

CURIO CATALOG



MONEY?

BEAUTY?

PASSION?

LOVE?

POWER?

LUCK?

HEALTH?

HAPPINESS?

**CATALOG
NUMBER**

7-11

LUCKY HEART CO.
MEMPHIS, TENN.



—SOLD AS CURIOS ONLY—

**To Our
Agents**

All merchandise listed in this catalog is offered for sale as INCENSE, OILS, HERBS, PERFUMES, JEWELRY, BOOKS or CURIOS, and no claims or representations are made as to their value as luck bringers or that they have any supernatural or preternatural powers whatsoever. No agent is authorized to make any contrary statement or claims.

LUCKY HEART COMPANY

388-400 Mulberry St.

Memphis, Tennessee



GENUINE

Rabbit's Foot Nation's No. 1 Token of "GOOD LUCK"

A Rabbit's Foot has been famous as a so-called Luck Piece for a long time and is well known everywhere. Many people carry the Rabbit's Foot. Believe it or not, some people rub it on their money hoping that it will increase.

Be this as it may, if you do carry a Rabbit's Foot, you want one that is clean, one that smells good, one that you may show with pride and joy. We sell as Curio only. The LUCKY HEART RABBIT'S FOOT has a handsome gold-like mounting ready for wear in pocket, as watch fob, or on chain around your neck. We make no supernatural claims whatever.



PRICE 25 CENTS

Keep It Handy

**A PLEASURE TO WEAR—
DAY OR NIGHT**



Our
Artist's
Conception
of a
Dragon

Dragon's Blood Powder

A curio which is said to appeal to many people. It has been used in mystical practice and is sometimes burned as an Incense Powder on great occasions. It has many and varied uses. We offer it for sale as a curio only and positively do not claim that it will bring LUCK and POWER. We do say that if you like strange curios, you will be pleased with this one, and that you are getting genuine Dragon's Blood Powder.

PRICE 25 CENTS

Adam and Eve Roots

These strange looking roots are called Adam and Eve Roots after the first lovers in the Garden of Eden. Eve was Adam's loving mate and was faithful and true. Carry these roots in your pocket or purse. Explain them as symbols of true love to your sweetheart. Some folks have long carried such roots for luck, but we make no such supernatural claims, selling as a curio only.

PRICE 25 CENTS





GENUINE High John the Conqueror Root

SOLD AS A CURIO ONLY



Some folks believe that Love, Luck, Success and Happiness come to those who carry or own a remarkable curio. Many thousands of people have bought these Roots and have been pleased. We make no supernatural claims whatever.

Sold as a curio only.

PRICE 25 CENTS

CARRY IT
IN
POCKET
OR
PURSE



Everybody Knows About "High John"

GENUINE MAGNETIC LODESTONE

Since early times people have respected the power of the LODESTONE. It draws—It attracts—Has pulling power—that the eye can see but the mind can't understand. Some folks say it brings good luck. It has been said that carrying a LODESTONE may make a person LUCKY in LOVE, BUSINESS and MONEY MATTERS. We don't know and sell as curio only.



You may test its potency by picking up a needle with this LODESTONE.

We sell as a Curio only.

PRICE
ONLY
25
CENTS



ALIVE
WITH
MAG-
NETISM



We make no supernatural claims and none are intended or implied.

GENUINE
SO-CALLED

HAND ROOT



Nature's Strange Curio!
Looks Like a Human Hand!

This remarkable mysterious looking Root is a curiosity that will delight—many people carry them on their person day and night. It has an uncanny resemblance to the human hand and strange statements have been made about what its "fingers" represent. Some superstitions say they mean LOVE, POWER, HAPPY MARRIAGE, GOOD TIMES, and SUCCESS. It is an exotic looking curio, and while we make no supernatural claims whatever, we feel you will be pleased.

SOLD AS A CURIO ONLY — PRICE 35 CENTS

Lucky Heart Co., 388-400 Mulberry Street. Memphis, Tenn

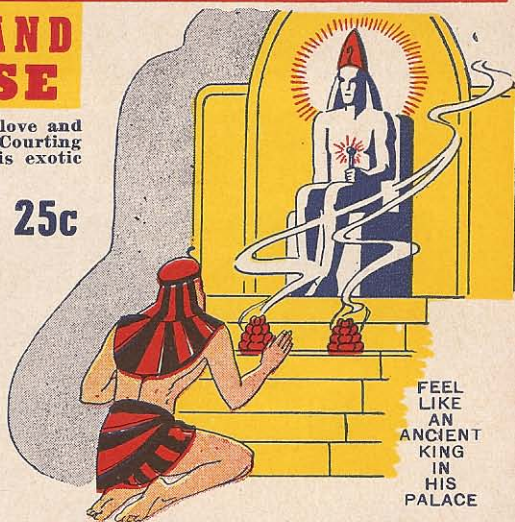


EGYPTIAN LOVE BRAND POWDER INCENSE

Gives sweet smelling fumes to suggest enchantment, love and romance. Two high powered odors in each box. Courting couples seem to love each other when they smell this exotic Love Powder Brand Incense burning.



