

CURIO

Catalog

No. 82

See our
FREE
OF EXTRA COST
OFFERS



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KING NOVELTY CO.
2244 COTTAGE GROVE AVE.
CHICAGO, ILLINOIS
U. S. A.

THIS WONDERFUL BOOK

FREE

OF EXTRA COST TO YOU



EGYPTIAN WITCH DREAM AND NUMBER BOOK

BUY LUCKY MO-JO INCENSE and **LUCKY MO-JO** *Alleged* **GOOD LUCK PERFUME**



READ ABOUT THIS WONDERFUL BOOK
Egyptian Witch Dream Book

This Famous Egyptian Witch Dream Book gives you list of Dreams and their Meanings—Fortune Telling by Cards—Palmistry—To Discover a Thief—To See Your Future Husband—Signs to Choose Good Husbands and Wives—Charms and Spells. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

BOTH for \$1.00
GET BOOK FREE
 OF EXTRA COST



ORDER THIS BARGAIN NOW

Here's your chance to get Both a Box of highest quality **LUCKY MO-JO INCENSE** and a Bottle of **LUCKY MO-JO** Brand Alleged **GOOD LUCK PERFUME**. Burn **LUCKY MO-JO INCENSE** three times a week according to **Directions**. Sweetness should linger for days. Your friends should love to visit you and remark at the Delightful Perfumed Fragrance that fills your home. Incense has been burned by many people as an offering to the Deity. Also it has been used to Bring **GOOD LUCK**. It is also true that Perfume has been used by many women to compel Men to **LOVE** them and have **LUCK** in general. However, we make no claims to this effect for this Perfume or Incense, and sell only as a very high grade Incense and Perfume.

ORDER BOTH and GET BOOK FREE OF EXTRA COST

JUST SEND \$1.00 for Both Incense and Perfume and get this wonderful **Egyptian Witch Dream & Number Book FREE** of extra cost. You really save money when you order this Bargain because the regular price of each is 50c. Both for \$1.00 and then you get the book **FREE** of extra cost. Send your order today for this Big Bargain.

Order By No A-554
Price For All . . . \$1.00

NUMBER IN EVERY BOX

Many people like to buy Incense with Numbers in box. We packed 3 Numbers in every package but we do not claim that this Number is Lucky or is of any Value. If you want Incense with Numbers, you can get it and you get your Money's worth when you buy this because it is High Quality.

BUY BOTH NOW for \$1.00 GET BOOK FREE OF EXTRA COST

C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

BUY BOTH for \$1.00 AND GET

OF EXTRA COST

FREE!

Genuine Magnetic LODESTONE!



BIG COMBINATION OFFER

BUY BOTH LUCKY MO-JO Brand ROOM SPRAY and SPRINKLING SALTS

BOTH FOR \$1.00



PAY ONLY \$1.00 for BOTH



SWEET SMELLING HOMES ATTRACT FOLKS

Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your Husband staying home? Many Times women folks and the Men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. ATTRACT and HOLD your Company at home—A Sweet smelling House should help do it.

PERFUME THE HOUSE

Don't let bad, ill, ugly house odors spoil your Success, LOVE, Happiness, and Good Times. Folks, especially Men, do not like to come to places that smell foul and mean—But they should love to stay in Sweet, Pleasant places.

RID YOUR HOME OF BAD EVIL ODORS

Here's how to do it. Wash away any bad stuff around the house. Just pour a few drops of Floor Wash in the scrub water and wash Floors, Corners and Closets. Next sprinkle LUCKY MO-JO Brand SPRINKLING SALTS behind doors, under Bed, and in Dresser Drawers. Use both ROOM SPRAY and SPRINKLING SALTS. EACH 50c or Get Both for only \$1.00 and get Genuine Magnetic Lodestone FREE of extra charge. This is a real bargain offer. ORDER YOURS TODAY

ORDER BY NO. A-556 PRICE FOR ALL..... ONLY \$1.00

ORDER BOTH for \$1.00 GET LODESTONE FREE OF EXTRA COST

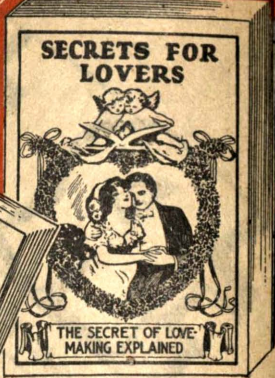


SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

LOVERS SECRETS



ALL for Only 98¢



How to Make LOVE
The Mystery of Love Making Explained

Most everyone wants **LOVE**. Are you missing a **Happy Life**? Can you hold the **Love** of your husband, wife, or friend? Can you captivate, fascinate, **WIN** and **HOLD** the one you **Love**? These two books tell you how to act—What to say—What to do—How to **Win** a **girl's** or **man's** consent—How to improve your beauty. A Bottle of alleged **GOOD LUCK Perfume** also included. We assume no responsibility for claims made by the authors of books but simply give their version. Order by name, "Lovers Secrets Outfit."

No. A-523
Price for All Only . . . **98c**
3 Outfits \$2.49

BIG TRUE LOVE DEAL!
ORDER NOW!



READ WHAT ALL YOU GET for \$1.00

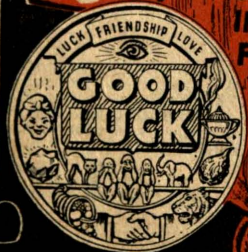
TRUE LOVE Brand Sachet POWDERS, PERFUME and LODESTONE

Everyone knows that **Sweet Smelling Perfume** helps in **LOVE** and **Romance**. Here's your chance to get a bottle of **TRUE LOVE Brand PERFUME** and **TRUE LOVE Brand Sachet POWDERS**. Just put on a little every day and see how **Sweet** you will smell. You can also get **LODESTONE**, regarding which one book mentions that the **Lodestone** was worn because it had the power of **WINNING** and **HOLDING LOVE**, to be a **Magnet for Hearts** as for metals. If you wish a **Big Bargain**, you can get all for **\$1.00** together with a **Mo-Jo Coin** FREE of extra cost. We, of course, make no claims that **TRUE LOVE Brand PERFUME** and **POWDER** with **Lodestone** and **Coin** would bring **LUCK** in **LOVE** or be any help in **LOVE** affairs. However, if you wish a **BARGAIN**, order ALL for Only **\$1.00**

No. A-566 \$1.00
Price . . . **3 Outfits \$2.49**



FREE OF ANY EXTRA COST MO-JO COIN



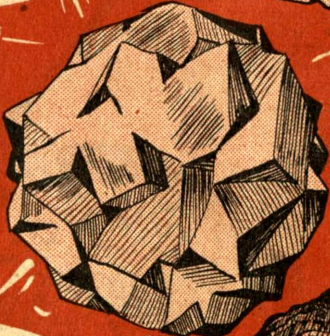
LODESTONE IN A RED FLANNEL BAG

ALL for only \$1.00

C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

MOST AMAZING OFFER

\$5.00 REGULAR VALUE
ALL \$2.48
for **ONLY**



HERE'S YOUR CHANCE. Get all this **BIG \$5.00** Catalog Price **VALUE** for only **\$2.48**. If you purchased each article separately, all would cost you \$5.00. If you buy all **NOW** at one time, you save more than half. This is a **BIG BARGAIN**. Order Now.

HERE IS WHAT YOU GET

- 1 Genuine Magnetic Lodestone Value .50
- 1 Bottle Lodestone Perfume Value 1.00
- 1 Alleged Chinese Good Luck Ring Value .50
- 1 Alleged Lucky Mo-Jo Good Luck Coin Value .50
- 1 Lucky Cat Brand Sachet Powder Value 1.00
- 1 John the Conqueror Root Value .50
- 1 Lucky Cat Brand Perfume Value 1.00

Catalog Price VALUE \$5.00

No. A-567 **ALL FOR \$2.48**

SAVE MONEY

ORDER THIS SPECIAL OFFER RIGHT NOW!

SEND ALL ORDERS TO **KING NOVELTY CO.**

2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

BUY TWO

MAGNETIC LODESTONE

JOHN THE CONQUEROR ROOT



BUY BOTH

GET THIS
Alleged
LUCKY
MO-JO

for ONLY \$1⁰⁰

**COIN
FREE**

OF EXTRA
COST

HIGH JOHN THE CONQUEROR ROOT has been considered the **KING ROOT** of the forest. It has been recommended by **Conjurors** or so-called **Root Doctors** and has been sold for high prices. These **Voodoos**, we believe, told their customers to carry the **Root** for **LUCK, Winnings, and SUCCESS in Love**. We do not sell for this purpose and make no claims that it is valuable as a **Luck Bringer**. It is sold to you only as a **Curio**.

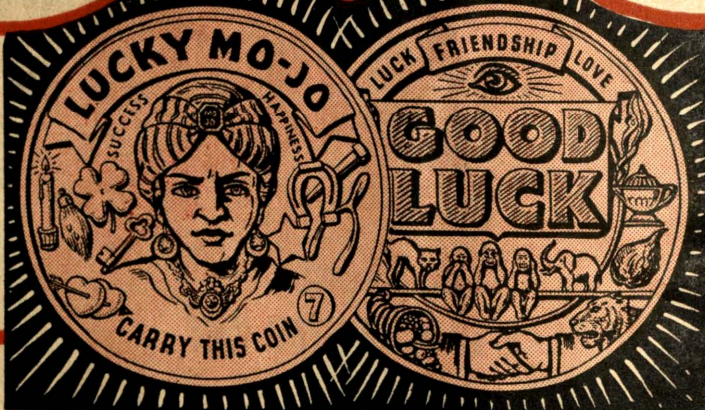
Price of each Root.....50c

LODESTONE has been used by many people, both in the past and in the present, for the purpose of **Drawing LUCK** such as to Bring in the Winnings in Games, or to Bring **Luck** in Money Matters or **Luck** in Love and Romance. Even though it is true that the Carrying of a **LODESTONE** has been considered **Lucky**, we make no claims like this and sell it only for people who desire it as a **Curio**.

The price of this Lodestone is...50c

21 SYMBOLS ON THIS COIN

1. Cat's Eye
2. Burning Incense
3. John the Conqueror Root
4. Tiger Head
5. Clasp Hands
6. Horn of Plenty
7. Lodestone
8. Mo-Jo Head
9. Elephant



10. 3 Wise Monks
11. Black Cat
12. Burning Candle
13. Rabbit's Foot
14. 4 Leaf Clover
15. Key
16. Heart and Arrow
17. Number Seven
18. Star
19. Horseshoe
20. Horseshoe Nail
21. Wishbone

ORDER NOW

ORDER TODAY

GET LUCKY MO-JO ALLEGED COIN FREE of extra cost when you buy this **Magnetic LODESTONE** and **John the Conqueror ROOT**. This Coin has on it the words, "**GOOD LUCK**" and 21 Alleged Symbols of **LUCK**. We make no claims that because all these **Alleged Lucky Symbols** appear on the coin that it will bring **LUCK**. We, however, do give it **FREE** of extra cost to those who wish to Carry it in their pockets as a **Pocket Piece**. Get this **LUCKY MO-JO COIN FREE** of extra cost today. Just order your **Lodestone** and **John the Conqueror Root Curios**. Send \$1.00 and these goods will be sent to you quick.

ORDER BY NO. A-557.....**PRICE FOR ALL \$1.00**

AMAZING OFFER! BOTH for ONLY \$1⁰⁰

C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

GOOD LUCK *Brand* HORSESHOE CANDLE



**LATEST
NEWEST
MOST
AMAZING
HORSESHOE
CANDLE**

PRICE
\$1.00

DEAR CUSTOMER:

Order yourself this most Amazing **GOOD LUCK Brand HORSESHOE CANDLE**. Many of our customers can hardly wait until they get this Candle. The **Horseshoe** has long been regarded as a **Bringer of GOOD LUCK**. People have nailed **Horseshoes** against their walls as a **SAFEGUARD** against

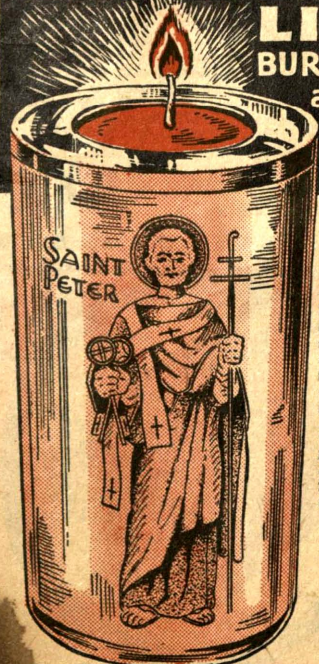
EVIL things and as a **LUCK CHARM**. Candles have been Burned by many people who superstitiously believed that **Burning Candles** would do such things as **PROTECT** against **Spells, BREAK UP** Love Affairs, **Make a Man Come Home, Bring Money** or **Invoke Spirits**. We make no claims that this **HORSESHOE** shaped **CANDLE** will perform any of these **Miracles**. We have told the **Truth** of what some people believe about the **Horseshoe** and **Candles** but sell this **HORSESHOE CANDLE** only as one of our newest novelties. Looks **Mystic** as it **Burns** on two ends. Get great satisfaction by having this latest **Horseshoe Candle**.

**ORDER BY NO. A-316
HORSESHOE CANDLE ONLY \$1.00**

3 FOR \$2.00

ORDER NOW

St. Peter's SEVEN DAY SANCTUARY LIGHT BURNS 7 DAYS and 7 NIGHTS WITHOUT STOPPING



Many of our religious customers like to Burn this **ST. PETER'S 7 DAY SANCTUARY LIGHT**. This is one of the **BIGGEST CANDLES** we have ever sold. Burns for one solid week (**7 Days and 7 Nights** without stopping). Candle comes in Handsome glass decorated with Beautiful colored Picture of **St. Peter**, all ready for Burning. Just light Candle and it **Burns** for **7 days and 7 nights**.

**ORDER BY
NO. A-318
PRICE
ONLY
\$1.98**

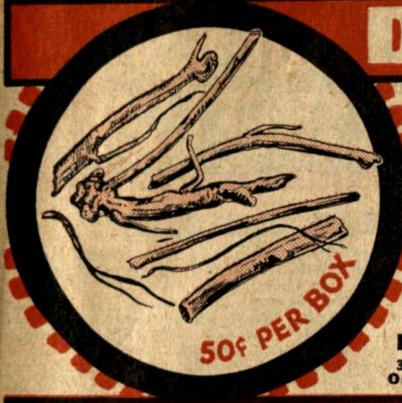
Alleged
**LUCKY
CAT'S
EYE
CANDLE**
*Latest
CANDLE
CREATION*



Buy this Novel Curio Candle—A Candle in the shape of a **Black Cat's Head**. We have called it the alleged **LUCKY CAT'S EYE Candle** because one of the traditions concerning cats is that if a **Cat** comes to the house, especially a **Black Cat**, it is a sign of **GOOD LUCK**, if the **Cat** is treated kindly. Also in **India** a **Cat's Eye** was considered a **Gambler's Mascot**, to **BRING LUCK**, in All Games of Chance. Even though this Candle has **Two Cat's Eyes** and is shaped like a **Black Cat's Head**, we make no claims that it will bring **Luck** to **Gamblers** or anyone else. We have merely stated the **Truth** about some superstitious beliefs regarding the **Black Cat** and the **Cat's Eye**. If you **Burn Candles** then **Don't** miss this chance to **Buy** one of the **Greatest** and **Latest** **Candle Curios**. Order your **BLACK CAT'S EYE Candle** **Now!**

**ORDER BY NO. A-317
PRICE ONLY \$1.00**

DEVIL'S Shoe String



50¢ PER BOX

A certain book on Folklore gives the following belief regarding the **DEVIL'S SHOE STRING**. "Cut Root into small pieces. Put camphor or Whiskey on it. Rub on your hands—**Dress inside of hands** with it and grab your enemy by the arm when he comes for you. Carry a bit in your pocket. No snake will bite you. Lay a piece in a Man's Path, he will never have any money. Use it for a **GAMBLING HAND**." We, of course, make no claims that this **ROOT** will have any supernatural effects as above mentioned or that it will bring **GOOD LUCK** to **GAMBLERS** or anyone. We have only mentioned some superstitions believed regarding **DEVIL'S SHOE STRING** and sell it only as a Curio and Curiosity.

Order by No. A-220
 Price Per Box **50c**
3 BOXES FOR ONLY \$1.00 OR ANY 3 ROOTS ON THIS PAGE FOR \$1.00.

50¢ EACH
 or any **3**
 for **\$1.00**

FIVE FINGER GRASS

This plant has a leaf divided in Five Segments. We believe that this **ROOT** has been used by many people for **Hoodooing**, that is, for the purpose of **DRIVING OFF EVIL** and Bringing **GOOD LUCK** in Money Matters and Love Affairs. However, we do not claim that the **FIVE FINGER GRASS** will **Drive Away Evil** or **Bring Good Luck**, and sell only as a Curio. Comes packed in a box under the name of **MO-JO Brand**. **PRICE OF FIVE FINGER GRASS** packed in box 50c or you may save money by ordering any **3 Roots** on this page for **\$1.00**.

