum.mit.edu with the details
- I am also looking for **EPHEMERMA** relating to all of the above



Final Thoughts on This Collection

- This collection could only be done in the 21st century with computers and the web
 - Ebay and Delcampe are searched regularly
 - Dealers stocks around the world are searched on-line regularly
 - National and international auctions are searched regularly
 - Recently purchased items from Hungary, Romania, Singapore, etc.
 - A cadré of fellow stamp collectors and dealers is constantly on the lookout for material for me – Applegate, Loew, Banchik, Stone, Steidley and many dealers

‘Lord, what fools these
mortals be!’

Puck in *A Midsummer Night’s Dream*
Act 3, Scene 2