25c



FEEL
LIKE
AN
ANCIENT
KING
IN
HIS
PALACE

Puts You in the Mood for Love!

Each package contains a pincher to make cones for burning.

A Curio, sold as incense only. We make no supernatural claims.

Some people say that no other incense ever makes a room smell quite so sweet as Egyptian Love Brand.

Lovers burn it when lights are low

HIGH JOHN THE CONQUEROR ROOT

GIANT SIZE

Sold as a
Curio Only



What a
Root!
PRICE 50c

Some folks believe that

**LOVE—LUCK—SUCCESS
HAPPINESS**

come to those that carry or keep remarkable curios. Many folks have profound faith in such curios odd as this may seem. We make no supernatural claims, but sell as a curio only.

THIS is the SUPER GIANT SIZE, KING of all HIGH JOHN THE CONQUEROR ROOTS

MAGIC MOUNTAIN BRAND GIANT LODESTONE

An extra large Lodestone to carry in your pocket, in your purse, or keep in your home. It's extra large to draw more—attract more—to pull more—to be more impressive. Some folks say that the Lodestone does things which the eye sees but the mind doesn't understand, hence they superstitiously believe the Lodestone might draw Love—Happiness—Good Luck. We make no such representation but sell as a curio only.

Comes in big box Price 50c

**ALIVE WITH MAGNETISM — TEST ITS
POTENCY YOURSELF**



ALL CURIOS GUARANTEED GENUINE



We Make No SUPERNATURAL or PRETERNATURAL CLAIMS and Sell as Curios ONLY



Our Artist's
Conception of One
Born Under A
LUCKY ★ STAR



Some people think, like our artist shows, that a man born under a **LUCKY STAR** will have **MONEY, PROSPERITY, LOVE** and the **HAPPINESS** that comes with such **POSSESSIONS**. You hear thousands of people say "**THANK MY LUCKY STAR!**" Such people will enjoy the lovely lasting fragrance of their

**LUCKY ♥ HEART
BIRTHMONTH PERFUME**

BIRTH MONTH PERFUME

A Charming Fascinating Odor for Your Birthmonth

If you haven't tried this Lucky Heart Birth Month Perfume with a special odor for the month you were born in, you don't know what you are missing. Each month has a different odor and each odor is a sweet strong perfume that is really long lasting.

12 DIFFERENT ODORS FOR THE MONTHS of the YEAR **12**

Please Your Sweetheart

Wear the perfume of your sweethearts' birthmonth. Watch the sweet look in their eyes when they find you are using their birthmonth perfume to please them.

FREE OF EXTRA COST, an Astronomical Reading is included, showing alleged lucky stones, days, etc., for your birth month.

Note: We make no supernatural claims whatever and sell only as a fragrant perfume.

Give month you want when ordering.



PRICE 35 CENTS

MYSTIC MOJO LOVE POWDER SACHET

BE FRAGRANT!!

Invite Love and Romance!

Attract and hold the respect, admiration and love of your sweetheart, wife or husband by smelling sweet.

Has Many Lovely Uses

- 1—Sprinkle it in your dresser drawers
- 2—Put it on bed sheets and pillows at night
- 3—Smooth it on your skin daily
- 4—Place in bag, wear around your neck

**IT LASTS LONG
IT SMELLS SWEET**



PRICE 25 CENTS

Mystic Mojo Love Powder Sachet gives your clothes sweet fragrance that lasts for hours—while you have them on. Thrill your sweetheart with the sweet fragrance that lingers around you night and day.

We make no supernatural claim for this Sachet and sell as Perfumed Sachet Powder only

**NEW SACHET ODORS
EXTRA STRONG**

CLOVER SACHET 35c
ORANGE BLOSSOM 35c

A Gorgeous Perfume Powder Sweetens Clothes and Skin



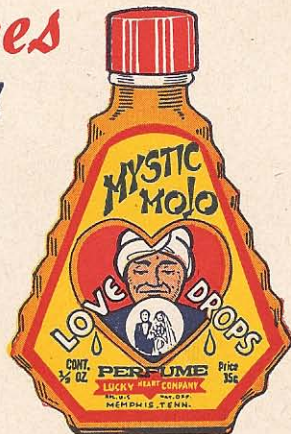
Amazing Perfumes

JICKEY WITH JOCKEY

A PERFECT BLENDING
OF OUR TWO FINEST ODORS

You will simply go wild over this new perfume and—oh how your sweetheart will enjoy it. It's so charming and captivating. Contains genuine Jockey Club and Jickey Perfumes. Lasts longer and smells sweeter the more you use it. Different from anything you ever used.