Order by No. A-217
 Price Per Box **50c**

3 BOXES ONLY \$1.00 OR ANY 3 ROOTS ON THIS PAGE \$1.00



50¢ PER BOX

ADAM AND EVE ROOT



50¢ A PAIR

TWO ROOTS One book that tells about Folk Beliefs mentions that the **ADAM AND EVE ROOT** is one of the familiar **ROOTS** in the Medicine Case. Roots like **ADAM AND EVE** have been used in Voodooism and Conjuration for so called **HOODOOING**. From reading this book, we believe that Roots like **ADAM AND EVE** were carried around on the person for the purpose of **Bringing GOOD LUCK**, for making **Conjure Hands**, **Driving Away EVIL**, and to help people **WIN in LOVE and MONEY**, or overcome their Worries, such as **Bringing Back Lost Money** or **Bringing Back a Lost Lover**. We make no claims that this **ADAM AND EVE ROOT** will bring **GOOD LUCK** or have any value as a general all around **Luck Bringer**. If it does, it may only be a coincidence. We sell only as a Curio or Curiosity. **Two Roots** are packed in box, labeled **MO-JO Brand**.

Order by No. A-211
 Price per Box **50c**

3 BOXES for \$1.00 or Order any 3 ROOTS on this page \$1.00

SAMPSON SNAKE ROOT

GET ANY 3
 for **\$1.00**

A Book on Folklore and Conjuration tells us that the **SAMPSON SNAKE ROOT** was chewed to **Soften Hearts** and used in any **Hand or Trick**. From this we believe it was used in Love Affairs to bring **GOOD LUCK**. It was also steeped in a Tea for Medicinal purposes. We make no claims that this Root has any Medicinal or Supernatural Value, such as **Softening Hearts**, or bringing **GOOD LUCK**, and sell only as a Curio. Comes packed in Box, labeled **MO-JO Brand**. This is the **GENUINE MO-JO Brand SAMPSON SNAKE ROOT**. Order a Box for 50c or you can Buy any **3 ROOTS** on this Page for **Only \$1.00**.

Order by No. A-405
 Price Only **50c**

3 Boxes for \$1.00 or Any 3 Roots on This Page . . \$1.00



50¢ PER BOX

\$1.00 EACH **ALL 3 for \$2.00**



THE 7 KEYS TO POWER

By Lewis deClaremont. On the title page it states "Oh, eyes that are weary and hearts that are sore, look unto God and sorrow no more." In the introduction the author says this Book will tell you "When to do a certain thing and how to do it." The Book purports to tell: **How to Remedy Conditions known as Cross Conditions; Key to the Power of Commanding; How to Get Rid of Fear; Hour of Occult Power; How to Find the proper hour for all magical undertakings; How to Cast Out Devils; Overcome Enemies; Uncross People; How to Burn Candles for the Days of the Week; How to pray to Remove All Evils.** We assume no responsibility for the Author's or Publisher's claims, and sell **The 7 Keys to Power** only as a Book that you might be interested in reading. Price \$1.00, and we give **FREE** of extra cost an alleged Seal of Power on Genuine Parchment Paper.

No. B-679—7 Keys to Power **\$1.00**
All 3 Books for \$2.00



FREE!
of extra cost
ALLEGED
SEAL OF POWER

\$1.00 EACH
BUY ALL 3 FOR \$2.00

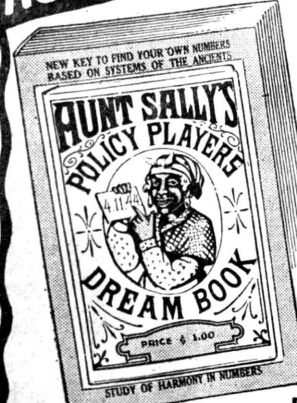


LEGENDS of INCENSE

WHAT THE BOOK PURPORTS TO TELL ABOUT: How to use Roots, Herbs according to Ancient Legends; How to use Anointing Oils—How to Dress a Candle; How certain oils have been used such as Magnet manding Oil—Lovers Oil—Attraction Oil—Power-pelling Oil—Etc. How to make Love Powders, Philtres—True Love Powder—How Incense is made and use Success Incense—How to make **LUCK, LOVE, GAMBLING and BUSINESS.** **High John the Conqueror**—How to use Love Conqueror—How to use Adam and Eve Root. We assume no responsibility for claims and statements made by the author but simply give his version. We offer as an interesting book without the recommendation that the reader should formulate, etc., to bring about any alleged supernatural influences to accomplish certain desires.

Order by No. B-702. Price Only **\$1.00**
All 3 Books for \$2.00

AUNT SALLY'S DREAM BOOK



Book of Numbers
This great book gives the Author's Interpretations of Dreams and Numbers to which they apply. — Good Combinations to Play, Tables for Finding what are supposed to be **Lucky Numbers, Saddles, Gigs, and Horses, Lucky Numbers, Numbers** that Harmonize, Interpretation of Dreams and Numbers to which they apply, Significance of Cards Dreamed and their Numbers, Numbers and Dreams of the Months, Numbers for the Days of the Week, Ladies' List of Numbers, Gentlemen's List of Dominoes and their Numbers. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version. Be sure to get this Famous Dream Book.

All 3 Books for \$2.00 No. B-605 . . . **\$1.00**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

FREE

OF ANY EXTRA COST

BOOK OF LUCK

WITH THIS GREAT INCENSE BUY

3 Great INCENSES

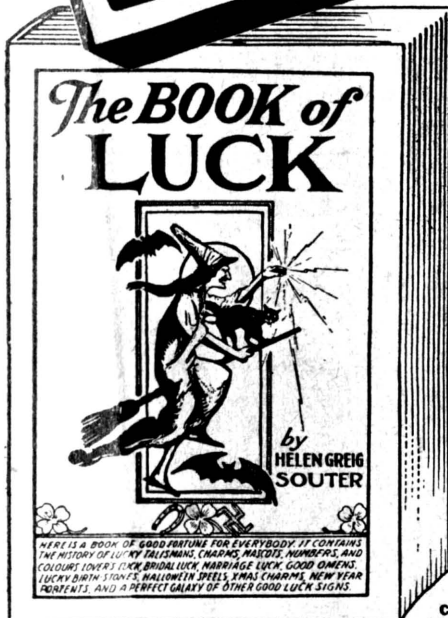
LUCKY MO-JO INCENSE



ORDER ALL 3
GET BOOK OF
LUCK FREE
of Extra Cost

LUCKY MO-JO Brand Incense one of our fastest sellers. Light a piece of this wonderful **LUCKY MO-JO** Brand Incense. The sweet perfume rises and fills the air with a delightful fragrance. You should Love to Burn it. **LUCKY MO-JO** Incense sells for 50c a Box but when you buy all 3 Boxes shown on this page, you save money and get the **BOOK OF LUCK** FREE of extra cost.

50c Each. All 3 for \$1.49



VAN-VAN INCENSE

It might interest my readers to know that History tells us that among other **POWERS** with which Incense was credited by Pre-Christian Religions, was that of **DRIVING AWAY EVIL SPIRITS**, and also as a Sacrifice to the **DEITY**. Even though we know it to be a fact that many people in both Past and Present **Burned INCENSE** to Drive Away Evil Spirits, Drive out Bad Influences and Bring Much **GOOD LUCK**, we make no claims to this effect or that it has any Supernatural Power. We sell **VAN-VAN INCENSE** for its marvelous **VAN VAN** type fragrance. 50c a Box. Buy 3 Boxes of **INCENSE** illustrated on this page and we will give **FREE** of extra cost, the **BOOK OF LUCK**. You should like to read this book because it tells you about **LUCK**.



FRANK-INCENSE

You can read in the Bible in Exodus XXX-1: "Thou should make an altar to burn Incense on." Many of our customers enjoy burning this **FRANK-INCENSE COMPOUND**. Just take a pinch of powder, light it and enjoy the most wonderful odor. Many of our customers like to burn at the same time that they Burn this **INCENSE**, and therefore, we furnish a **PRAYER** with every package.

ORDER INCENSE NOW

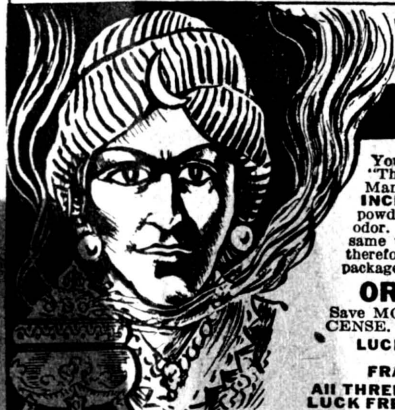
Save MONEY by buying these 3 Boxes of **INCENSE**.

LUCKY MO-JO BRAND INCENSE
VAN-VAN INCENSE
FRANK-INCENSE COMPOUND.

ALL THREE for \$1.49 and you get the BOOK of LUCK FREE of extra cost.



A REAL
\$2.00
VALUE
for
\$1.49



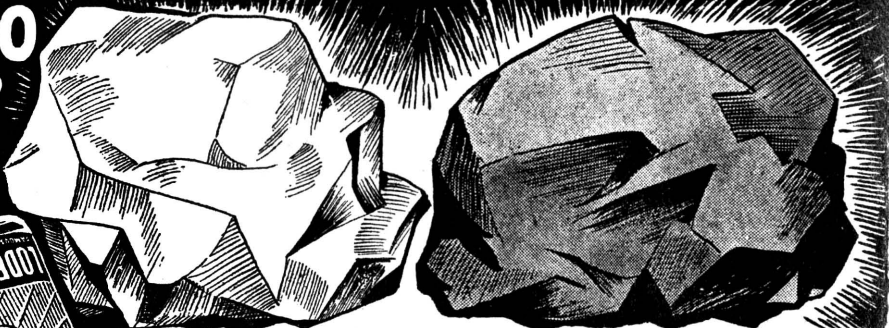
ORDER BY NUMBER A-558
ALL ON THIS PAGE

Only \$1.49

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVENUE CHICAGO, ILL., U.S.A.

DOUBLE LODESTONE

**MO-JO
BRAND
FREE**
OF ANY EXTRA COST



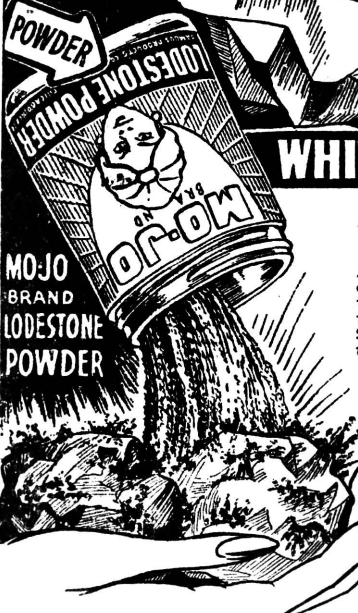
WHITE LODESTONE — BLACK LODESTONE

GET THIS PAIR

A book that tells all about Mascots and Alleged Good Luck Charms mentions that during the middle ages the **LODESTONE** was worn in rings because it was believed to have the **POWER of Winning and Holding Love**. It was also stated in this book that in the East, the **LODESTONE** is much worn as a **Charm to Protect from Spirits of Evil**. In India, it is said to give Health and Strength to its wearer in addition to **SAFEGUARDING** him from the **EVIL EYE**.

MANY of our customers like to buy a **PAIR of LODESTONES**. We have colored one White and call it **WHITE LODESTONE**. The other we have dipped in Black Steel Dust and called it **BLACK LODESTONE**. We make no claims that these **TWO LODESTONES** would bring **LUCK** or Drive Away Evil and sell only as a Curio. If you wish to buy this **DOUBLE LODESTONE Curio**, we will also furnish you with a box of **MO-JO Brand LODESTONE POWDER**. You can get all these 3 Curios which are separately priced as follows: **WHITE LODESTONE \$1.00, BLACK LODESTONE .50, MO-JO BRAND LODESTONE POWDER .25, TOTAL VALUE \$1.75, SPECIAL** if you order by No. **A-560, ALL FOR \$1.00. ORDER YOUR DOUBLE LODESTONE OUTFIT NOW!**

Order By No. **A-560**
Price For All **\$1.00**



FREE! JOHN the CONQUEROR FLOOR WASH

OF EXTRA COST TO YOU

with these **3 ROOTS**



HIGH JOHN | SOUTHERN JOHN | LITTLE JOHN



\$2.00 VALUE Only \$1.49

Here's a real **BARGAIN**. These may be just the **ROOTS** you have always wanted to Carry with You as a Curio. **HIGH JOHN THE CONQUEROR ROOT** has been esteemed by Voodoo's and Conjure Men as a **POWERFUL LUCK PIECE**. **SOUTHERN JOHN THE CONQUEROR ROOT** and **LITTLE JOHN ROOT** have also been used by some people for the purpose of bringing **GOOD LUCK** and **DRIVING AWAY BAD LUCK**. We do not sell these **ROOTS** to you for that purpose and make no claims that they would in anyway bring **LUCK**. If you wish to buy these 3 **ROOTS** as Curios, we will give you a full size 50c Bottle of **John the Conqueror Floor Wash FREE** of extra charge. You save money by Buying all 3 together. You save 50c and get a 50c article **FREE** of extra cost. If you want **HIGH JOHN THE CONQUEROR ROOT, SOUTHERN JOHN THE CONQUEROR ROOT, and LITTLE JOHN**, send your Order **NOW**. Give Number when ordering so we will know that you should also get Bottle of **FLOOR WASH FREE** of extra cost.

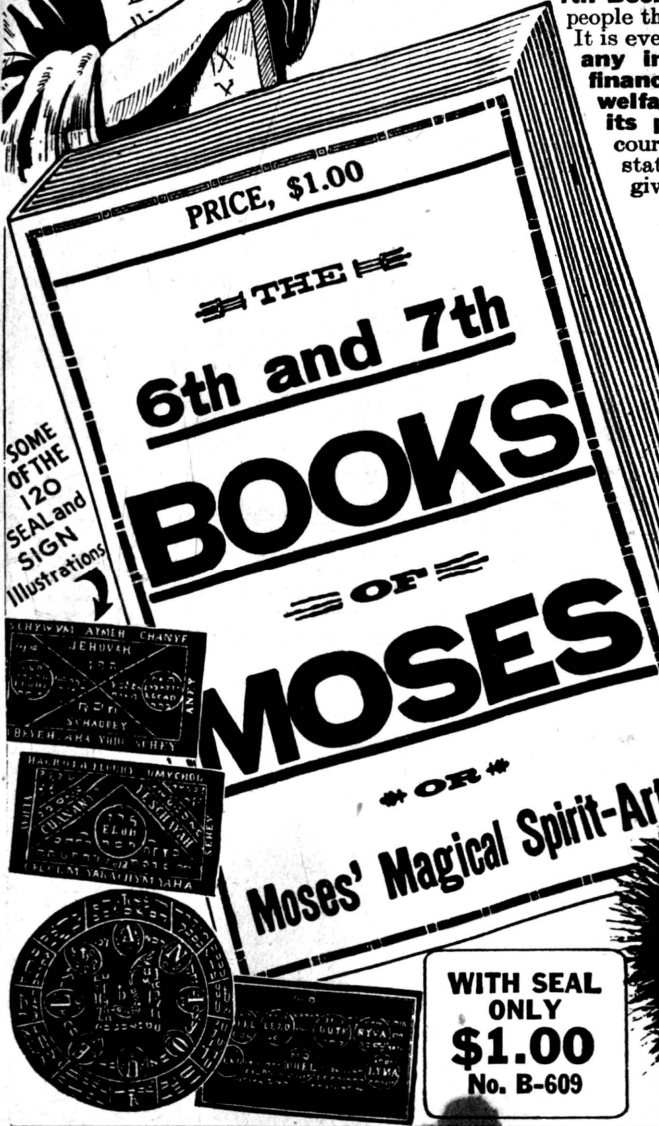
Order By No. **A-561**
Price For All Only **\$1.49**

