

Are you..

SCATTER-BRAINED?

Lacking in Initiative?



Unable to CONCENTRATE?

WEAK IN MEMORY?

SELF-CONSCIOUS?

Your Mind AND HOW TO USE IT..

... Brings You the Amazing Knowledge That in 40 Years Has Helped Over 800,000 People to Banish Mind Weakness, Gain NEW Powers of Will, Concentration, Memory, Success!

WHICH of these "Mind-Weaknesses" are keeping YOU from getting ahead? Does gnawing self-consciousness obstruct your every move? Does a "memory like a sieve" continually embarrass you? Is indecision the handicap that makes your superiors unwilling to trust you with anything but dull, routine work?

MILLIONS of people let their minds condemn them to LIFETIMES of failure. Lives barren of happiness, friendships. Lives burdened with boredom debt. Lives wholly devoid of LIFE!

Is lack of initiative slowly forcing you to accept an existence like that? Is your failure to concentrate resulting in a LACK of results? Do you fear that you will soon be joining the "9 out of 10" who never learned to MAKE the MOST of their minds?

Let This Amazing Book Help You!

But you CAN make your mind the powerful driving force that it CAN be! And you can do it quickly and easily with the help of an amazing system of mind-strengthening and memory-building based upon the 40 years' experience of a man who has helped 800,000 others—and which now, for the first time, is set forth within the covers of a single great book! A glance at the panel at the right will give you an idea of this book's all-embracing scope!

How This Book Works

W. J. Ennever, the author of *Your Mind and How to Use It*, is world-famous as the founder of Pelmanism—the renowned system of mind- and memory-training. Now he has made his tremendous wealth of experience available to everyone. Step by step his book delves into the workings of your mind—page by page it brings out the secrets that can endow you with mental efficiency—give you a lightning-action memory—bring wandering powers of concentration back into

focus—banish self-consciousness and feelings of inferiority—and by doing these things MULTIPLY TENFOLD your chances for success!

Mere Education is NOT the Answer!

Mr. Ennever's method is a scientific, fact-founded analysis of YOUR OWN mental processes. It is not "education" or "learning"—but it ENABLES you to LEARN HOW TO LEARN. And then REMEMBER what you have learned. And then USE what you have remembered, with increased effectiveness! In every one of its 108 divisions there is set forth in clear, simple language the easily mastered processes by which YOU can NOW make use of mental powers you never knew existed!

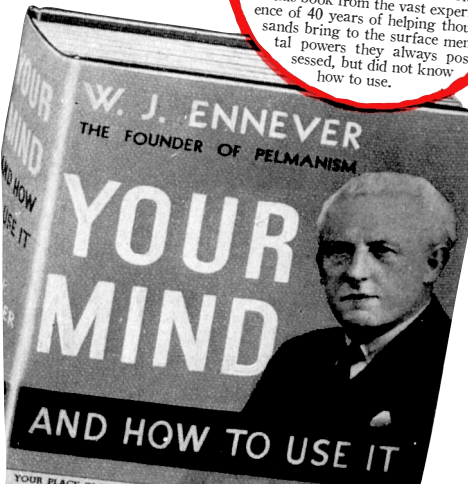
Either Mr. Ennever's vast experience in the field of mind training CAN and WILL help you or you pay nothing for having made the investigation. Put *Your Mind and How to Use It* on trial—in your mind—for five days—FREE!

Send No Money—Take No Risk

Merely mail the coupon below—without payment. When your copy of *Your Mind and How to Use It* arrives (in its plain container)—read it for 5 days. If, after this examination, you do not honestly believe that it can do more to change your whole life than any other book you have ever read—return it to us without further obligation. Otherwise, after 5 days, send only \$1 and the balance in two payments—\$1 one month later, and 95 cents one month after that.

You take absolutely no risk if you mail this coupon now!

Who is W. J. ENNEVER? FOUNDER of Pelmanism—the system of mental training translated into many languages, and with branches established in six countries. Used by more than 800,000 people—people in every walk of life. Mr. Ennever has written this book from the vast experience of 40 years of helping thousands bring to the surface mental powers they always possessed, but did not know how to use.



THIS BOOK SHOWS YOU HOW TO:

Banish mind-wandering, day-dreaming, and develop a new capacity for

CONCENTRATION

that enables you to think straight, stick to the problem at hand, get more done.

Overcome the time-waste and embarrassment of a "mind like a sieve," and acquire a

MEMORY

that holds like a steel trap—delivers facts, names, words and numbers quickly and accurately.

Shake off the feeling of inferiority and failure that springs from

SELF-CONSCIOUSNESS

and make your mind so confident that you take your part in affairs without hesitation or timidity.

Free yourself from "weather-vane" changeability, uncertainty and weakness, through greater

STRENGTH OF WILL

that comes from knowing your own mind, how to make it help you act with force and decision.

Take a prominent and respected place in any group, business or social, through

CONVERSATION

that reveals an interesting, well-trained, original mind that has ideas worth listening to.

Strengthen your mind against brain-fog and confusion with renewed

MENTAL ENERGY

to meet the heaviest demands for straight, hard thinking—with no mental let-down afterward.

Sharpen your mind to a keen sense of balance and values, so that your powers of

JUDGMENT

will be reliable, weighing facts and circumstances carefully, giving you a sound basis for everything you do.

Conquer any tendency to sit back and let others always take the lead, by bringing your

INITIATIVE

to the fore—giving your mind greater courage, more aggressiveness, stronger confidence to act "on your own." Systematize your thinking, get your mental house in order.