PRICE 35 CENTS



*Mysterious
Lovely
Odors*

*Long
Lasting
Fragrance*

BLACK DIAMOND
Suggests love and flirtation, elegance, ease and strange places. The same type perfume that many society people use. So sweet, so charming, you will wonder how you lived without it. Large, Beautiful Bottle that will look good on your dressing table

PRICE \$1.00

GENEROUS SIZE 50c

LUCKY LOVIN

This is a sweet lasting fragrance. It suggests the hug and kiss of passion. It gives a sweet, mysterious odor. Use on lips, hair, breasts, or wherever you wish. BIG GIFT BOTTLE ONLY 75c

Size Shown Only 35 Cents

MYSTIC MOJO Love Drops Perfume

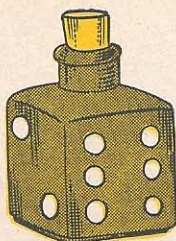
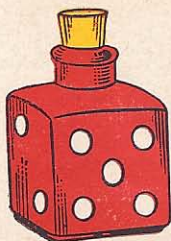
This mysterious charming odor brings pleasure and delight, suggests happy thoughts of love.

PRICE 35 CENTS

**HELP YOURSELF TO LOTS OF
LOVE BY SMELLING SWEET!**



7-11 DICE with Quick Luck Brand Perfume

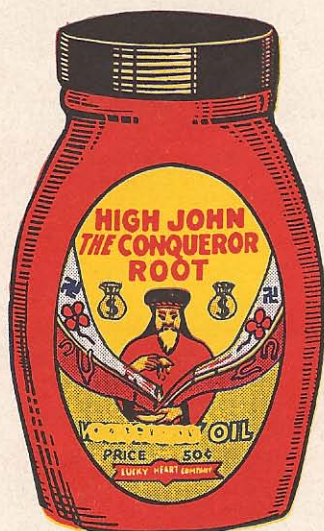


Take No Chances—Smell Your Best. A Smart Odor. You cannot lose when you buy 7-11 Quick Luck Perfume, for it has a wonderful long-lasting Fragrance. Comes with two different odors in two beautiful dice shaped bottles with dice numbers. Packed in a beautiful box.

A curio that you will value for its charm after the perfume is used. Sold as Fragrant Curio Perfume only, and no supernatural claims are implied.

PRICE 75 CENTS

Lucky Heart Co., 388-400 Mulberry Street. Memphis, Tenn.



We make no supernatural claims, but sell as a curio only

HIGH JOHN The Conqueror Root IN OIL

A weird looking curio that many people have treasured for countless years of the past. A genuine HIGH JOHN the CONQUEROR ROOT in a beautiful bottle filled with strongly scented OIL that will please and delight. Some folks believe and hope that

LOVE, LUCK, SUCCESS, HAPPINESS

come to those that carry or own a remarkable curio. While we make no such representations, many folks have profound faith in such curios, odd as this may seem.

We feel sure you will be pleased by the strange and curious shape of this HIGH JOHN THE CONQUEROR ROOT in Oil. Its fragrant oil may be used to sprinkle on money, around the home, under the bed or wherever it pleases you.

PRICE 50 CENTS

GENUINE MAGNETIC LODESTONE

Sold as a Curio only, in bottle with oil.

Down through the ages people have believed that certain CURIOS affect one's LUCK—that such possessions “auger well” for the future.

Many who desire SUCCESS, HAPPINESS and LUCK IN LOVE carry such Curios.

We make no such claims or representations for our Genuine Magnetic Lodestone in Oil. We sell as a Curio only.

HOW TO TEST THE LODESTONE

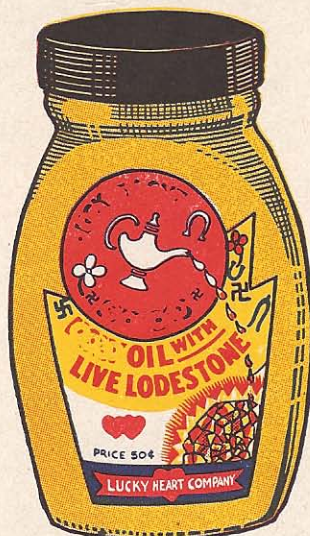
You will treasure this Curio for it is ALIVE WITH MAGNETISM. To see if it is potent, just try it on a needle. It PULLS, it DRAWS, it ATTRACTS! It gets what it goes after by its magnetic power!

“SWEETENS YOUR LUCK”

Its perfumed oil will delight you and please your friends. Carry the Lodestone in your pocket or handkerchief on special occasions. Many men and women would not be without their Lodestone.