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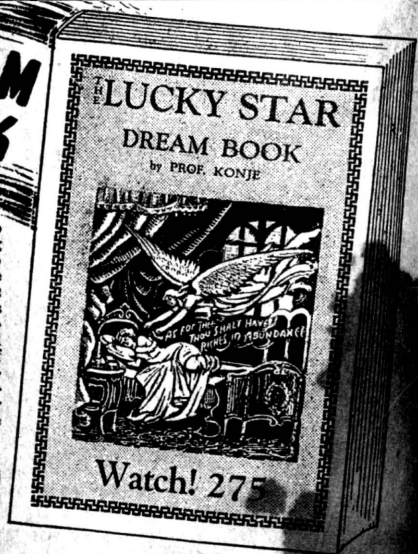
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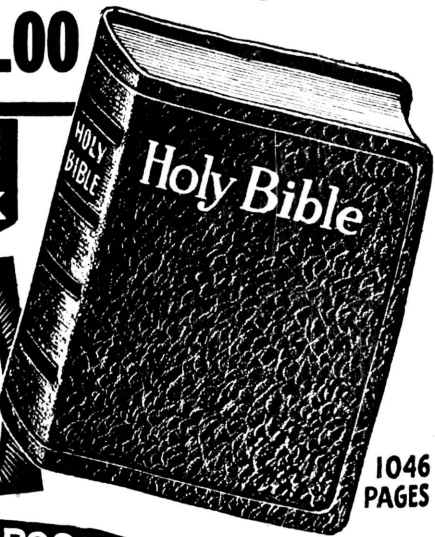
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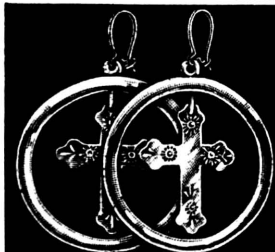
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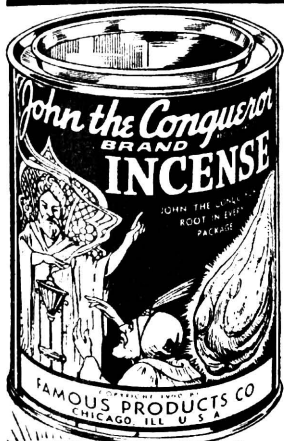
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INCENSE

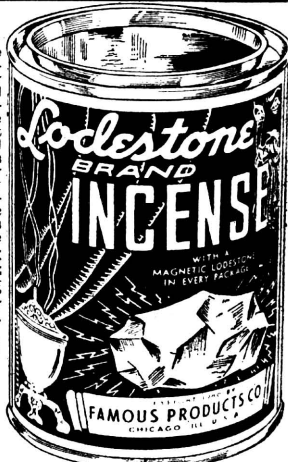
JOHN the CONQUEROR INCENSE | LODESTONE INCENSE



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ROOT FREE
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Large 1/2 lb. Can
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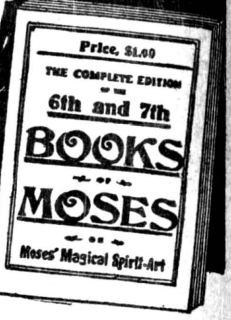


History tells us **Incense** has been used as a demonifuge to Drive away Evil Spirits. Even though we know it to be a fact that many people have burned **Incense** to drive away Evil or Bring Good Luck we do not claim this for **JINK-O Brand INCENSE**. This is a specially prepared **INCENSE**, Hand rolled, and Hand made, **LARGE SIZE CONES**. Each Cone is 4 inches Tall, and will burn for one hour or longer. Only necessary to **BURN** one **LARGE CONE** a day to keep your home sweet. **PACKED IN FANCY BOX—Orders Yours Now.**

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Away Evil. They also sprinkle the **Oil** on the door step and put it on their clothes. We make no claims that this **Oil** will Bring Luck or Drive Away Evil and sell only as a compound made of certain oils which we list under the brand name **VAN VAN Oil** and sell to our customers as a Curio.
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BUY THIS BOOK

Learn to tell Fortunes by cards. If you do, people may come to you and have their Fortunes told. In this book the author attempts to teach you HOW. It contains information on such subjects as: "What the Individual Cards Signify," "What the Cards Can Tell of the Past, Present, and the Future," "Your Fortune in Twenty-one Cards," "Combination of Sevens," "The French Method," "A Combination of Nines," "The Master Method," "Fortune Telling Games," "How They Tell Fortunes in Italy," "Your Heart's Desire," "The Tarots," "Important Questions" and other information that may be of interest to you. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.



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St.

Christopher RING

STERLING SILVER



Wear this Genuine **STERLING SILVER** Ring with Figure of **ST. CHRISTOPHER** and

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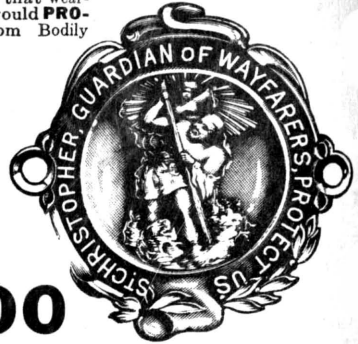
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PRICE ONLY..... \$2.00

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Guardian of Wayfarers Medal

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ORDER BY No. A-245

\$1.00

My Safeguard Key



This Big Seller Worn By Many

This **KEY** inscribed as follows: "**Sacred Heart of Jesus PROTECT US**" and **St. Christopher BE MY GUIDE**. Some people like to carry this alleged **SAFEGUARD KEY** in their pocket or purse or tied with a string or ribbon around the neck. They have great faith that they will be **PROTECTED** and **KEPT SAFE** from harm whenever this **KEY** is carried. We make no claims to this effect and sell only as a religious emblem with beautifully designed figures of **St. Christopher** and **Sacred Heart of Jesus**.

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PRICE ONLY..... 69c

CRUCIFIX RING



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\$1.00

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J-191-N
Only..... \$5.00

HINDU GOD INCENSE



THOUSANDS ARE BURNING THIS INCENSE

Hindoos, Chinese, Orientals, People in Ancient Biblical Times have burned Incense to their Gods as a Sacrifice. Among the reasons advanced as to the origin of Incense are the following: First, the pleasant Odor of which man was conscious, was pleasing to the deity; Second, it was used to get rid of offensive smells; Third, it was a medium for Prayer, and as the Smoke arose it carried with it the petition to the Gods to whom the fragrant odor gave pleasure. It has been said that among primitive Races there was an idea that the GOOD SPIRITS loved the pleasing odor, while the EVIL SPIRITS hated it. It was also



probably supposed that the offering of Incense would cause the Gods to award them with Riches, Success, Happiness, Love, and Prosperity.

BURN BLACK HINDU GOD INCENSE EVERY DAY

Even to this day, among certain people, there is still a belief that the burning of Incense will bring LUCK and Winnings. However, we make no claims to this effect for HINDU GOD INCENSE. We sell only as a very High Grade Incense, which we believe, is prepared similar to the Incense of the Orient. Order a Box right away. Burn the BLACK Squares of HINDU GOD Incense every day.

We believe they are easily worth \$1.00, but we are the manufacturers and we can sell cheaper than stores and let our customers have a bargain.

Order by No. A-201E
 Extra Large Size Box. . . . **50c**
 3 Boxes For \$1.25

Alleged LUCKY AFRICAN LION RING LION HEADED KING OF THE JUNGLE RING

A Weird Looking Ring

Get this strange, uncanny, weird looking Talisman Charm Ring that you will be proud to possess. Consists of beautifully designed Lion's Head holding a simulated Ruby in his mouth. His Eyes are set with flashing, synthetic Emeralds. The Lion has been worshipped as King of the Jungle by many people of the Eastern World. He has always been held in awe and revered as a Symbol of Power and Strength. This alleged LUCKY AFRICAN LION HEADED RING, could be worn as such a symbol, but we make no such claims that it will produce LUCK or DRIVE AWAY EVIL.



Get this wonderful work of the Curio Jeweler's Art.

Adorn your finger with this amazing weird looking Talisman Curio Ring. Astonish your friends by wearing this Alleged LUCKY African Lion Headed, King of the Jungle Ring.

Wrap piece of string or strip of paper around finger and send for ring size.

Some jewelers have sold for as high as \$5.00, but we give our customers a bargain.

Order by No. J-128
 Price Only..... **\$1.00**



BIG LUCKY MO-JO BRAND SPECIAL

BIG BARGAIN—LESS THAN HALF \$10.25 VALUE—ONLY \$4.98

Thousands of people buy Lucky Mo-Jo Incense and other Famous Lucky Mo-Jo Brand Lodestones, Roots, Herbs, and Curios. Many believe that they are LUCKY in MONEY Matters, LOVE, and WINNING in Games. We make no claims to this effect and sell only as Curios. If there ever was a BARGAIN offered in Lucky Mo-Jo Brand Goods at special Cut Rate Prices here it is NOW.

CONTENTS

- | | | | |
|------------------------------------------------|--------|--------------------------------------|---------|
| 6 Boxes Lucky Mo-Jo Incense | \$3.00 | 1 High-John the Conqueror Root | .50 |
| 1 Master Key | .50 | 1 Adam and Eve Root... | .50 |
| 2 Bottles Lucky Mo-Jo 7-11 Oil | 1.00 | 1 Set Birth Month Candles | 1.00 |
| 1 Lucky Mo-Jo Alleged Curio Box | 1.00 | 1 Lucky Number Dream Book | 1.00 |
| 1 Pair Genuine, Matched Magnetic Lodestones .. | 1.75 | Total Value..... | \$10.25 |

If Ordered at One Time

Order by No. A-508
Price Only.....

\$4.98

LUCKY MO-JO PERFUMED ROOM SPRAY



Prevents foul air in the home. Perfumes the air and helps make home life pleasant. Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your Husband staying home? Many Times women folks find the Men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. **ATTRACT and HOLD** your Company at home — A Sweet smelling House should help do it. **No. A-231** Price Only **50c**

TABLE of JUPITER also called MAGICAL NUMBER SEAL

| | | | |
|----|------------|---------------|------------|
| + | ✠ ELOHIM ✠ | ✠ ELOHI ✠ | ✠ ZEBATH ✠ |
| 4 | 14 | 15 | 1 |
| 9 | 7 | 6 | 12 |
| 5 | 11 | 10 | 8 |
| 16 | 2 | 3 | 13 |
| + | ✠ ROGYEL ✠ | ✠ JOSEPHIEL ✠ | ✠ |

TABLE OF JUPITER

Which is illustrated above contains 16 NUMBERS that total up to 34 whichever way you try to add them. This Talisman was worn in olden times by many people for RICHES, FAVORS, PEACE and CONCORD, to APPEASE ENEMIES, DRIVE AWAY EVIL and to CONFER HONOR and DIGNITIES. This Alleged LUCK Talisman is reproduced from an old book on Magical Arts. The different NAMES of God which appear on the sides, above and below the Numbers were used to attract Virtues and Powers and to accomplish certain desires. We make no claims to this effect except that we have reproduced it on Genuine Imported Virgin Parchment and sell as a Curio.

Order by No. A-232
Price Only.....

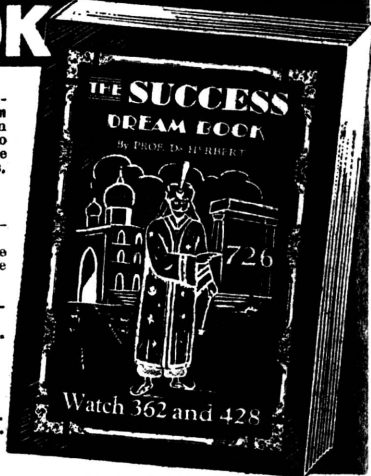
50c

THE SUCCESS DREAM BOOK

An introduction states: "The Author has worked laboriously and unflaggingly, in order to produce this first class Dream Book. . . There are so many people who desire to get a concise definition of a dream. A dream is the forecast of coming events. It generally comes to us in a parable, or in some other smaller form during sleep. It is therefore, quite necessary to consult a good dream book. A dream is really a warning of coming events, whether favorable or unfavorable."

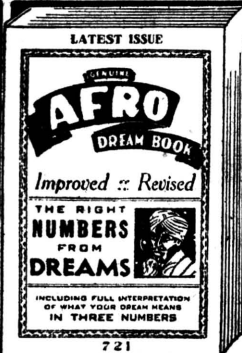
CONTENTS OF THIS BOOK AS FOLLOWS:

- Page 4—HOLIDAYS, and their Numbers.
 - Page 5 to 16—DREAMS, explained and their Numbers, as for Example: JOCKEY—To see one signifies you will win a great deal of money—219.
 - Page 169—LETTERS, and their Numbers, as for Example: H—528. The DAYS of the WEEK, and their Numbers, as for Example: MONDAY—761. The MONTHS of the Year, and their Numbers, as for Example: JANUARY—163.
 - Pages 170 to 184—LADIES' List of Names, with their Numbers.
 - Pages 184 to 200—GENTLEMEN'S List of Names, with their Numbers, as for Example: Jacob—293.
 - Pages 201 to 203—CITIES, and their Numbers, as for Example: Memphis, Tenn.—345.
 - Pages 204-224—YOUR HOROSCOPE, and gives your supposed Lucky Days.
 - Pages 224 to 226—COMBINATION of NUMBERS that follow each other.
 - Pages 227 to 230—YOUR LUCKY BIRTHDAY NUMBER.
 - Page 231—NUMBERS, and Things you may see or hear.
 - Page 232—NUMBERS and CARDS, as for Example: Ace of Hearts—739.
- We are not responsible for any claims made by the Author, and only give his version. 232 Pages from Cover to Cover. A Big Bargain, if you are interested in Dream Books.
Order by No. B-664
Price Only \$1.00



The CUBAN B.O. DREAM BOOK

Are you interested in Dreams and the interpretation of their so-called Winning Numbers? It is believed by some superstitious people that whatever you may dream has a certain meaning. Whether this is true is, of course, a matter of opinion. The CUBAN B. O. DREAM BOOK consists of a Double Set of figures of Two Numbers for each Dream, as for Example: CAT. 84-31. You will also find in this Book a list of Both Ladies' and Gentlemen's Names, and their Numbers, as for Example: ABEL 47-54; The Days of the Week, and their Numbers; Months of the Year, and their Numbers; Clothing, and their Numbers; and a few other interesting remarks concerning Numbers. We assume no responsibility for claims made by the author, but believe you will be very pleased with this Book. Order Today.
No. B-665
Price Only . . . 60c



Genuine AFRO DREAM BOOK

This Book gives Dreams and Numbers as follows: ABANDON—221 Someone close is about to leave you —547. Wife—436. Child—981. Friend—472.

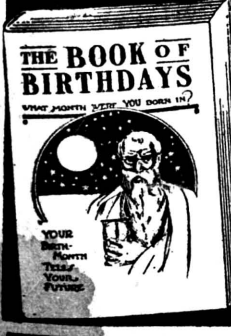
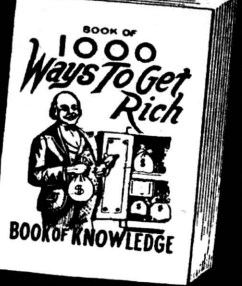
Look up your Dream and have fun seeing what the Author says about it. It is also mentioned in this Book that it covers all Dreams, and no matter what your Dream is in this Book along with the Right Number. We assume no responsibility for claims made by the Author, and sell only as an interesting Book. We hope you will enjoy reading it. Order Your AFRO DREAM BOOK Now at reduced price.
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BLACK ART 1000 WAYS TO GET RICH



Contents of This Book
 Human Sorcery and the Occult Sciences.
 The Art of Mesmerism.
 Influence of Animal Magnetism on the Mind.
 Rules Governing Spirit Mediumship.
 How to Charm those whom you Meet and Love.
 Witchcraft and Magic.
 And Many Other Subjects.
 We assume no responsibility for claims made by the Author but only give his version. If you are interested, order your Book NOW.
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Reader, are you poor? Thousands of people might have been RICH. There is a lot of money in the world, and there are honest ways of making it. This book contains an immense collection of the most valuable and Amazing discoveries, Formulas, Recipes, and Methods from which persons of very moderate capital can commence a paying business in any city or village. You may find in this Book just one Subject that may mean a Fortune to you. Order This Book Now.
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BOOK OF BIRTHDAYS

Read what the Author says of people born in the Month of your Birth. Read about your Talents and how to make the most of them. Advice to you according to the Month you were Born in. This Book also tells about LUCK, HEALTH, LOVE, and MARRIAGE. HINTS for Naming Baby. Lessons from Life. Fortune Telling by Dice. We are not responsible for claims or statements made by the Author, they are sure you will find this Book of BIRTHDAYS very interesting.
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GOLDEN DREAM BOOK

The Author states that the GOLDEN DREAM BOOK covers all the major systems of Lucky Numbers. It even goes as far as to determine the Winning Horse in each Race, according to the theory of dreams and its relationship to other forms of life. It consists of 157 pages full of Dreams, and all NUMBER combinations, as for Example: Trunk, 287 — 28-8-69 — 1st and 3rd Race. We assume no responsibility for claims made by the Author. If you are interested in Dreams and NUMBERS. Order this Book NOW.
No. B-669
Price Only \$1.00



SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

BIRTHSTONE RING

GET RING FOR YOUR BIRTH MONTH

The old tradition that has been handed down from one generation to the next regards certain precious Stones as representing the Birth Month and that the Birth Month Stones are said to possess certain qualities as LUCK BRINGERS to the person who wears them. Many people believe that the wearing of the Birth Month Stone on their finger will drive away Evil Influences and attract Happiness and Success. We, of course, make no claims to this effect, but sell only as Birth Stone Rings, set with a beautiful synthetic reproduction of the genuine stone. Be sure to send a piece of string showing finger size.