5 DAYS' FREE EXAMINATION

Doubleday, Doran & Co., Inc.
Dept. HPLHS, Garden City, New York.

Please send me at once, for 5 days' reading, *Your Mind and How to Use It*, by W. J. Ennever. When my copy arrives (in plain container) I will read it for 5 days. If I then wish to return it, I may do so and there will be no obligation. Otherwise I will send you only \$1 as first payment—\$1 one month later—and 95 cents one month after that, as payment in full.

Name _____

Address _____

City _____ State _____

Check here if for convenience you prefer making one remittance instead of three, and enclose check or money order for \$2.95 as payment in full. Same 5-day money-back privilege applies, of course.

PULP MAGAZINE BACK COVER

This is an authentic replica of a vintage pulp magazine back cover ad. If using with one of the HPLHS prop pulp magazine covers, attach the front cover to the magazine of your choice first. Then attach this back cover.

For saddlestitched magazines

Print on glossy white paper, if possible.

Trim at solid black crop marks.

Cut off most of the back cover of your selected magazine, leaving behind a flap about a half inch wide at the spine.

Glue the left edge of the prop back cover to the magazine's cover flap.

For perfect bound magazines

Print on glossy white paper, if possible.

Trim at solid black crop marks.

Glue to back of magazine, applying adhesive in just a thin strip along the spine edge.

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Questions? Ask them. andrew@ahleman.com

Go Into Business for Yourself

Real Values

ASPIRIN TABLETS
19c



Doz. Tins
U.S.P. Packed
twelve 5 grain
tablets to a
lithographed tin

ADHESIVE PLASTER

Rolled in
Clicked Container

1/2 inch by 1
yard... DOZ. **22c**
1 inch by 1
yard... DOZ. **29c**
1/2 inch by 5
yards... DOZ. **52c**
1 inch by 2 1/2
yards... DOZ. **52c**



MERCUROCHROME

H. W. D.



Medium Size **36c** Doz. Large Size **48c** Doz.

IODINE

Medium Size **24c** Doz. Large Size **34c** Doz.



MOTH DISCS
3-10 large round discs to cello-
phane package. DOZEN PACKAGES **84c**

DENTAL CREAM



"Millbrook"
brand restores
natural white-
ness to teeth.
Extra Large Size
Doz. **72c**
LARGE
Doz. **54c**

SHAVING CREAM



"Hudson
Bay"
lather shav-
ing cream.
Extra Large
Size... Doz.
75c
LARGE
Doz. **55c**

MEN'S QUALITY HOSE



1—Fancy rayon plaited
over cotton. 1 doz. ass't.
pairs to box. Dozen Pairs **78c**
#3—Celanese and rayon.
Fancy patterns. 1 doz.
pairs to box. Dozen Pairs **\$1.20**
#7—Pure thread silk
hose carefully reinforced
with rayon. Dozen Pairs **\$2.00**

BIG PROFITS ARE EASY! Be Your Own Boss

Men and women everywhere are making big profits selling our high quality, low priced daily necessities. Everybody is a prospect—sales are quick and easy.

The items listed on this page are tested and proved "BEST SELLERS". Note these low prices—and the profit possibilities for you. Send 10c (refunded on first order) today for catalogue of 3000 sensational values.

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The Talk of the Town
for Quality and Value!



This famous line of cosmetics offers the utmost in quality and variety. Every item has an irresistible appeal to the lady. The entire line is covered by Products Public Liability Insurance. 64 attractively packaged items every woman needs.

A Real Profit
Maker for YOU! **60c** DOZEN



FIRST QUALITY SILK HOSE

All
sizes
and
newest
popular
shades

11—High grade, perfect fitting chardonize silk hose very specially priced. Per DOZEN PAIRS **\$1.85**
#12—Our finer grade chardonize silk hose that is unexcelled for appearance and service. DOZEN PAIRS **\$2.25**
#13—Sheer and clear quality pure silk hose with fancy top and feet. Per DOZEN PAIRS **\$3.50**



CARDED GOODS

POCKET COMBS
Assorted colored combs in individual cases. 12 on display card **40c**

BREATH PELLETS
Delightful breath sweeteners in envelopes. 20 envelopes on card **10c**

DON'T DELAY Act now to make this your most prosperous year. Send 10c for big catalogue. Will be refunded on first order.

Quick Sales

SHOE CLEANER & WHITE LACES

Famous "Piccadilly" white shoe cleaner and 27 inch white mercerized laces attractively cellophane wrapped.



\$7.35
Gross
Combi-
nations



SUN GOGGLES

#3—round glass assorted colored lenses with high bridge nose rest. Mounted 1 dozen on display card.

Doz. **78c**

SHOE LACES

A good quality in black, brown or white.

27 inch Gross **44c**
40 inch Gross **58c**



"VIC" RAZOR BLADES

Fine steel single edge blades at a new low price.

100 for **48c**



"Time" Blades

Double edge blue steel blades. 5 to a package.

100 for **35c**



Fine Perfume

"Odeurs de Paris" packed in beautiful gift box.

Doz. **65c**

PERFUME & KERCHIEF

Both for **10c**



2 dram bottle assorted odors and lovely pattern silk handkerchief.

PEN and PENCIL SETS

Assorted colors. Lever filler pen with gold plated point. Propel, repel, expel pencil to match.

HPLHS SALES CO.

27 South Wells St., Chicago, Ill.

EASTERN
DISTRIBUTORS

76 Washington St., Boston, Mass.

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Questions? Ask them. andrew@ahleman.com