Perfumes Everything It Touches

IN OIL



PRICE 50 CENTS



Lucky Heart Co., 388-400 Mulberry St. Memphis, Tenn.

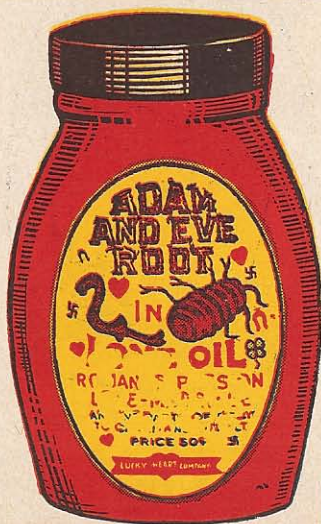


Heavily Perfumed To Invite Romance

It is easy to use: Just hold Incense in hand and light match to tip. Perfumed with Rare Fragrances and Exotic Sandalwoods and Incenses.

PRICE 25 CENTS

Burns Long—Smells Sweet and Strong—25c



PRICE 50 CENTS

MYSTIC MOJO BRAND INCENSE

SWEET FUMES—BURNING NUMBERS

For hundreds of years, Hindus, Arabs, Turks, Egyptians, Chinese and ancient people have burned Incense at home, in the bazaars and in their temples. Ancient Legend has it that this was thought to bring Good Luck to them, to make them win in Love, to be Successful, to defeat their enemies, and to drive away evil spirits.

We make no supernatural claims and sell as a Fragrant Incense only

**Every Box
Contains 5
Different Odors
and Colors**



RED represents LOVE
GREEN represents MONEY
PURPLE represents SUCCESS
BROWN represents HAPPINESS
BLACK has NUMBERS in ASHES



ADAM & EVE ROOTS IN OIL

*Treasure the Strange Looking Roots Preserved
In Perfumed Oil*

Old legends say that ADAM AND EVE ROOTS SATURATED IN OIL are thought to make lovers more pleasing to persons of the opposite sex, to attract love and happiness. There are two roots in each bottle. Carry the roots with you when you go on dates, parties and picnics. Show them to your friends. Wrap them in handkerchief, place them next to your heart. The fragrant oils sweeten and perfume whatever they touch. After carrying roots in pocket or purse, replace in oil to restore exotic fragrance.

We make no supernatural claims. Sold as a Curio only. We feel sure the fragrance of the oil will delight you.

Adam and Eve Root in Box Without Oil 25c



MYSTIC MOJO CANDLE INCENSE



"Lover's Delight"

You will adore this MYSTIC MOJO CANDLE INCENSE. Truly it is a lover's delight. It burns slowly with low mysterious glow that symbolizes love in the beginning. Its rich perfumed aroma fills the room with a lovely lasting odor. Try it on your sweetheart tonight. While we sell as a Curio only, its haunting fragrance will delight you. Makes a room smell sweet and exotic. A dozen candles with holder in every box..... Price 35c



MYSTIC MOJO BAG

Don't Be Satisfied With Just one Curio. Get a Whole Bag of Them!

This MYSTIC MOJO Combination comes in a red flannel bag. You get all these in your bag: Adam and Eve Roots, Magnetic Lodestone, Five Finger Grass, Mystic Drawing Brand Oil, Egyptian Love Brand Powder Incense. To us these are Curios only and sold as such. We make no supernatural claims nor are any such claims implied.

Price Complete \$1.00



Wear
Around
Neck—

Carry In Pocket or Purse



HINDU Style LOVELY OIL

A strange and mystic creation in that its two perfumed oils will not stay mixed. Shake the bottle and see these strange oils blend into a different and more brilliant color. Each oil has its own odor to give charm and loveliness.

THOUSANDS OF BOTTLES SOLD

Many feel that by anointing their bosoms, their eyebrows, their hair with this lovely fragrance that they will become more appealing to the one they want to attract, love and hold. We sell as a perfumed oil for anointing and perfuming the body. Sold as a Curio only. PRICE 35 CENTS

RED OIL ON TOP — GREEN OIL ON BOTTOM



Lucky Heart Co., 388-400 Mulberry St. Memphis, Tenn.

Price 35c

Do you want added charm and power over the opposite sex?

Quick Love Brand Perfume (WITH LODESTONE)

Legend says some of the greatest lovers used fascinating perfume fragrances to charm, enchant, fascinate and arouse love, to draw, attract, hold, and have more joy and happiness.

We make no representations that this perfume has strange powers, but we do believe you will be pleased with its fragrant odor and the **LODESTONE CURIQ**.

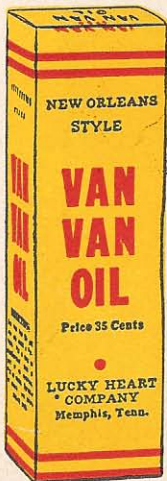


Dreams of Paradise Perfume

Sweet Dreams
Sweet Love
Sweet Happiness

The perfume for lovers. It makes you more attractive to your sweetheart, and helps you hold them.