ORDER BY NUMBER

No. 41—January—Garnet
 No. 42—February—Amethyst
 No. 43—March—Bloodstone
 No. 44—April—Diamond
 No. 45—May—Emerald
 No. 46—June—Pearl

No. 47—July—Ruby
 No. 48—August—Sardonyx
 No. 49—September—Sapphire
 No. 50—October—Opal
 No. 51—November—Topaz
 No. 52—December—Turquoise

BIG BARGAIN

Price Only

69c



MYSTIC LOOKING MO-JO HEAD RING

*Genuine
 Sterling Silver*

Elegant looking MO-JO or Sheik's Head. Very Oriental looking. The Head is adorned with the CRESCENT, a symbol adopted by the Turks long ago as an Omen of Good. Your Friends should gasp with amazement when they see this Ring on your finger. This Ring is a Beauty. If you do not say it is worth every penny that you spent, return it, and we will give your money back. You have to see this Ring to appreciate it. Send piece of string for finger size.



Order by
 No. J-306
 Price Only . . . **\$2.95**

HELP—PRAY FOR US RING

A very Popular Ring that has the words inscribed, "Our Lady of Perpetual, Help — Pray for us." These words inscribed right on the ring and Our Lady with Child raised in the center. Many say this Ring has brought them LUCK and SUCCESS. We make no claims to this effect and sell only as a fine piece of jewelry. You should be very pleased. Send piece of string for finger size.



Order by
 No. J-168
 Price Only . . . **69c**

BEST GIRL 7 STONE RING

Popular, Fancy Engraved effect Step design 7 sparkling fine cut White Simulated Diamond Brilliants. One set in center of silver finish mounting. Looks real expensive. You should be proud to wear it. Be sure to send piece of string showing finger size. Order yours Now.



Order by
 No. J-177
 Price Only . . . **35c**

LADIES' FANCY DINNER RING

Beautiful open work design set with 3 large, Dazzling Simulated Diamonds. Band also beautifully designed—a bright finish. Looks like a Ring that you see priced for BIG MONEY in stores. Once you have it on your finger you might never want to be without it. Order this ring NOW! Send piece of string showing finger size.

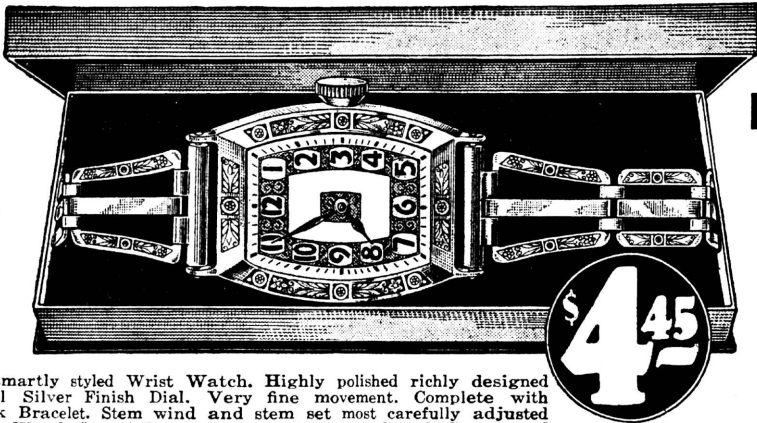


Order by
 No. J-176
 Price Only . . . **35c**

NEW SPORT MODEL WRIST WATCH

**FOR
MEN
AND
LADIES**

**Very
Latest
Styles**



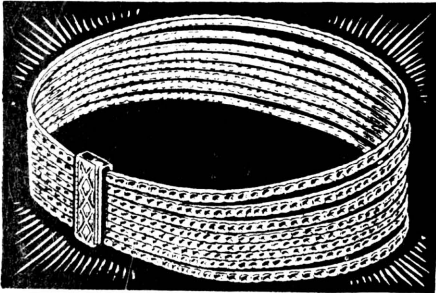
**Fancy
Handsome
Link
Wrist
Band**

**Factory
Guaranteed**

A beautiful, smartly styled Wrist Watch. Highly polished richly designed case. Beautiful Silver Finish Dial. Very fine movement. Complete with handsome Link Bracelet. Stem wind and stem set most carefully adjusted and regulated. Watch Crystal Guaranteed not to break. Watch Guaranteed by manufacturer to keep good time or replaced or repaired without charge. Comes in a gorgeous Gift Box. Many folks will think you paid \$40.00 or \$50.00 for it but we offer at a Special Bargain Price.

**Order by No. J-209W
Bargain Price
Only.....\$4.45**

8 STRAND VAMP BRACELET



Just think 8 Strands in one—Eight beautiful finely engraved effect. Bright Polished Rolled Gold Finish Bracelets all linked together with a fancy Clasp. Glitters on the arm with Dazzling Brightness. Something NEW! High Class!

**Order by No. J-186B
Price Only.....69c**

FLASHING DIAMOND CUT CLUSTER EARRINGS

Just look at the picture and see the Sparkling Beauty. Each beautiful Pendant set with Cluster of 6 Sparkling Fine Diamond Cut Gems with Rich Synthetic Ruby in center. Also synthetic Diamond near ear lobe. Bright Gold Finish setting. Very Rich Looking. For pierced ears. Beautifies the appearance. Order now!



**No. J-187E
Price
Only. \$1.00**



3 STONE Hotcha Girl Ring

3 extra large Flashy Brilliant White Simulated Diamond set in Tiffany Mounting. Just like the Rich Folks wear. Now you can have one at our very low price. Send piece of string for size.

**Order by
No. J-188
Price Only. \$1.00**

Gent's Flashy Ring

Men get this Rich looking Dazzler, beautifully designed heavy rich mounting, set with large Brilliant Fiery White Simulated Diamond. Makes a Big Flash. Mail piece of string for size.

**No. J-194
Price Only. 49c**



FREE! Alleged LUCKY CAT FREE!

This is your chance to get one of these Alleged Good Luck Cat Charms. Sparkling Brilliant Diamond Cut Gems set in Eyes and fitted with ring for fastening to ribbon or chain to wear around neck. Some people like to wear and believe this Alleged Lucky Cat will Bring Good Luck and Drive Away Bad Luck. However, we make no claims to this effect but give to you FREE. Read next column to find out how to get one without paying one single cent.

READ EVERY WORD HOW TO GET IT FREE!

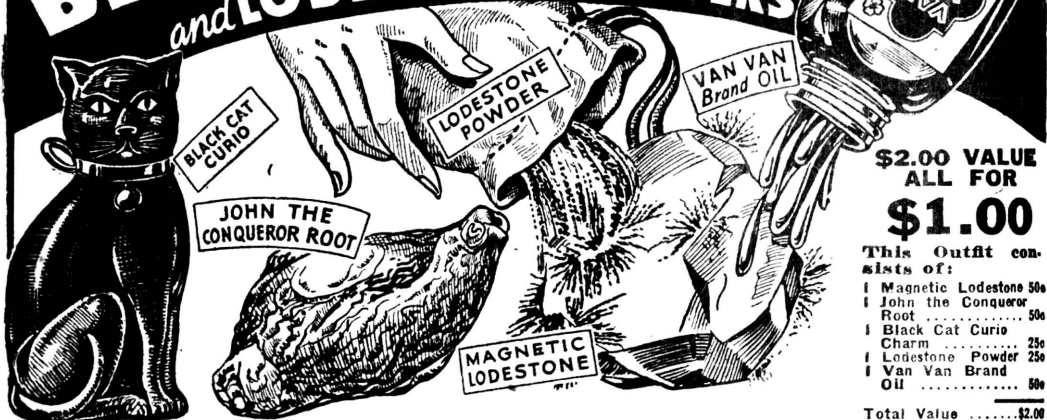
Just send names of three friends whom you think would like to get one of our Catalogs. Send full names and complete addresses with \$1.00 Order. We will send you the FREE GIFT and send catalogs to your friends. They will thank you and you will benefit by getting this Alleged Lucky Cat FREE. Do not send names of children.

**GIVEN FREE ON \$1.00 ORDER WITH
3 NAMES. Ask for it by Gift No. T904.**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

Special

BLACK CAT CURIO and LODESTONE POWDERS



**\$2.00 VALUE
ALL FOR
\$1.00**

- This Outfit consists of:
- | Magnetic Lodestone 50c
 - | John the Conqueror Root 50c
 - | Black Cat Curio Charm 25c
 - | Lodestone Powder 25c
 - | Van Van Brand Oil 50c

Total Value \$2.00
Order Now at Our Bargain Price

No. A-534 **\$1.00**
Only.. **\$1.00**

It is well known that many people believe in LUCK. Some like to carry Lodestones and Roots around their person and believe in their efficacy as a Charm in Drawing Luck in Love, Money Matters, Jobs, Gambling Games of Chance. We have accumulated in this Outfit certain articles which have been believed in to be Lucky, but we make no claims that this is so. For people interested, we sell only as a Curio. This Special BLACK CAT Curio Outfit, is valued at \$2.00. If you bought each article separately, but if you order all at once, we will send you all for only \$1.00. Order yours NOW.

LUCKY CAT Brand PERFUME

Sweet Lasting Fragrance



This High-Grade LUCKY CAT Perfume is made from Concentrated high grade Oils and Essences. It is very Strong, and Concentrated—Much stronger than ordinary Perfume. Many Women believe in the use of certain perfumes to thrill the Man of their heart's desire and that the fragrant, sweet smell of certain Perfumes will hold their loved one in an enchanted spell. If this High-Grade LUCKY CAT Perfume should bring LUCK in Love, so much the better, but we make no claims to this effect and sell only as a very Concentrated, Strong, Delightfully Sweet, Lasting

Perfume, which gives a lasting, delightful fragrance to your Clothes and other Garments.
No. A-203D Price Only... **\$1.00**

LUCKY CAT Brand SACHET POWDER



LUCKY CAT Brand SACHET POWDER has been named for the alleged LUCKY CAT referred to so often as a symbol of

GOOD LUCK. However, we make no claims that it will bring LUCK and sell only as a Highly Perfumed, Sweet Smelling Sachet Powder. Some Folks use Sachet Powder when they wish to be attracted to the opposite sex, and gain favors. However, whatever you wish to use it for is your own business. The best directions we can give you in using Sachet Powders to keep yourself sweet, is to pour a little in a bag and tie it around the neck, or place a little on body each morning.



Order by No. 204-B
Price Only... **\$1.00**

BLACK CAT RING



Beautiful Ring

The Chinese believed firmly that the CAT is LUCK, to its owner. Cats were almost always collared and chained and kept in the house, for the Luck may go out with the cat. The Older the cat, the greater the LUCK it was believed. For Folks who are interested in wearing a symbol of the alleged LUCKY BLACK CAT, we have this Ring. However, we make no claims that it will bring LUCK. Send strip of paper for size.
No. J-132
Price Only. **\$1.45**

BLACK CAT INCENSE BURNER

Burn your incense in this BLACK CAT INCENSE BURNER. An old saying goes: "Them that ever mind the world to Win, Must have a BLACK CAT, a Howling Dog, and a Crowing Hen." The Cat was revered as a sacred animal by the early Egyptians, for the Cat Headed God Bast was considered the Bringer of GOOD FORTUNE. Whether this INCENSE BURNER will bring you GOOD LUCK is a matter of opinion, but we make no claims to this effect.

No. A-242
Price Only.. **\$1.00**

FREE OF EXTRA CHARGE
2 Boxes of Aunt Sally's Lucky Dream INCENSE POWDER with each Incense Burner.



C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.
Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.



LITTLE JOHN TO CHEW

SOUTHERN JOHN THE CONQUEROR ROOT



SALEP ROOT
Sometimes called
HAND-ROOT



GENUINE MAGNETIC LODESTONE

BIG CURIO OUTFIT all for \$1.00

Many people like to carry Lodestones and Roots and believe in the superstition that such articles will drive away Old Man Trouble, will drive away the Devil, and draw Luck in Love and bring about Peace and Happiness. Conjure Doctors in the South have given people such so-called Charms as Roots and Lodestones to carry around and have said that this will do almost anything such as Driving away Enemies and have called these tricks in Out Hoo-Doing a person that was Hoo-dooed and bring about almost anything desired. We make no such claims to this effect for any of the articles described but we sell only as a Curio. This Outfit consists of One Little John to Chew ROOT, price 50c. One Salep ROOT sometimes called Hand

Root because of its resemblance to a Human Hand, price 50c. One Genuine Magnetic Lodestone, price 50c. One Southern John the Conqueror ROOT, price 50c. If these were bought separately we would have to sell for \$2.00 but you need only pay \$1.00 if you will order all at one time.

SEND NO MONEY—PAY ON DELIVERY. Send no money—just Order Curio Outfit No. A-535 and pay Postman \$1.00 plus few cents postage when he delivers your package. **HURRY and send COUPON right away.**

No. A-535—Price Only.....\$1.00

NEVER GO BROKE CURIO OUTFIT



LOOK AT ALL YOU GET \$1.00 bill FOR ONLY A

LOOK at the picture and see all you can get for only a \$1.00 Bill. Steel Dust, price 50c. Lodestone, price 50c. Alleged CHINESE Style Good Luck Ring (fits any finger), price 49c. Alleged "Never Go Broke" Curio Packet Piece, price 50c. Lucky MO-JO Incense, price 50c. Total Value \$2.49. But our price is only \$1.00. Be sure to get this Outfit because it contains the "Never Go Broke" Curio. You can carry this in your pocket or put a string through it and wear around your neck. There is an inscription on this article saying "Keep me and Never Go Broke. I Bring Good Luck." We make no claims to this effect or that any of these articles are Lucky and sell only because they are interesting as Curios.

SEND NO MONEY to get all this \$2.49 Value for only \$1.00. Order Offer No. A-537. We'll send C.O.D. Pay Postman \$1.00 plus few cents postage when this Never Go Broke Curio and other articles arrive. All comes packed in Beautiful Box. Order yours Now so that you will have this BIG BARGAIN real quick.

No. A-537—Price..... \$1.00

Alleged HOO-DOO BAG



HOO-DOO Men and CONJURE Doctors have been in the practice of making Charms, HOO-DOO bags, etc., for the purpose of ATTRACTING Good Luck and driving away Evil influences. Almost anything that came to the imagination of the Conjure Man that may symbolize Peace, Happiness or Strife, were used in the fabrication of these Charms. We have prepared as a Curio a Red Flannel, alleged HOO-DOO BAG containing Five Finger Grass, Lodestone, Myrrh, the Conqueror Root, and in addition we give you at no extra charge, Aunt Sally's Policy Player's Dream Book, Aunt Sally's Incense and the Rabbit's Foot. We make no claims that these articles are Lucky or that they will drive away Evil but sell only as a Curio. Neither are we responsible for claims made by author of Aunt Sally's Dream Book. The Total Value if goods were purchased separately would be \$3.99; you can get All for Only \$1.49. Send no money. Mail your Order, pay Postman \$1.49 plus a few cents postage.

No. A-533—Price.....\$1.49

BIG DREAM BOOK OUTFIT



GET ALL THIS \$5.00 VALUE FOR \$2.00 ONLY HURRY!

BIG BARGAIN Now is your chance to get one Lucky HIT Dream Book, regular price \$1.00, one Lucky Number Policy Player's Dream Book, regular price \$1.00, one 6th and 7th Book of Moses, regular price \$1.00, one MO-JO BRAND LODESTONE, regular price 50c, one High John the Conqueror Root, regular price 50c, one Crystal Ball, regular price \$1.00. We hope you will have great joy and amusement reading these Dream Books and possessing these interesting Curios. We assume no responsibility for claims made by authors of these books and we make no claims that any of these articles will bring Luck. The regular price of this Outfit is \$5.00. With this COUPON, however, you can get this complete Big Dream Book Outfit for only \$2.00. Take advantage of this generous offer, it may not last long. **ORDER NOW** and save \$3.00. **Hurry** Do it now before you forget. **Send No Money.** We'll send C.O.D. Just pay postman \$2.00 plus few cents postage when he delivers your package.

No. A-543—Only.....\$2.00

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

VALUABLE BOOKS You Should Own!