Lucky Heart
Perfumes and Oils
Keep You Smelling Sweet.



Sprinkle It On Money

New Orleans Style Van Van Oil

This famous oil known for years and years for its high quality and the wonderful results its gives to both men and women.

We make no supernatural claims to this effect, but give this name to an oil which we think is the same type oil. Sold as a curio only.

PRICE 35 CENTS



Highly Perfumed



Price 50c

MYSTIC DRAWING (BRAND) OIL

This Powerfully perfumed Oil attracts like a magnet with its captivating odor. Just a few drops sprinkled on the body each day excites the interest of the opposite sex. Both men and women can use this perfumed oil. We make no supernatural claims and sell as a scented oil only.

PRICE 25 CENTS



SPRINKLE WHERE IT DOES THE MOST GOOD

Invites Love, Romance, Mystery BLACK MAGIC INCENSE

BRAND
Romance Around the One You Love

Burn BLACK MAGIC BRAND INCENSE to give your room, your parlor, that heavenly odor that suggests LOVE, ROMANCE, PASSION. It gets you in a lovely mood.

INCENSE was burned by Cleopatra and the great queens of love to attract and enchant their lovers. It is still used in many palaces, temples and churches here and in foreign lands. What its power is,

we do not know. We sell BLACK MAGIC BRAND as an incense only. We neither make nor imply that it has any supernatural powers. We do know that it is fragrant and that it gives a long lasting lovely odor to any room for any occasion. PUTS BAD ODOR TO FLIGHT. Replaces them with a sweet heavenly smell. You will love its aroma.

PRICE 25 CENTS



Let
There Be
Light

LUCKY
HEART
CANDLES

For Wakes, Ceremonials, Jubilees



The burning of candles is an old religious and mystic custom that has survived since Biblical times. Many people find happiness and sense of protection in the light of these blazing candles. Burn during meditation and prayer.

Comes in 4 Colors—BLUE—RED—GREEN and YELLOW
—Assorted to suit your desires.

PRICE 10 CENTS EACH

PERFUMED AROMA CANDLES
With the Heavenly Fragrance of Rose Petals

These Candles burn for 8 hours each, pouring forth a lovely Rose perfume, shedding a flickering, shadowy light.

USE IN THE PARLOR or bedroom, in church or the temple. Use at wakes, weddings, baptisms or when sitting up with sick friends. Use on all occasions of great joy and happiness.

The three Candles in each box will burn for over 24 hours.

PRICE FOR 3 CANDLES—50 CENTS

A Beautiful Ruby Red Glass Holder as shown to fit Perfumed Candles and make them burn longer. A beautiful ornament.

PRICE 20 CENTS

Lucky Heart Co., 388-400 Mulberry St. Memphis, Tenn.



ALLEGED GOOD LUCK COIN

So-Called Symbol of Luck and Fortune



FOUR LEAF CLOVER, RABBIT FOOT, WISH BONE, HORSE SHOE

A beautiful so-called Lucky Pocket Piece in the color and finish of natural gold to carry with your money. You will be proud to show it to your friends for it makes you look prosperous. Is embossed with alleged lucky symbols: FOUR LEAF CLOVER, RABBIT'S FOOT, WISH BONE, HORSE SHOE. The embossed picture on back shows artist's conception of magician with

some of these magical symbols: LOVE, HEALTH, GOOD LUCK and HAPPINESS. Thousands of people carry the alleged Lucky Charm and wouldn't be without it night or day. We make no representation that this coin has lucky properties and sell as tokens only.

PRICE 25 CENTS

Looks and Feels Like a Real Gold Piece



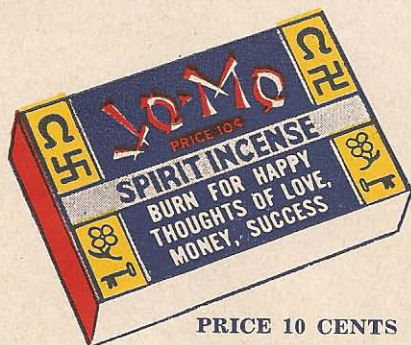
BURN JO-MO SPIRIT INCENSE

FOR HAPPY
THOUGHTS OF
LOVE, MONEY
AND SUCCESS

The ancient people thought it wise to appease the Evil Spirits and please the Good Spirits by burning Incense. These superstitious people thought Health, Wealth or Happiness depended on the pleasure of the Spirits. This gave birth to burning Incense that lasts until this very day.

Your Friends Will Be Charmed

JO-MO SPIRIT INCENSE is highly perfumed—it's delightful odor sweetens the air with lovely Oriental style fragrance. You will love it—and your sweetheart or husband will be delighted. Your friends will be charmed with the heavenly odor of your room when you burn Jo-Mo. We make no supernatural claims, selling as a Curio only.



PRICE 10 CENTS

Its Sweet Smelling Smoke invites Love, Romance—Wards off EVIL ODORS



Lucky Heart Co., 388-400 Mulberry Street. Memphis, Tenn.



MYSTIC CURIO BOX

Men, these are just the Curios to carry in your pocket. Women, carry them in your purse, where you can show them to your friends. It contains the FIVE CURIOS just as offered originally and sold to thousands of people throughout America. Holds



Dragon's Blood
Mass



Lodestone Dust



Devil's Shoe
Strings



Dead Man's
Bones



Life Everlasting

DEVIL'S SHOE STRINGS, DRAGON'S BLOOD MASS, LIFE EVER-LASTING, LODESTONE DUST and DEAD MAN'S BONES.

Many people anoint the collection with MYSTIC DRAWING BRAND OIL. Others sew them up in red flannel bag and wear around neck day and night. No supernatural claims are made or implied. We sell as Curio only.

Price 50 Cents



LIFE EVERLASTING ROOT

This is the well known herb that many superstitious people believe will bring them LUCK and encourage LONG LIFE. This belief arose from its name "LIFE EVER-LASTING," and as a result it is sometimes worn around the neck in a red flannel bag which you can make for the purpose. We make no supernatural or medicinal claims for the herb and sell as a genuine LIFE EVERLASTING HERB CURIO.

PRICE 25 CENTS



Alleged LUCKY SNAKE EYES RING

An alluring curio ring in the color and finish of natural gold. Two entwined snakes form the circle with synthetic ruby eyes. It is a style which has been worn by many as a so-called "good luck" ring, but we make no supernatural claims.

Sizes 6 to 12.

PRICE 50 CENTS

FIVE FINGER GRASS



A strange GRASS with the leaf divided into FIVE SEGMENTS that superstition has associated with GOOD LUCK. Some folks believe that each of the five segments is supposed to stand for: (1) LUCK (2) MONEY (3) WISDOM (4) POWER (5) LOVE.

Folks get great satisfaction and pleasure from owning and carrying these curios. We neither make nor imply any supernatural claims but SELL AS A CURIO ONLY. **PRICE 25 CENTS**

ALLEGED LUCKY

HORSESHOE RING

Beautiful gold finish. Has four leaf clover in horseshoe between 2 racehorse heads.

A Ring that's really Sporty.

Men or Women.

PRICE 50 CENTS



Lucky Heart Co., 388-400 Mulberry Street. Memphis, Tenn



THE HOLY BOOK TEACHES THE RIGHT WAY TO LIVE!

THE HOLY BIBLE

A good big Bible for every member of the family. Large, attractive type. Easy to read. Thread sewn, attractively bound. Contains 760 pages with family register for Births, Deaths, Marriages, etc. The same Bible that many preachers use and one which you will be proud to own and happy to read.

PRICE 75 CENTS

OTHER INTERESTING BOOKS YOU WILL WANT TO OWN

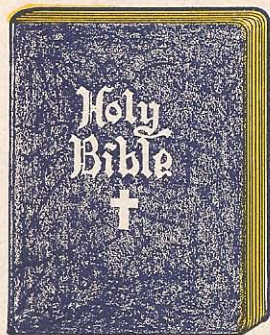
"BOOK OF BIRTHDAYS"—Special Price 50 Cents.

BOOK OF LUCK—Read and Learn—PRICE 50 CENTS.

BOOK OF MOSES (or Moses Magical Spirit Art)—This is the unexpurgated Edition of the famous 6th and 7th Books. Price \$1.

SOLID GOLD DREAM BOOK of 120 pages. Your dreams may have a meaning. Contains two sets of numbers. Price \$1.00.

GYPSY QUEEN FORTUNE TELLING DREAM BOOK—Price 50c



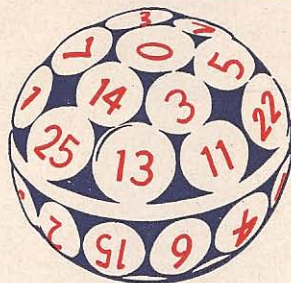
MAGIC NUMBER

CRYSTAL BALL

This is a game that purports to answer all questions. An alleged Fortune Teller that opens up the future about LOVE, MARRIAGE, MONEY, LUCK, SURPRISES and WISHES.

The Magic Number Crystal Ball gives a mechanical answer to life's most important questions for you. All you do is make a wish and roll the ball. The chart is supposed to answer each question according to number and the nature of your wish. You will enjoy playing it with your friends. The ball has many numbers, including the mystic 00.