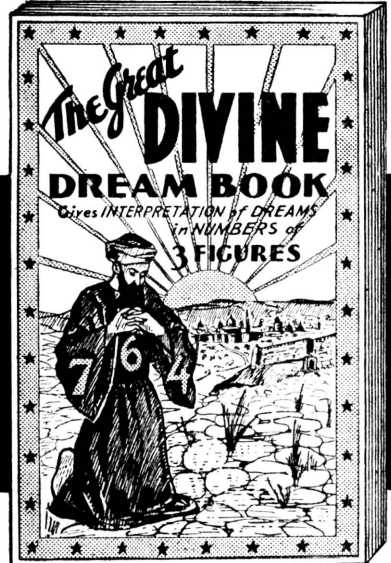
READ

the GREAT PROF. Black Herman's Book and learn about his SECRETS. Claimed to be the Greatest Magician the Race has ever produced. He is said to be able to reveal the PAST, PRESENT and FUTURE. He claims in the Book to give LUCK for LOVE, HEALTH, BUSINESS and POLICY. What a Book! Contains mysterious TRICKS and SECRETS. Prof. Herman tells your supposed Lucky Stones, supposed Lucky Numbers, Marriage Forecasts, etc. Do you want to know about Dreams and Numbers? Read what Black Herman tells you in his Book. However, we assume no responsibility for claims made by the Author. Black Herman says "Why Grope in Darkness? Who knows but that the Knowledge of one page may change Failure to SUCCESS!" Price listed \$6.00. Reduced to only \$1.00. Order Yours Now!

Black
Herman's
Dream
Book

\$1.00

Order by No. B-655 **REDUCED PRICE**



The GREAT DIVINE Dream Book
NUMBERS—DREAMS—FORTUNES—All given in this Book. The Book describes an unusual Special System to figure out Numbers which the author claims was in favor thousands of years ago. We, of course, assume no responsibility as to its accuracy. He calls it Astro-Numerology and describes it as a way to determine your Vital Number or your so-called Lucky Number.
No. B-657
Price Only **\$1.00**



Aunt Dinah's POLICY PLAYERS Guide
To LUCKY Dreams and LUCKY Numbers
This is really Five Books for the price of one. Tells about the Human Body* Gives interpretation of Dreams; Gives answers to important questions; Tells about the significance of "Moles"; Tells about Charms and gives Dreams together with alleged Lucky Numbers. We assume no responsibility for claims made by the Author, but believe you will be very pleased with this Book. Rush your Order Today!
Order by No. B-658
Price Only **50c**

King Tut Policy Player Dream Book
The Author claims, that the writings came from the Tomb of KING TUT. Contains a list of Ladies' or Gentlemen's names with their alleged Lucky Numbers; List of Animals and their alleged Lucky Numbers; Mystery Clock for finding alleged Lucky Numbers; 250 interpretations of New Dreams and Numbers. We assume no responsibility for claims made by the Author. Order Yours NOW.
Order by No. B-659
Price Only **50c**



5 IN 1 DREAM BOOK
By Mme. Vangine Hamdda
Gives interpretations of all Dreams and Numbers of 3 Figures. Do you believe in Dreams? If you do then get this Book and learn what Mme. Vangine Hamdda tells you about them. The Author gives you (along with the alleged Horoscope) 3 Numbers after each and every day of the year. For example: If you were born between March 21st and April 20th your alleged Lucky Number is supposed to be 127. We assume no responsibility for claims made by the Author, but if you are interested in this subject of Dreams and Numbers it would be a fine Book for you to Order.
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The Magical Science of

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This book deals with Occult Sciences — Demonology — Spirit Rappings — Witchcraft — Sorcery — Spirit Mirrors — Mesmerism — How to Charm Those You Meet and Love — How to Magnetize — Witchcraft and Black Arts. We assume no responsibility for the author's claims but simply give his version. Everything explained in clear language. Very interesting reading.

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Gypsy Madge's Fortune Teller

DREAM BOOK



This is supposed to be the celebrated work said to have been written by the famous Queen of Gypsies, Old Gypsy Madge. Consists of a great Combination Table for playing Horses, Saddles, and Gigs. When to Saddle Gigs, etc. Tells how to tell fortunes by Cards and Dice, and many other things of deep interest. We assume no responsibility for the author's claims but simply give his version. Be sure to order this Book. Send Stamps, Cash or Money Order.

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The fame of the Black Cat as a Luck Bringer has spread to all parts of the world. The belief in the said Luck Bringing Influence has been known since long before the days of King Solomon in Ancient Egypt. Some people believe that this Curio together with a Lodestone in a Red Flannel Bag brings untold Luck in Money and Love and Uncrosses the Jinx. We make no claims to this effect and sell only as a Curio Combination. We hope that you will be pleased with possessing this Black Cat Curio Outfit.

No. A-525
Price Only . . . \$1.00

National Policy PLAYERS GUIDE



Contents and complete list of Dreams with alleged Lucky Numbers, including Birth Dates and their alleged significance. Unlucky days, Rules for learning Saddles, Gigs, and Horses, and amount it is said they will bring. Also contains Ladies' and Gentlemen's Names and Numbers. We assume no responsibility for any claims or errors made by the author but simply give his version. Order your book now and read all about Numbers and Dreams. Something you might like to know.

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Book of Great SECRETS

Or One Thousand Ways of Getting RICH

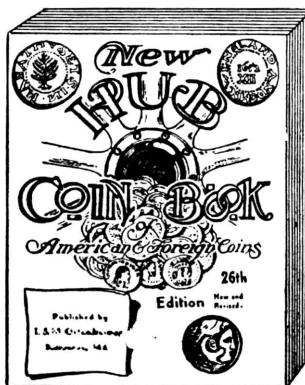


To people who work hard for Money and do not get much we have a few plain words to say. Everybody wants to make Money quick. We believe great fortunes have been made from some of the recipes given in this book. Contents: Drug-gists' Department — Manufacturers' Department — Hunters' and Trappers' Guide, Artificial Gold, Parlor Magic, Farmers Department and dozens of valuable recipes for Household and Everyday requirements.

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You may have a fortune and not know it. Some have collected as high as \$400.00 for a 50c piece or \$200.00 for an Old Copper Cent.

Did you know that a certain U. S. Silver Dollar has a catalog value of \$750.00? If you accidentally got a piece of money like this you might never know its value. Learn about Old Coin values in this Book.

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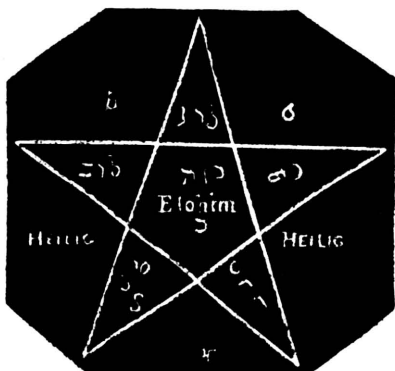
SEALS - - - SEALS



REPRODUCED ON GENUINE VIRGIN PARCHMENT
In Blood Red Ink

The most important SEALS and their Significance as given in the 6th and 7th Books of Moses, are listed below:

As Contained in
The 6th and 7th
BOOKS of MOSES



THOUSANDS CARRY SEALS FOR LUCK

THE SPECIAL SEAL OF TREASURE

Fig. 2—It is said in the Book that this Seal is used for finding Buried Treasures.

THE HIGHEST SEAL OF GOOD FORTUNE

Fig. 3—It is said to bring a person who carries it great Fortune and Blessing.

THE SEAL OF LOVE

Fig. 4—The book states that one who carries this Seal will be much beloved and Defeat his Enemies.

THE SEAL OF LONG LIFE

Fig. 5—The book states that to carry this Seal on the Body will save a person from Misery and give the greatest Fortune and Long Life.

THE SEAL OF POWER

Fig. 6—This Seal, according to the book, should be used for Good Health.

THE SEAL OF DREAMS AND VISIONS

Fig. 7—The book states that to wear this Seal in Bed will help one learn what he desires to know through Dreams and Visions.

THE SEAL OF TREASURE

Fig. 8—The book states that this Seal will reveal the precious contents of a mine.

SEAL OF SAFETY AND RELIEF

Fig. 10—The book states that to carry this Seal will relieve the wearer from all necessity and want.

SEAL OF GREAT FORTUNE

Fig. 12—It is said in the book that this Seal brings Great Fortune by Water and its Spirits will supply the Treasures of the Deep.

SEAL TO ALL TREASURES

Fig. 13—This Seal, the book states, will give the Treasures of the Earth.

SEAL OF GOOD LUCK, PLAY and GAMES

Fig. 14—The book calls it the Spirits of the 5th Table of Saturn and that these Spirits will serve to bring GOOD LUCK in PLAY.

THE SEAL OF ASSISTANCE

Fig. 15—The book states that it assists in overcoming Lawsuits and the Spirits are at all times ready to give assistance.

SEAL OF GOOD FORTUNE IN CASE OF QUARRELS

Fig. 16—The book calls it the Seal of Mars and states it may help you.

SEAL OF HONOR AND WEALTH

Fig. 17—This Seal is called the SPIRIT of the SUN. The book states that these Spirits help obtain places of Honor and Wealth.

THE SEAL OF WEALTH

Fig. 19—The book states that it gives Wealth.

SEAL OF LUCK

Fig. 20—The book states that this Seal gives LUCK and FORTUNE.

THE SEAL OF THE SPIRITS

Fig. 21—The book states that this Seal will compel Spirits to appear immediately and to serve in all things.

SEAL OF GENERAL CITATION

Fig. 22—The book states a Magical Operation is made within this Circle—Oriens, Occidens.

THE SEAL OF SHEMHAMFORAS

Fig. 30—The book states that this Seal brings to light the Treasures of the Earth if buried.

We have given above statements that the Author has translated from the old German writings of the 6th and 7th Books of Moses with no representations that these statements are true or accurate and sell only as beautiful reproductions of these SEALS on GENUINE IMPORTED VIRGIN PARCHMENT

Order by Name of Seal Given Above

PRICE EACH 50c 3 SEALS FOR \$1.00 4 SEALS FOR \$2.00 ENTIRE SET OF 19 SEALS FOR \$6.95

Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

WHAT MONTH WERE YOU BORN IN? WEAR THIS ZODIAC RING for Your BIRTH DATE



EACH ONLY \$100

EACH ONLY \$100

It is a well known fact that Ancient Astrologers believed that every person's Birth Date was associated with the Sign of the Zodiac. You were born on a certain Date! Astrologers have said that your Future Life is influenced according to the positions of the Planets and Stars at the time You Were Born. The Author of a Book mentions that the Influence of Human Fortunes ascribed by Astrologers to the Heavenly Bodies is conceived to be strengthened by wearing the Gem appropriate to certain Planets or Signs. The wearing of the appropriate Zodiac Gem was always believed to strengthen the Influence of the Zodiac Sign upon those born under it. It is told by old Astrologers that every house or Sign of the Zodiac had certain Fortunate Stones or Gems, and when these were worn for the correct Sign it would bring about many Good Influences, such as GOOD LUCK, Constancy in LOVE, PROTECTION from Harm, etc. Astrologers have given each Sign of the Zodiac a name, which is typical of those born under its so called influence of the Zodiac Sign.



GET READING WITH RING

Order this Beautiful Zodiac Ring for the Sign of your Birth Month and get FREE of extra cost a Zodiaical Reading. Be sure to order your Zodiac Ring TODAY. Send piece of string for finger size. GIVE BIRTHDATE.

Order by No. J-719 **\$1.00**
Price Only.....

A Book on Talismans tells us that the Ancients had great Faith in Zodiaical Rings. These rings were engraved with the Symbols of the 12 Signs of the Zodiac. Although it might be believed by some that the wearing of the Zodiac Ring might help the Stars or Planets influence their future life, or that the wearing of the Zodiac Ring might be of Great Benefit to them, we make no claims like this or that it has any supernatural or extraordinary power and sell only as a very Beautiful Ring. Order your Zodiac Ring NOW for the Zodiaical Sign under which you were born. These Zodiac Rings are Truly Beautiful. Each one consisting of a simulated Birthstone with Beautiful, Raised, Embellished figures of the Sign of the Zodiac. You must pick out the Ring for the time you were born.

NOTE: Get two of your friends to each order a Zodiaical Ring, and you get Three for \$2.00.



GO-BORING The GREAT

BEAUTIFUL JEWELRY
Here's an Elegant looking GO-BO or Sheik's Head Ring. Very Oriental looking. FINE STERLING SILVER MOUNTING. This Ring is really and truly something different from anything you've ever seen. Your Friends should gasp with Amazement when they see this Ring on your Finger. It is truly a Beauty. If you do not say it is worth every penny that you spent, return it, and we will give you your money back. You have to see this Ring to appreciate it. Order now and ATTRACT ATTENTION everywhere you go. Send piece of string for finger size.

No. J-722
Price Only.... **\$3.00**



IT'S A BEAUTY

Almost everyone has heard the expression that when a Lady Bug gets on you, it means GOOD LUCK to you. Well, now you don't have to wait until a Lady Bug comes around, because you can wear this Ring, which the Manufacturer has called the LUCKY LADY Ring. Whether it will bring you GOOD LUCK or not, we do not claim, but we sell as a very Elegant Ring. Embellished with the words "LUCKY LADY." Send piece of string for size.

Order by No. J-720
Price Only..... **50c**

ARTIST'S CONCEPTION of LUCK in LOVE



WE CALL THIS JOHN THE CONQUEROR RING

ORDER YOUR RING TODAY

Do you know that in Ancient times many people craved the wearing of a Ring with a Man in Armor on it. Such a Ring was supposed to PROTECT both the Wearer, and the place, where the RING might be, from EVIL. Curious Amulet Rings of a similar type to this have been sold in the past, and are worn at the present by many people in different Countries as GOOD LUCK Symbols. We, of course, make no claims that this Ring will PROTECT from EVIL, or bring GOOD LUCK, and sell only as a Beautiful Curio Ring. Because the Design looks so Strong and powerful we have named this Ring the JOHN THE CONQUEROR RING. Order NOW! Send piece of String for size.

Order by No. J-723 **\$1.00**
Price Only.....

Special LODESTONE BIG OUTFIT

MO-JO BRAND

\$5.00
VALUE
\$2.98

We Will Send C.O.D. Just Pay Postman when he delivers.



Many a Hoo-Doo Man has received big sums of Money for selling folks Lodestone, Red Flannel Bags, Rabbit's Foot, High John the Conqueror Root, Southern John the Conqueror Root, Snake Root, Devil's Shoe String, etc. A book written on the subject of Folk Beliefs states that articles like this and others were wrapped in Red Flannel Bags, and the Conjure man said, "Should be always carried with you." Such combinations were often called Tricks or Hands. Many believed that these Conjure Bags brought GOOD LUCK, Drove out Evil Spirits, Helped in Love, and almost anything that was wanted to be done. For Folks interested in possessing this assortment of Goods, we have prepared this **LODESTONE OUTFIT**. We make no claims that it will be LUCKY, or have any supernatural Value. We sell only as a Curio. The Price of all the articles in this **MO-JO BRAND LODESTONE BIG OUTFIT** would be \$5.00 if purchased separately, but if you buy all at once, the price to you is only \$2.98. If you wish to order C.O.D., send no money, just by number given below, ask us to send C.O.D., and pay Postman \$2.98 plus few cents postage charges. Red Flannel Bag will be included extra.

- Outfit Contains:**
- 1 High John the Conqueror Root\$0.50
 - 2 Extra Quality, Genuine Magnetic Lodestones ..\$1.00
 - 1 Package Devil's Shoe String50
 - 1 Southern John the Conqueror Root50
 - 1 Package Snake Root50
 - 1 Rabbit's Foot, Mounted ..50
 - 1 Lucky Mojo Incense ...50
 - 1 Lucky Number Dream Book ...1.00
- Total Value \$5.00**
EXTRA Red Flannel Bag ALL FOR \$2.98

Order by No. A-503 Special Price, Only.....\$2.98



AFRICAN TIGER EYE

Some Folks like to carry Odd-shaped, peculiar looking, supposedly rare stones around with them as a sort of Amulet, Charm, or Mascot, for the purpose of warding off EVIL, and Attracting GOOD LUCK in various undertakings, such as Money, Love, Winning Numbers, Games of Chance, and almost anything else desired. This **AFRICAN TIGER EYE** has been a popular seller. We make no claims that it will drive away EVIL, or produce LUCK. Sold only as a Curio.

Order by No. A-250 Price Only.....50c



WHITE LODESTONE

A **LODESTONE** has been held in High Regard by the Ancient Romans, Chinese, Mohammedans, and other people, as a Powerful Amulet and GOOD LUCK Charm; probably because the Magnetic Influence of this Stone was supposed to ATTRACT Power, Favors, and Gifts. It is said that the Ancient Romans believed that Lodestone kept Husband and Wife faithful, and made their Love secure. We make no claims to this effect, or that the **LODESTONE** is LUCKY. We have taken the Genuine Lodestone, specially prepared it, and called it **WHITE LODESTONE**. Two pieces of Specially Prepared **WHITE LODESTONE** for \$1.00.