We make no supernatural claims, but sell as a Novelty only. It will delight you. Complete instructions furnished with each ball.



PRICE 50 CENTS

THE COMPLETE EDITION The 6th and 7th

BOOKS OF MOSES

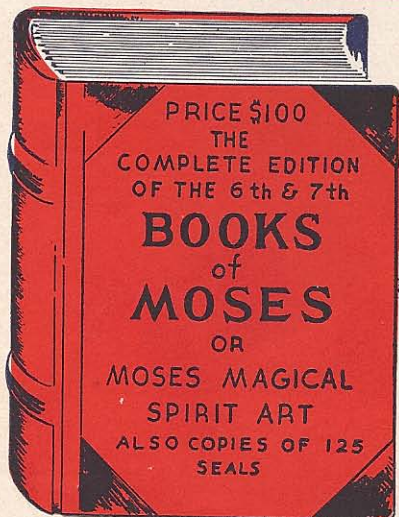
This book claims to embrace the whole of the White and Black Art along with ministering angels and spirits and to reveal ancient secrets which were hidden from David, the father of Solomon. Contains 125 Seals and Symbols indicating TREASURE, LONG LIFE, FORTUNE, POWER, WISDOM, LOVE and RESPECT. Shows the 4 great divisions of the spirits: AIR, FIRE, WATER and EARTH with their meanings.

We take no responsibility for the accuracy or validity of the statements made in this book and give the author's version word for word.

ASK YOURSELF THESE QUESTIONS:

Did Moses write it? If so, then why isn't it in the Bible? Why is it that thousands of people consult its pages when about to undertake any important step in life—Marriage — Finance — Health?

In our opinion the Seals and symbols are exact copies of those used by the ancient Israelites, Egyptians and Babylonians.



Price \$1.00

ANCIENT SEALS AS THEY APPEAR IN
THIS STRANGE BOOK.

LATEST STYLE, MOST POPULAR EARRINGS

These Lovely Earrings Are Larger and More Beautiful Than Shown Here



No. P0575—Price \$1.50

MOST POPULAR SIZE

Very stylish, popular and attractive.

Actual size larger than shown here.

Solid Gold Wires.



No. 0610—Price 75c

VERY POPULAR DESIGN

You can't go wrong if you choose this beautiful, high tone design.

With Rolled Gold Wires



No. P0400—Price \$1.25

GOLD FILLED EARRINGS

Refined and rich looking. A real joy to women and girls lucky enough to wear them.

Solid Gold Wires.

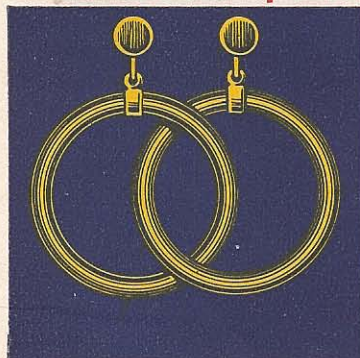


No. RG0240—Price 65c

SAME BEAUTIFUL PATTERN

One of our most popular. Same size and pattern shown at left. Both plain and fancy. State preference.

Rolled Gold Wire.



No. U0340—Price \$1.00

BRIGHT YELLOW GOLD PLATE

Hoop Earrings for pierced or unpierced ears. Engraved effect. State preference. Beautiful and Popular.



No. R9540—Price \$2.00

LUCKY SWEETHEART EARRINGS

Heavy Bright Yellow Gold Finish with Solid Gold Ear Wire. Attracts and makes women irresistible to men.



No. 0552—Price 65c

FANCY HOOP EARRINGS

Beautiful, late style, fancy earrings. A wonderful asset to any woman's appearance. Larger than shown here.

Rolled Gold Wire.



No. R0900—Price \$2.50

DELUXE FANCY EARRINGS

The beautiful heavy earrings have plenty of class and style. Last almost forever. Solid Gold Wires.

LARGE BUT LIGHT IN WEIGHT. (Slightly enlarged to show details)



No. C0840—Price \$2.50

FANCY HOOP EARRINGS

Heavy twist style. Should last a lifetime. Stores as around \$5.00 for them. Guaranteed solid gold wires

LARGE BUT LIGHT IN WEIGHT. (Slightly enlarged to show details)

LUCKY HEART BIRTHSTONE RINGS

"Who Wear their Birthstone every day,
Invite Good Luck to come their way."

MEN'S

STYLE

BEAUTIFUL SOLID STERLING SILVER RINGS FOR MEN AND WOMEN

Women's Beautiful

SOLID STERLING SILVER WITH GOLD PLATED SIDES. HAVE SPARKLING SYNTHETIC BIRTHSTONES!

They compare favorably with rings selling for much higher price.

Women's Sizes: 6, 7, 8, 9 and 10.