Order by No. A-208B Price Only....\$1.00



MOON STONE

The author of one book states that the **MOON STONE** is believed to bring GOOD FORTUNE, and is regarded as a sacred stone in India, and that as a Gift for Lovers, the **MOON STONE** is believed to arouse the tender passion and to give Lovers the Power to read in the future the Fortune Good or Ill that is in store for them. To gain this knowledge, however, the stone must be placed in the mouth, while the moon is full. We make no claims to this effect and sell only as a Curio.

Order by No. A-252 Price Only.....50c



BIG SPECIAL COMBINATION OFFER



\$2.50 VALUE for ONLY \$1.00

Here is your Chance to get all these: — Lodestone, African Tiger Eye, Moonstone, packed in Mo-Jo Brand Chamois Skin Bag together with alleged Good Luck Ring. We make no claims that these articles are LUCKY and sell only as a Curio. Regular Price if purchased separately would be \$2.50. The price for all only \$1.00.

No. A-514 All for Only. \$1



LUCKY MO-JO Brand LODESTONE PERFUME



HER SWEET PERFUME ATTRACTS HIM GENUINE MAGNETIC LODESTONE IN BOTTLE

Certain self made HOO-DOO DOCTORS recommended the **LODESTONE** to CONJURE UP LUCK, WINNINGS, MONEY, LOVE, or almost anything that was desired by the one who carried the **LODESTONE**. We make no claim that the **LODESTONE** will do this, or bring LUCK. However, for those who wish it as a Curio, we have placed a **GENUINE, MAGNETIC LODESTONE** in a Bottle of this Perfume, and we have given the name of **LODESTONE PERFUME** because of the **LODESTONE** in bottle.

No. A-203B.....\$1.00

C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. **Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

ALLEGED ROOT DOCTORS' HAND CURIO



RED FLANNEL BAG
YELLOW BRIMSTONE

A BIG BARGAIN \$1.00
ALL THIS FOR ONLY \$1.00

A HAND made by an old-time Conjure Man consisted of the following: One piece of Samson Snake Root and a piece of "Devil's Shoe String." This was first wrapped in a piece of Black Cloth folded always toward the maker sewed with White Thread and then incased in a Red Flannel Bag. The Conjure man said that the whole should be thoroughly wet with Whiskey or Camphor at regular intervals and should always be carried with you. It was stated that such a Bag brings things to you and the twine-like roots of "Devil's Shoe Strings" ties them close and the folding of the cover towards you insures you GOOD LUCK in Gambling. We make no such claims for these goods or that they have any supernatural or extraordinary Power and sell only Curios. This Outfit of Curios consists of One Samson Snake Root, One "Devil's Shoe String," One Magnetic Lodestone, One Alleged GOOD LUCK Ring, One Witches Dream Book, One piece of Yellow Brimstone and One Red Flannel Bag. We assume no responsibility for claims made by the author of this Book. The Total Value of these Curios bought separately from us would amount to \$3.75 but if you order this COMPLETE OUTFIT Now, the price for all is Only \$1.00.

Order by No. A-529
Price Only **\$1.00**



LUCKY NUMBER DREAM BOOK

In this book you will find the Author's interpretation of DREAMS and NUMBERS to which they apply. Some of the contents are—DREAMS and NUMBERS; Good Combinations to Play; Table for Finding NUMBERS; Ladies' List of NUMBERS; Gent's List of NUMBERS; The Book also gives the Author's explanation of the Dream. Many people would not think of being without one of these DREAM BOOKS. We assume no responsibility for claims or statements made by the author but only give his version. We hope you will get great amusement and pleasures from this fine Book.

No. B-612
Price Only **\$1.00**



HERE IS ALL YOU GET FOR ONLY \$2.98

- 1 Lover's Secrets Book (Read about Love)..... 50c
- 1 Book of Love Letters..... 30c
- 1 Alleged Good Luck Perfume (Sweet Fragrance)..... 50c
- 1 Alleged Good Luck Satchet Powders (Small Sweet)..... 50c
- 1 High John the Conqueror Root (Packed in Box)..... 50c
- 1 Genuine Magnetic Lodestone (The real thing)..... 50c
- 1 Pair Cleopatra Earrings (Send Flashy)..... 59c
- 1 Dazzling Cluster Ring (Send strip of Paper for Size)..... 59c
- 1 Perfumed Necklace (You'll Like It)..... \$1.00

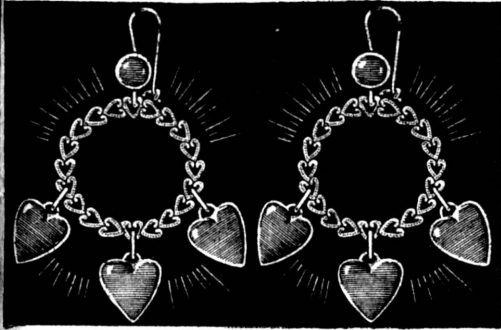
\$4.98 VALUE
WE GIVE ALL THIS FOR ONLY \$2.98

Order Now to get this \$4.98 BIG LOVE-MAKING \$4.98 OUTFIT. If you wish you do not need to send money. Just order this Outfit C.O.D. and Pay Postman \$2.98 plus a few cents postage when he delivers package.

Order by No. A-532
Price for all this **\$2.98**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

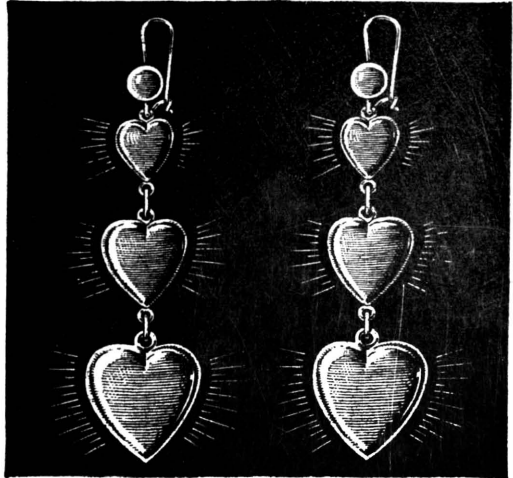
3 Dancing HEARTS Earrings



For Real High Society Class, these Stunning Earrings have everything you want. Very rich looking. Heavy Bright GOLD Looking Finish HOOPS, fancy engraved effect Heart-shaped links from which dangle 3 Heart-shaped pendants. They look very expensive and so pretty hanging from your ears, they attract admiring glances everywhere you go. Be sure to write for a pair NOW!

Order by No. J-255E
Price Only **50c**

6 HEARTS of LOVE Earrings



These Heavy Bright Gold looking finish Sweet-heart Earrings are very popular. Sometimes called "LOVER'S DELIGHT." Consists of three fancy HEART pendant linked together. Real long and snappy looking. Very smart. They should attract admiring looks when hanging from the ear. Rush your order for a pair Today!

Order by No. J-256E
Price Only **\$1:25**

TRUE HEART EARRINGS



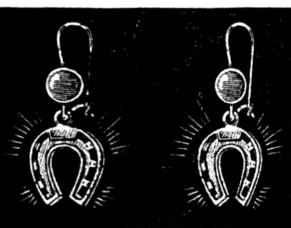
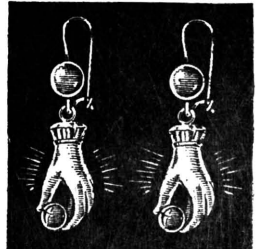
Swell enough for a Queen—these Heavy GOLD looking Finish TRUE HEART Earrings are supremely elegant. The fancy design surrounding the inside HEART of each earring looks very Rich. A gift every Mother, Wife, Sweetheart or Sister should cherish forever and proudly wear as a token of TRUE LOVE. Send for yours Now!

No. J-230E
Price Only
\$1.00

Alleged LUCKY HANDEARRINGS

The HAND has been used as a Talisman against the EVIL EYE, and as a sacred symbol representing Generosity and Power. Because of this we have named these Earrings the Alleged LUCKY HAND Earrings, but we make no claims that they will bring LUCK, and sell only as a very Novel pair of Earrings. Guaranteed Rolled Gold Plate. Looks real Bright and Attractive. For Pierced Ears. Order a Pair Today.

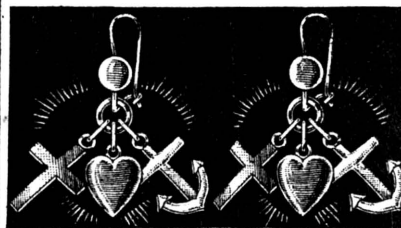
No. J-221E
Only **98c**



Alleged LUCKY Horseshoe Earrings

Bright Gold color Earrings. For Pierced Ears. The HORSESHOE is an age old symbol of GOOD LUCK, and has been used by People of all Nations to ATTRACT Good Fortune and Success. We, of course, make no claims to this effect for the Horseshoe on these Earrings, but offer as an Attractive Jewelry Curio. GUARANTEED not to Tarnish. These Horseshoe Earrings should look real cute and pretty dangling from your ears. ATTRACT attention wearing them. Order a Pair Today.

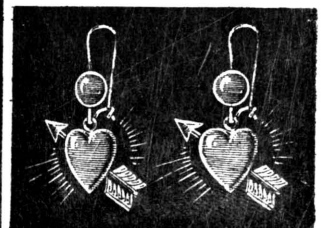
No. J-222E
Price Only **69c**



FAITH, HOPE & CHARITY Earrings

Just think. The 3 Symbols of Faith, Hope and Charity all linked together hanging from your ears. 1.—The Cross—sign of Faith; 2.—The Heart—sign of Hope; 3.—The Anchor—sign of Charity. High Quality. Gold color metal. 1/60-12K Ear Wires. For Pierced Ears. Will not tarnish. Order a Pair of these Beautiful Earrings for yourself Today.

No. J-229E
Price Only **75c**



Steal Your HEART AWAY Earrings

Girls—Get yourself an exciting pair of these "Steal Your Heart" Earrings. Their Heavy Bright Gold looking Finish HEART pierced by JUPITER'S ARROW add a CHARM to your looks. If you want to attract the attention of desirable boy-friends and arouse their interest, order a pair of these Lovely Earrings at once.

No. J-231E
Price Only **75c**

**EARRINGS
HELP
GIRLS
and
WOMEN
LOOK
PRETTY**

*Order yours
today.*



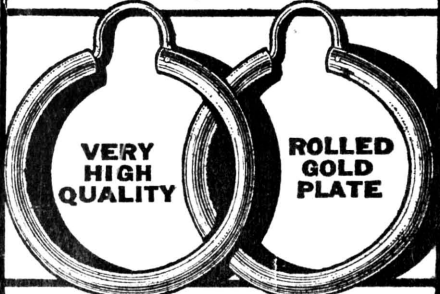
**Extra
Large
Hoops**

**Rolled
Gold
Plate**



Lucky Brown Hoop Earrings

Guaranteed Rolled Gold Plate Hoop Earrings. Should wear for years and years. Extra good Quality. For Pierced Ears. Surprise your Sweetheart, Husband, and Friends—Order a pair of Lucky Brown Hoop Earrings NOW.
No. J-271E—Bargain Price..... \$1.00



**VERY
HIGH
QUALITY**

**ROLLED
GOLD
PLATE**

Pretty Lady Hoop Earrings

Rich, Bright, Gold finish Hoop Earrings. Same size as picture. For Pierced Ears. Every woman and girl wants to look pretty. Order a pair—you should love them.
No. J-272E—Bargain Price... Only, 50c



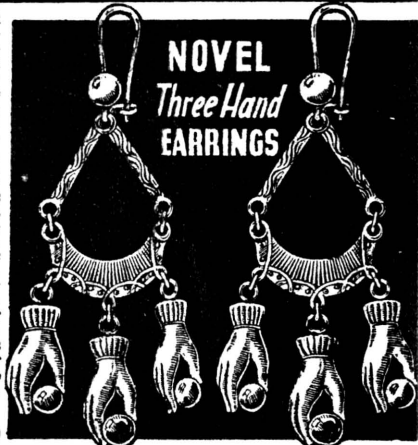
**Attractive
Looking**

Big Bargain Hoop Earrings

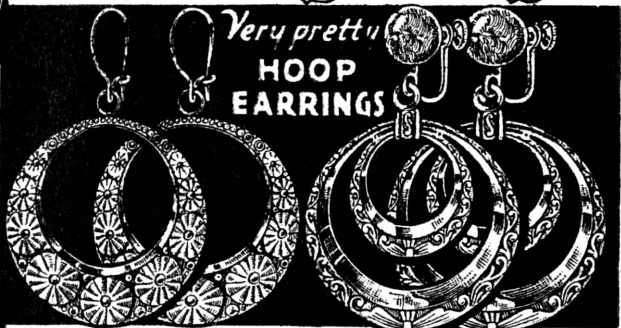
Just Think! Beautiful rolled Gold Plate Hoop Earrings, for only 36c a pair. Same size as picture. For Pierced Ears. Hurry! Hurry! Get a pair while they last. Rush your Order Today.
No. J-273E—Bargain Price..... 35c

**LATEST STYLE EARRINGS
ORDER THE PAIR YOU LIKE THE BEST**

LOOK! 3 Big alleged Helping Hand Pendants on each Earring. A certain hand with Thumb was regarded amongst the Moslems as a Powerful Charm and Sacred Symbol, representing Generosity, Hospitality, Power, and Divine Providence. Some say it is LUCKY to wear a HAND, but we make no claims to this effect and sell only as a Beautiful Earring. Extra Long. Wear these Flashy Big alleged 3 Helping Hand Earrings. Attract attention as they dangle from your ears. Don't wait. Be first to wear these. Order yours Now.
No. J-274E
Price..... \$1.50



**NOVEL
Three Hand
EARRINGS**



Very pretty
**HOOP
EARRINGS**

Fancy Girl Hoop Earrings

Bright Gold Finish. Richly engraved Rose pattern. Even prettier than the picture. For Pierced Ears. Order a pair.
No. J-275E—Price..... 35c

**"Hold Your Man"
Hoop Earrings**

"Out of this World" in Beauty. Richly engraved Double Hoops. For Pierced or Unpierced Ears.
No. J-276E—Price..... 35c



New
**SPARKLING
STYLISH**

"Follow Me Boy" Earrings

Eight Sparkling, imitation Diamonds set in each pendant with Ruby colored stone in center. For Pierced Ears.
No. J-277E—Bargain Price 50c

Dixie Queen Hoop Earrings

Hi-Class, 2 in 1 Hoop Earrings. Richly engraved. Sparkling, simulated Ruby set in center. For Pierced Ears.
No. J-278E—Price..... 35c



**"LOVE ME"
EARRINGS**

Bright, Gold Finish, Sparkling, Imitation Diamond in Heart shaped pendants For Pierced Ears. Hearts are a Symbol of Love.
No. J-279E
Price..... 35c

**BABY DARLING
HOOP EARRINGS**

For Young Girls and Babies. Bright Gold Finish. Rolled Gold Plate Wires. For Pierced Ears. Guaranteed to wear for years.
No. J-280E
Price..... 25c



Sweet Perfume Helps WIN IN LOVE!

The Ancients used Perfume to Attract the opposite sex. Cleopatra, the World's Greatest Vampire, never went out on a conquest without anointing herself with Perfume. Wear Perfume that Lures—that stirs the senses—that Thrills—that Awakens Love. Use Perfume and your heart should beat faster with Joy as you find Folks Admiring how Sweet you smell. Your Friends then may envy your strange, new Power.



OIL OF LOVE PERFUME—Help yourself to Win the Admiration and Attention of the one you Love. Thrill folks with this Irresistible, Alluring scent that clings. Fascinate your Loved One, Excite his Senses, Win his Affections. We make no claims that will induce Love, but sell only as a High-Grade, Very Strong and Sweet Perfume Oil. One drop lasts for hours. No. V-269—Price Only.....\$1.00

FOLLOW ME BOY PERFUME—Do you want the best Friends to follow you? If you do, then Sweet Perfume is a Help. Get yourself a bottle of "FOLLOW ME BOY" Perfume. The Odor is very Thrilling, Sweet, and Lasting. Men go for Sweet Smelling Women and Girls. Just put a few drops on your Handkerchief, Hair, and behind each Ear. Let the entrancing odor of "FOLLOW ME BOY" Perfume surround you. No. V-268—One-Half Ounce.....25c



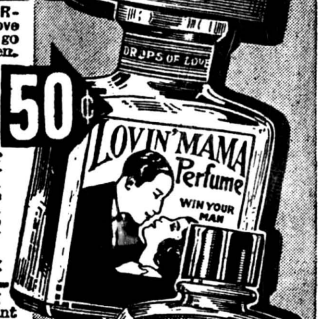
THRILL ME AGAIN PERFUME—Surround yourself with the Sweet, Thrilling Fragrance of this Perfume. Then when your Sweetie takes you in his arms he may feel like never wanting to let you go. An Irresistible, Exciting, Floral scent. Use on Lips, Behind Ears, on Hair and Clothes. Help yourself to Thrills with "THRILL ME AGAIN" Perfume. 1 oz. Bottle. No. V-268.....\$1.00

HIGH LIFE PERFUME—Hi-Class, Big Time Perfume. Exquisite French type Odor. Just like the classy, society Folks wear. Use HIGH LIFE Perfume, when you step out. Folks should wonder where you got such Swell, Lasting Perfume. Treat yourself to Something Fine. You should Love it and Be Loved when you use it. V-231—1/2 oz.....\$1.50 V-232—1 oz.....\$2.75



SPANISH LOVE PERFUME—Folks tell us that Spanish Love is Hot Love, that burns with passion and excitement. Spanish Love Perfume was created to help inspire Romance, Love, Admiration, and Affection. A very Oriental type, Mystic, Alluring Odor. Popular with Men and Women. Surround yourself with SPANISH LOVE exciting odor, and its enticing fragrance help you Win Love and Romance. Bargain Price for one-half ounce of Fine Perfume. No. V-227.....35c

LOVIN' MA-MA PERFUME—Do you crave Love and Good Times? Men go for Sweet smelling Women. It is easy to surround yourself with a Lovely, Soothing, Lingering Odor that should make the Men Folks long to be near you. Put a few drops of LOVIN' MA-MA Perfume on your Handkerchief, Lips, Behind Ears, Under Arms, and on Clothes before going out. Let this Lovely odor surround you. Help yourself in Love by Smelling Sweet. No. V-225.....50c



LUCKY LULU FROZEN PERFUME—It's NEW! Extra Strong; Lasting Scent odor; Good Luck; Jockey Club, Oriental Gardens. No. V-228 Price 35c

ATTRACTION LOVE PERFUME—Do you want to Attract and Hold your Sweet One? ATTRACTION LOVE Perfume possesses an Alluring, Sweet, Lingering, Flowery Odor, that should help you in Attracting and Holding friends. We make no claims. ATTRACTION LOVE Perfume has Attraction Power, but sell only as a High-Grade, Fine Perfume. Your Heart should beat faster with Joy when you find Folks admiring how Sweet you smell. No. V-244.....25c



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BIGGEST BARGAIN in these FINE BOOKS

64 PAGES TO A BOOK

COVERS IN COLORS

ANY BOOK
10¢
EACH

ANY BOOK
10¢
EACH



Joke Books



Dream Books



NEW VAUDEVILLE JOKES

Contains the latest and best jokes, monologues, gags, and funny stories. Get great laughs and amusement.

No. B-901 10¢

GOOD TIME JOKES

Contains the latest, most popular good time jokes and funny stories. Get tremendous fun and amusement reading these jokes.

No. B-902 10¢

IRISH JOKES

The latest select collection of Irish Jokes, anecdotes, and funny stories. Get fun, amusement, and great laughter reading this Big Fun Joke Book. \$1.00 worth of Fun for 10¢.

No. B-903 10¢

MINSTREL JOKES

Here is the latest collection of witty jokes, monologues, gags, used by leading minstrel artists of the day.

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Any 12 Books \$1.00

TRAMP JOKES

Tramp Jokes are always funny. Get a great kick out of reading some of these most amusing, interesting jokes. Get \$1.00 worth of Fun and Amusement for 10¢. Roar with side splitting laughter.

No. B-905 10¢

How to Make Love

The art of Wooing, Winning and Wedding. How Madsen may become Happy Wives and bachelors: Happy Husbands. Complete directions for declaring Love's intentions.

No. B-906 10¢

PEPPY JOKES

Hot stuff and how! Just the kind you want—something to make you laugh and chuckle. Get Big Fun and amusement.

No. B-907 10¢

Any 12 Books On This Page \$1

LIVELY JOKES

Here are some jokes the author says never before heard. Read these jokes and get some real good Laughs.

No. B-908 . . 10¢

SNAPPY JOKES

A Book of real laughs which you won't be able to keep back once you start to read these jokes.

No. B-917 10¢

FUN AND MAGIC

Parlor Amusements, Fortune Telling, Card Tricks, Jokes, Riddles, Conundrums, Puzzles, Filtrations, Toasts, Money Making Secrets, Parlor Magic, Fun-Readings, etc.

No. B-918 10¢

SPICY JOKES

A great collection of different, original and newest funny stories, spicy and breezy jokes. Laugh, chuckle and roar—get great amusement.

No. B-919 10¢

Hot Stuff Joke Book

Latest and Best Jokes, Gags, Conundrums, and Funny Monologues. Be the life of the party when you spring a few of these jokes.

No. B-920 10¢

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How to Become Beautiful

A Complete Guide to all the arts and secrets of beauty and charm. Contains the Power of Beauty, Beauty of the Head and Hair, Beauty of Complexion and Skin, Beauty of Dress and Adornment.

No. B-921 10¢

FLIRTATIONS

Contains the art of flirting with the handkerchief, fan, glove and cane. Secret Signs, Insinuations, Invitations and Captivations. Also the Cure for Bashfulness and the Science of Kissing.

No. B-922 10¢

LETTER WRITER

Complete letter writing instructions. Also a course of letters on business, love, courtship and marriage.

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Any 12 Books On This Page \$1



Gypsy Dream Book

Explanations of Dreams, Fortune Tellings, and Palmistry. Big Bargain at 10¢.

No. B-909 10¢



BREEZY JOKES

Laugh and chuckle reading these breezy, snappy jokes.

No. B-910 10¢



RED HOT JOKES

Latest and funniest jokes, gags, comic sayings, and funny stories.

No. B-911 10¢



FARMER JOKES

Very funny, amusing, and droll. Get some real good laughs.

No. B-912 10¢



Fortune Telling

The author gives a new system of fortune telling by cards.

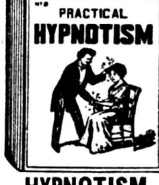
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WINE, WOMAN

And Song Jokes. Have a real good time reading these Jokes.

No. B-914 10¢



HYPNOTISM

Here is a chance to read and learn about Hypnotism. A Bargain at this price.

No. B-915 10¢



Hundreds of Laughs

And Good Jokes. The latest jokes and funny sayings.

No. B-916 10¢



EXTRA HEAVY — LARGE SIZE HAIR STRAIGHTENING COMB

"The KING Of Them All"

Be Your Own Hair Dresser—Save Money. Get the Finest HAIR Straightening Comb we know of. Made of EXTRA HEAVY Brass with Special CURVED TEETH. Holds heat EXTRA LONG time to give best results. Rich looking, highly polished, wood handle that keeps cool. Comfortable and easy to use. Tames the kinkiest, hardest and most stubborn HAIR into long STRAIGHT Looking Beautiful strands. If you crave to dress your HAIR so that it will win admiring glances everywhere, lose no time in ordering a SPECIAL CURVED TEETH HAIR STRAIGHTENING COMB Today.



**EXTRA
HEAVY**

**10 1/2 inches
Long**



Order by
No. D-105

Special
CURVED TEETH PRICE \$ 1 00
ONLY

With Classy Handles Made by Experts

"HARLEM QUEEN"

Hair Straightening Comb

Very popular. Made of HEAVY high-grade Brass with STRAIGHT Teeth. Strong, brightly polished handle that stays cool while teeth stay hot. Makes HAIR Dressing at home so easy. You can save Big Money cutting down on beauty parlor bills. Beautify your HAIR with this Hair Straightening Comb.



**Straight
Teeth**

Easy to use this fast working HAIR Straightening Comb. Just heat comb over Lamp or Stove, apply Pressing Oil and pass comb through your HAIR. You'll be amazed the way the kinky, wavy and tough HAIR becomes STRAIGHT Looking and Beautiful. Order Yours Today!

Order No. D-106
Price Only **80c**

LUCKY LULU

Hair Straightening Pincers

If your HAIR is Stubborn or Tough and just won't stay put, you can FIX up these Troubles with these HAIR Straightening Pincers.



HEAT

it just like a Straightening Comb and PRESS those crimped strands between the Pincers. Works fast and sure. Made of highly polished metal with black enameled handles. Will last for years. Order one Today!

No. D-107
Only **\$1.50**

SWEET GEORGIA BROWN PRESSING OIL

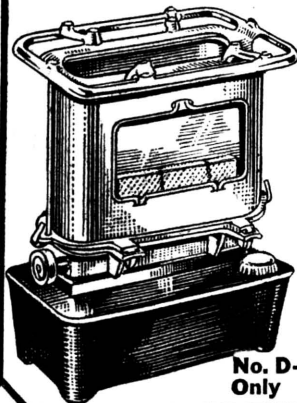
**Will Not Burn
Ends of Hair**

For Beautiful Smooth STRAIGHT Looking HAIR that everyone desires and admires, just apply Sweet Georgia Brown Pressing Oil and gently stroke the HAIR with a Hot Comb. Works quickly and safely without danger of burning ends of HAIR. Smells good on HAIR. Order a Can Today and say "Good-Bye" to HAIR Dressing troubles.

No. M-710
Only **35c**



HANDY ANDY Straightening Comb HEATING Stove



HEATS COMBS JUST RIGHT. To get the best results with your STRAIGHTENING COMB you should heat it on a "HANDY ANDY" Straightening Comb Heating Stove. Well constructed, strong and solid. Absolutely safe and easy to use. Carry it wherever you go. Ready for use anytime. Burns kerosene—a few cents worth will last a long time. Keeps Combs at right heat while dressing the HAIR. Just the thing for home and beauty parlor. Buy one NOW and HEAT your STRAIGHTENING COMB the New Way. Order Yours Today!

No. D-108
Only **\$2.25**

MADAM JONES' HAIR GLORY

FOR MEN AND WOMEN



LOOK AT THAT HAIR

Here it is Ladies and Gentlemen! MADAM JONES Hair Glory—Just the thing that you may have been waiting for—perhaps even praying for! If you crave Silky, Beautiful Hair—and who does not?—lose no time in keeping your Hair in Good Condition. Madam Jones HAIR GLORY helps to Soften and Smooth Short, Harsh, Stubby, Stiff and Kinky Hair. Adds new life and gloss to faded, dead looking hair. Before you know it you should be able to dress your hair in attractive fashion which should improve your appearance and win the admiration of your friends and loved ones. Remember, your hair is your crowning glory. So make yourself happy and proud by sporting a beautiful head of well kept hair.

FREE - SPECIAL TREATING OIL

With every Package of Madam Jones Hair Glory you get a Free Supply of Special Treating Oil. This is a New Discovery of ours which goes right down to the scalp, giving new life and gloss to the Hair. Here is your big opportunity! Are you going to pass it up and continue to suffer with Bad Hair or are you going to get this Fine Hair Treatment? It is up to you! All you have to do is to order a box of Madam Jones Hair Glory for only \$1.00. Guaranteed to satisfy in seven days or money back. You cannot lose so RUSH your order in today. SPECIAL TREATING OIL—FREE.

No. V-173 **\$1.00**
Only

3 for \$2.00

MADAM JONES FACE TREATMENT



ENJOY LIGHT LOOKING SKIN

Help your Skin to New Beauty. Madam Jones Bleech Ointment works almost like Magic to Brighten Dark, Muddy, Freckled Skin into Light, Soft, Clear Beauty. Many Men just love to see a woman with Beautiful Clear, Light Skin. Why not help yourself to New Happiness with a Pretty Looking Complexion? Apply Madam Jones' Bleech Cream to your skin for a few nights and watch for results. Guaranteed to satisfy in 7 days or Money back. You cannot lose! Special inducement to each customer who orders now. One bar of Madam Jones' White Wonder Beauty Soap given to you without extra charge. Mail your order NOW and get Extra Soap with Madam Jones' Bleech Ointment.

No. V-174—Both Only **50c**
Three for Only \$1.00

Madam Jones HAIR STRAIGHTENING COMB



Hair Dressing at home now made easy. Start now to use the Madam Jones Modern Way of Combing your Hair straight in place. Save on Beauty Parlor bills. Use Madam Jones' Hair Straightening Comb with Madam Jones' Hair Glory. Madam Jones' complete instructions given FREE.

No. C-145 **\$1.00**
Price Only..

BIG COMBINATION OFFER

Straightening Comb\$1.00
Hair Glory 1.00

TOTAL VALUE\$2.00
No. C-145—Both, Only...\$1.49

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.

FOR LADIES and MEN

HAIR GLOWER



DON'T BE JINXED with Bad Looking Hair that holds you back because it spoils your looks. Help your hair to New Beauty with Sweet Georgia Brown Hair Glower. Dull, crimped Hair looks shorter. Use Hair Glower, it helps make Hair look Straighter, Longer, and Glossier by Smoothing it out and fixing it in place. Full directions on jar. Order yours now. Be thrilled with the new Hair Beautifying effect Hair Glower gives your hair.

ORDER BY No. V-72
PRICE ONLY 50¢



AGENTS WANTED

SELL SWEET GEORGIA BROWN FACE and HAIR GOODS

MAKE BIG MONEY

Mail Coupon and 3¢ Stamp For
FREE SAMPLES
and **FREE CATALOG**



Dear Friend—Let this be your **LUCKY DAY** by mailing the **COUPON** right away. Let us show you how you can be a money-making Valmor Agent. We need men or women everywhere to be Agents for **SWEET GEORGIA BROWN** Hair Dressing Pomade, Skin Brightener, Bleach Cream, Face Powder, Incense, Jewelry, Perfume, 300 products. Work spare or full time and make up to \$40.00 a week or up to \$6.00 in a single day. Just send **COUPON** and 3c stamp to cover postage for **FREE SAMPLES** of Hair Dressing, Face Powder; **FREE BIG CATALOG** filled with pretty pictures and **FREE SAMPLE CASE** Offer to Agents. Hurry! Fill out and mail **COUPON** today!

VALMOR PRODUCTS CO.

Dept. 21-A 2241 Indiana Ave., Chicago, Ill., U. S. A.

CUT OUT AND MAIL COUPON NOW!

VALMOR PRODUCTS CO. Dept. Y-3
2241 Indiana Ave., Chicago, Ill., U. S. A.

I want to be a Valmor money-making Agent. Please send me **FREE SAMPLES** of **SWEET GEORGIA BROWN** Hair Dressing Pomade and Face Powder, **BIG FREE CATALOG** and **FREE SAMPLE CASE** Offer so I can start quick as your Agent and make **Big Money** right away. Enclosed find 3c stamp to cover postage.

Name _____
Address _____ Box _____ R.F.D. _____
City _____ State _____

FREE! WITH THIS **COUPON**

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

HI JOHN THE CONQUEROR ROOT

MAGNETIC LODESTONE



ALL for ONLY \$1.00

DON'T PASS UP THIS BARGAIN

6 CURIOS for \$1.00

HERE'S WHAT YOU GET!

This outfit consists of 1 Genuine Magnetic LODESTONE, 1 HIGH JOHN THE CONQUEROR ROOT, 1 LUCKY MO-JO COIN and POCKET PIECE, 1 Genuine Alleged 4 LEAF CLOVER, 1 Alleged GOOD LUCK SYMBOL RING, 1 BLACK CAT Brand BLACK CANDLE. Most of our customers know that the JOHN THE CONQUEROR ROOT and LODESTONE have been used for LUCK purposes. The Genuine 4 LEAF CLOVER that you get with this outfit has always been well known as a GOOD LUCK Piece. The LUCKY MO-JO Coin has on it, 22 alleged Lucky Symbols. We make no claims that this outfit will Bring Luck but sell only as Curios, that you might like. If you bought separately, we would charge you \$2.35 but you can get All for only \$1.00. Order Now.

No. A-564 All for Only \$1.00



LODESTONE in VAN-VAN OIL REMARKABLE NEW CURIO!



HER SWEET PERFUME ATTRACTS HIM

DEAR CUSTOMER:—You might be interested in knowing this about the LODESTONE. The facts of history are that the Romans believed that the LODESTONE kept husband and wife faithful and their Love Secure. The LODESTONE has

been regarded for ages as having POWER to BRING LUCK and has been carried as Talismans and Charms, both to ATTRACT LUCK and Drive Away Evil. We do not sell the LODESTONE for this purpose as we make no claims that it is valuable as a Luck Piece. You can now buy it as

LODESTONE in VAN VAN Brand OIL. A Genuine piece of LODESTONE comes in every bottle of our VAN VAN Brand OIL. This sweet Perfumed Oil should Help any girl smell Sweeter and More Attractive to Her lover. We make no claims that it DRAWS LOVE but if you wish a bottle of LODESTONE in VAN VAN Brand OIL, just send your order in Today. You get a Genuine Magnetic LODESTONE in every bottle of VAN VAN Brand OIL and also get an EXTRA PIECE of LODESTONE FREE of extra cost.