PRICE \$1.50



The Men's Rings Are Larger

They have heavier mountings with larger stones. Are

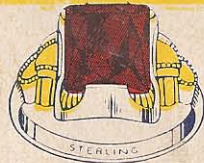
SOLID STERLING SILVER WITH GOLD PLATED SIDES.

Very handsome and masculine. Have a rich, wealthy look.

Men's Sizes: 7, 8, 9, 10, 11 and 12.

PRICE \$1.75

LADIES' STERLING SILVER RINGS WITH GOLD PLATED SIDES



January—Garnet—Good Luck

By those who are in this month born,
The lucky **GARNET** should be worn.
It will bring **LUCKY DAYS AND CHEER**
Protect them from evil all the year.

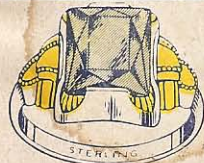
No. 31—FLASHING RED FIRE ONLY.....\$1.50



February—Amethyst—Happiness

The February born will find
Happiness and peace of mind,
Freedom from trouble and care
If they the **AMETHYST** will wear.

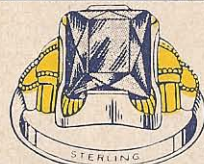
No. 32—LIVELY ROYAL PURPLE ONLY.....\$1.50



March—Aquamarine—Long Life

For those who first open their eyes
In March, if you would be wise,
Will wear an **AQUAMARINE** to the grave,
To guard you from evil and make you brave.

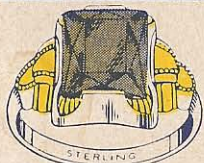
No. 33—UNUSUAL BEAUTY ONLY.....\$1.50



April—Diamond—Wealth

The hand of those in April born
The Sparkling **DIAMOND** should adorn,
To guard them lest bitter tears
Should bring sorrow in later years.

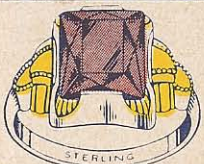
No. 34—A SIMULATED DIAMOND ONLY.....\$1.50



May—Emerald—Power

Who comes with Spring to this earth
And owes to May their hour of birth
Wear an **EMERALD** on your hand
Have wealth and power at your command.

No. 35—THE LUCKY GREEN ONLY.....\$1.50



June—Alexandrite—Perfection

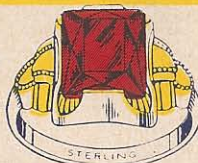
A gem that keeps eyes free from tears
For June born **ALEXANDRITE**
wear all your years.
It keeps you lucky all your life
For you no trouble, for you no strife.

No. 36—A ROYAL PURPLE STONE.....\$1.50

July—Ruby—Fame

The **RUBY** should be worn by one
Born under July's blazing sun.
It will guard him well from shame
And bring him happiness and fame.

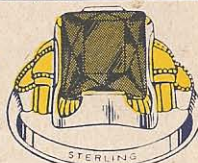
No. 37—PIGEON BLOOD RED ONLY.....\$1.50



August—Sardonyx—Success

If from life's trouble you would be free,
If you would successful be,
Wear a **SARDONYX** on your hand
And have Luck at your command.

No. 38—A BEAUTIFUL GEM ONLY.....\$1.50



September—Sapphire—Wisdom

A person born when Autumn's leaves
Are rustling in September's breeze
If they would have their heart's desire,
Should always wear a blue **SAPPHIRE**.

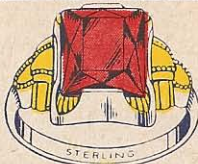
No. 39—DEEP ORIENTAL BLUE ONLY.....\$1.50



October—Zircon—Glory

October's child is born for woe
And life's sorrow they must know.
But on their hand a **ZIRCON** place
And Good Luck will welcome their embrace.

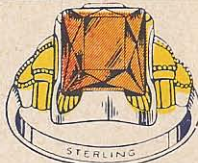
No. 40—A ROSE ZIRCON.....\$1.50



November—Topaz—Strength

Who first comes to this world below
During Bleak November's rain and snow,
The amber **TOPAZ** they should prize,
It brings good luck before their eyes.

No. 41—GOLDEN RAY OF HAPPINESS ONLY.....\$1.50



December—Turquoise—Prosperity

If cold December gave you birth
And what you want is fun and mirth,
Place on your hand the **TUR-QUOISE** blue
And both will surely come to you.

No. 42—SKY BLUE BEAUTY ONLY.....\$1.50



How to Find Finger Size

How to tell your finger size: Wrap a narrow piece of paper or string around the largest part of your finger. Then cut off so that the ends just meet. Now, put one end of paper or string on figure 0 on the scale at the left. Then read figure at end of string or paper. The number there is the correct ring size. If string stops between two numbers order the largest size.

LUCKY HEART AGENTS: Write us for a FREE ring card that takes correct size of your Customer's finger.