ORDER BY NO. A-565 PRICE ONLY \$1.00 3 FOR \$2.00



PRICE only \$1.00

LODESTONE IN BOTTLE



EXTRA PIECE TO CARRY ALSO GIVEN

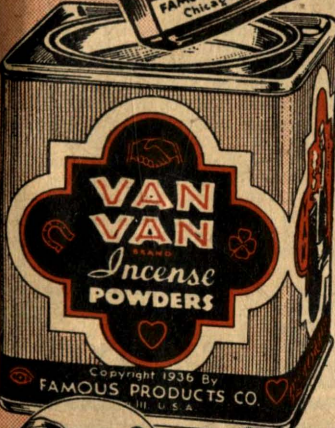
BUY these TWO for \$1.00

**VAN-VAN OIL
AND
VAN-VAN INCENSE
POWDER**

MY GOOD FRIENDS:

If you haven't tried **VAN VAN Perfume** yet, you don't know what you are missing. This **Wonderful Perfume** is really **Strong and Good**. It is well known that **Good Sweet Perfume**, when used by women, has helped **Attract** the men folks. While we make no claims that **VAN VAN Perfume** is **Lucky** in this respect, we do hope that it will give you great **Satisfaction**, and that if you wish to induce **Love**, because of **Sweet Perfume**, that this **Wonderful VAN VAN Perfume** should be a great aid to you. And that's not all we want to tell you! You don't have to pay one single, extra cent for this elegant **VAN VAN Perfume**. You get it **FREE** of extra cost when ordering the Famous, Original **VAN VAN Brand INCENSE 50c** and **VAN VAN Brand OIL 50c**—Both **\$1.00**. You also get **FREE** of extra cost the **MASTER KEY**, designed on Parchment Paper. **\$2.00 Value for only \$1.00**. Order now.

**YOU GET THESE
TWO
FREE**
OF EXTRA COST



**Get All
This For
Only**

**Order
By No.
A-511** **\$1.00**



**ALSO GIVEN Alleged
MASTER KEY TALISMAN
ON PARCHMENT PAPER**

BUY LODESTONE PERFUME AND HIGH JOHN the CONQUEROR PERFUME BOTH for \$2.00

**YOU GET
FREE
OF ANY EXTRA COST
LUCKY MO-JO
INCENSE**

ROOT INSIDE

LODESTONE INSIDE



Certain Hoo-Doo Doctors have recommended the High John the Conqueror Root to conjure up Luck in Money Matters, Love, or bring about that which was desired. We make no claims that the John the Conqueror Root will do this. However, for those who wish it as a Curio we have placed this Root in a Bottle of Perfume, which we have given the name of John the Conqueror Perfume because of the Root in bottle.



BIG BARGAIN
Get a bottle of High John the Conqueror Perfume with root in Bottle, and one bottle Lucky Mo-Jo Lodestone Perfume with Lodestone in bottle. Regular price \$1.00 each. Both for \$2.00. Buy both and get a box of genuine Lucky Mo-Jo Incense Free of extra charge. Hurry, order this Bargain today.
Order No. A-555 All For \$2.00



SAVE 50¢ because You get INCENSE FREE OF EXTRA COST

C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. **Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

SPECIAL OFFER

\$1.00 EACH OR
BUY ALL 3 for only \$2.00



SPRINKLE ON MONEY

SPRINKLE ON CLOTHES



ORDER

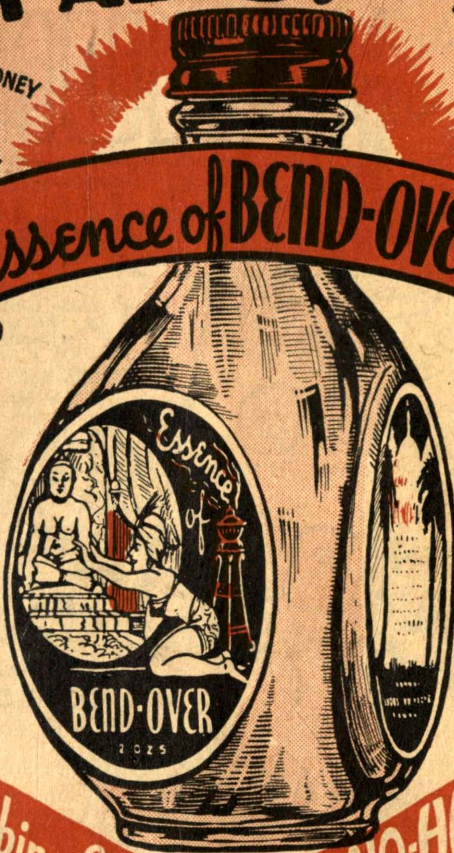
Essence of **BEND-OVER**

ALL 3

BIG SELLER

FOR \$2.00

Here is a strange name, but evidently this **ESSENCE of BEND-OVER** has been well known, because it mentions in a Book that tells about the paraphernalia of Conjure that **ESSENCE of BEND-OVER** has been used **TO RULE AND HAVE YOUR WAY**. From this we assume that people who are anxious of having their own wishes or desires brought about have used **ESSENCE of BEND-OVER**. We do not sell for this purpose and make no claims that it will bring about any Supernatural occurrences. If you desire **ESSENCE of BEND-OVER** as a Curio, you may use it to keep your Home smelling Sweet and Pleasant.



HOW TO USE IT

Sprinkle on Your Clothes or Money, Rub on Your Body, Arms, Neck, Chest or Behind Ears to keep a delightfully fragrant, Enticing aroma about your person. Also sprinkle in your Bath. Put a few drops on your Pillow before going to sleep at night. Order yours Today by the name and number.

ORDER BY NO. A-412

PRICE ONLY \$1.00

OR SEND \$2.00 for ALL 3, ON THIS PAGE

FAST Scrubbing Essence



A Book that tells about Conjure mentions the following: **FAST Scrubbing Essence** a mixture of 13 oils. It mentions that this **FAST Scrubbing Essence** has been burned with Incense for **Fish Fry LUCK**, Business Success, and we assume that this mixture has been used for any sort, or all kinds of **LUCK** Purposes, such as, **Winning in LOVE, GAMES, MONEY MATTERS**, etc. We make no claims that this **FAST SCRUBBING ESSENCE** should be used, or it would be valuable for bringing about **LUCK**. We do, however, make it from 13 Essences, as near as possible to Formula given in Book.

NO. A-409

\$1.00

EACH, OR ALL 3 ON THIS PAGE

\$2.00



HAS NO-HARRA PERFUMED LOTION



A Book tells us about various Paraphernalia of Conjure mentions that **HAS NO-HARRA**

brings **LUCK to Gamblers**. Whether this is so or not, we cannot vouch, but we are acquainted with the fact that preparations and articles of this, or similar nature have been used by many people for such things as bringing about **Winnings in Money Matters**, as well as **Love Affairs**. However, we make no claims that **HAS NO-HARRA** will bring about any Supernatural, Uncanny, or Unearthly Accomplishments, and sell only as a Curio. We, however, have made it up according to the same Formula that is given for the **Genuine HAS NO-HARRA**. The bottle that it comes in is beautiful and Artistic. Directions on Every Bottle.

Order By No. A-411 EACH BOTTLE

\$1.00

All 3 bottles for \$2.00

ARTISTS' CONCEPTION OF GAMBLER WINNING



C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

The Great GO-BO Brand Novel

NUMBER



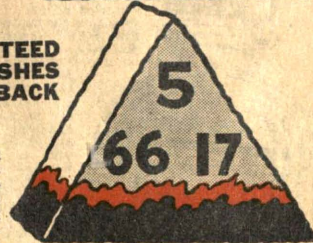
Incense

Just take a piece of INCENSE out of the Box and light it. Then watch the NUMBERS COME OUT in the ASHES.

NUMBERS APPEAR IN BURNING ASHES

Are you interested in NUMBERS? For Centuries thousands of people have always been attracted by the Mystery of NUMBERS. Numerologists and Mathematicians, have written books about NUMBERS. What do NUMBERS stand for in your life? What combination of NUMBERS do you like best? You can have great amusement with this GREAT GO-BO Brand Novel NUMBER Incense. Burn a piece and see what NUMBERS Come Out.

BUY A BOX AMAZE YOURSELF



NUMBERS GUARANTEED TO COME OUT IN ASHES OR YOUR MONEY BACK

NUMBERS COME OUT IN ASHES

The GREAT GO-BO Brand Novel NUMBER Incense seems to be the most Weird looking, the most Mystic looking Incense known to man. Just Burn a piece and see for yourself—NUMBERS appear almost like MAGIC in the ASHES. Like the Handwriting on the Wall. You'll be Amazed. You will Marvel! Unfalteringly—Without a falter—Little by Little—Surely—each NUMBER creeps into Form. Buy a Box Now. See this MYSTIC PERFORMANCE yourself. You should be pleased. Many of our customers might buy this Incense believing they are going to get a LUCKY NUMBER, but we, of course, make no claims to this effect, and sell only as a very New, Novel Incense. When lighted and burned NUMBERS appear in the ashes, but we do not claim that these Numbers are of any value. Great Fun and Amusement can be derived, and you might amuse yourself with different Games that might be interesting when burning this incense. NUMBERS GUARANTEED TO COME OUT IN THE ASHES.

No. A-201C
Price Only
50c

**AMAZING
AMUSING
ASTOUNDING**

ORDER BY NUMBER A-201C

Big Box 50¢ or 3 for \$1.00

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**

BIG HAND BRAND CURIO



Voo-Doo and so called Hoo-Doo and Conjure Doctors have made what they call HANDS. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which Roots and Lode-stones were placed. This Outfit consists of a BIG HAND Brand Curio Bag, filled with Lodestone, High John the Conqueror Root, Salep Root that looks like a HAND, Bottle of Van Van Brand Oil and one alleged Good Luck Ring. We make no claims that these articles are Lucky or of any value as Job Getters, or LUCK Bringers, or that they possess any supernatural or extraordinary Power and sell only as Curios. If you want these \$3.00 worth of Curios for only \$1.49, Order Now by No. A-530. Enclose strip of paper or piece of string for Ring size.

THESE CURIOS PURCHASED SEPARATELY ARE VALUED AT \$3.00
Order By No. A-530 ...

\$1.49

LOOK ALLEGED LOOK

OLE' CONJURE MAN'S

RED FLANNEL BAG and Magnetic LODESTONE CURIO OUTFIT

ALL THIS FOR \$1.00

- 2 MAGNETIC LODESTONES
- 2 HORSESHOE NAILS
- 1 RED FLANNEL CURIO BAG

2 Genuine Magnetic LODESTONES

2 Genuine HORSESHOE NAILS

An old Conjure Man or Trick Doctor of the South used this Curio Charm consisting of a Red Flannel Bag, filled with Lodestones, Nails, and Hair. This has been claimed to ward off the Devil, to be a Good Luck Charm against HANDICAPPING and to PROTECT against other "HANDS." PROTECT against other "HANDS" meant, we believe, to ward off Evil intended by someone else. We sell two Genuine Magnetic Lodestones and two Genuine Horseshoe Nails in a genuine Red Flannel Bag only as a Curio and make no claims that these are LUCKY or have any supernatural or extraordinary Power or that they should be used for this purpose. If you wish this Red Flannel Curio Bag with TWO Magnetic Lodestones and TWO Horseshoe Nails you need not send money—just Order Now and tell us to send C.O.D. When package arrives pay Postman \$1.00 plus few cents Postage Charges. Remember you must Order by No. A-528 to get all for \$1.00. So please HURRY—Order Right Away.

Order by No. A-528
Price Only **\$1.00**

BIG SPECIAL LUCKY MOJO Brand OFFER

HER SWEET PERFUME ATTRACTS HIM

ALL FOR ONLY **98¢** WITH COUPON

THIS \$1.70 VALUE

ALL FOR ONLY **98¢**

STRONG PERFUME

ALL FOR ONLY **98¢**

BIG BARGAIN

HERE is one of the BIGGEST BARGAINS we have ever offered. Do you like to burn Incense? Do you like Satchet Powder? Do you like Perfume? Well here's a Bargain for you. Just think you can now get one Package of LUCKY MO-JO Incense, worth 50c, one jar of LUCKY MO-JO Satchet Powder, worth 35c, one bottle LUCKY MO-JO PERFUME, worth 35c, and one alleged LUCKY MO-JO Good Luck Coin, worth 50c. Total Value \$1.70, but you can NOW get ALL for only 98c. Many people believe that the Burning of Incense will bring Good Luck. Many people like to carry a Pocket Piece with them all the time and hope that this will bring Good Luck. We make no claims that any of these articles will bring LUCK or Drive away Evil, or that they possess any supernatural or extraordinary Power, but we do have many customers who like them. If you want to get \$1.70 worth for only 98c Mail Your Order Today. If you wish you may tell us to send Order C.O.D. Just pay postman 98c plus few cents postage when he brings your package.

Order by No. A-539
All for Only **98c**

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.

SUCCESS Brand WAXEN CANDLES

CANDLES USED IN RELIGION

The Burning of Candles is an old custom, which has been followed religiously for years. One Book states that Witches would be kept awake by carrying a lighted Candle about from 11 to 12 o'clock at Midnight. The story goes that the Witches tried to blow out the Candle, but if the flames burned steadily until Midnight you were safe. Another Author states, that in his belief, the lighted Candle so often used by the New Orleans Voo-Doos is simply a copy of the Candles burned by the Catholics to their Saints. It was also mentioned that a New Orleans Spell was worked by four nickels arranged in the form of a Cross with the Candle at the head and foot. In New Orleans Voo-Do practices, Blue candles were used for Love. The author of this book also states that Candles, too, are regarded as a PROTECTION against Spells. It is believed among certain classes of people that the burning of Candles would bring GOOD LUCK, Help one Win in Love, and Drive away so called Evil Spirits. For Folks who wish to buy Candles for whatever purpose they want to put them to, we have prepared this box of SUCCESS Brand CANDLES. We make no claims that the burning of these Candles will bring LUCK, Drive away Evil, etc., and sell only as specially moulded, High Quality Candles. Choose the colors you want.

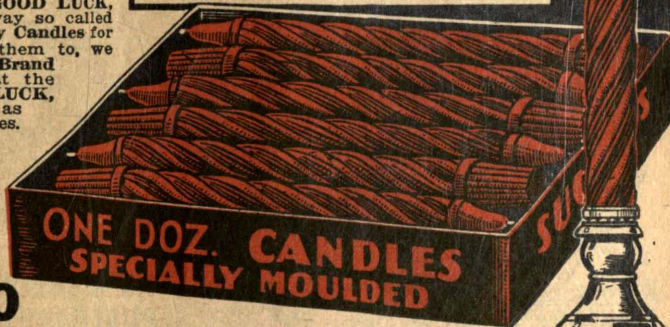
| | | | |
|---------------|-----------|-------------------|---------------|
| RED | No. A-301 | 1 Doz. In Box.... | \$1.00 |
| YELLOW | No. A-302 | 1 Doz. In Box.... | \$1.00 |
| BLUE | No. A-303 | 1 Doz. In Box.... | \$1.00 |
| BLACK | No. A-304 | 1 Doz. In Box.... | \$1.00 |
| WHITE | No. A-305 | 1 Doz. In Box.... | \$1.00 |
| GREEN | No. A-306 | 1 Doz. In Box.... | \$1.00 |

NOTE—We will assort up one dozen of these SUCCESS Brand CANDLES in a box—choice of any colors you wish for only 10c additional.

FREE

Of Extra Charge. Wick Anointing Oil will be furnished with each box of Candles.

1 Dozen Assorted Colors. **\$1.10**



MO-JO LUCKY CURIO BRAND BOX

Alleged



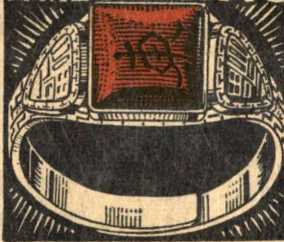
All for **\$1.00**

VOO-DOO and so called HOO-DOO and Conjure Doctors have made what they call HANDS. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which ROOTS and LOBSTOMES were placed. We have prepared this MO-JO Brand CURIO BOX which contains the following: Magnetic Lodestone, High Jahn Van Van Brand Oil, Two Adam and Eve Roots, One Vial Van Van Brand Oil, and Red Flannel Bag. We make no claims that these articles have any Supernatural value, as Job Getters, Luck Bringers, or for Driving Away Evil, and sell only as an interesting Curio. If you wish this Big Box of Curios, for only \$1.00, send your Order Today.

Order by No. A-500
Price Complete in Box. **\$1.00**

LUCKY OMEN SYMBOL RING

Alleged Get this Mystic looking Ring, with Chinese Symbol on stone. The Manufacturer of this Ring states that this symbol means "Good Wind," and the Chinese symbols on the side of the Ring designate "Happiness," and the entire meaning of the Ring means "Good Wind of Happiness," or a "GOOD LUCK" Ring. Many of our customers like to wear this Mystic, Weird Looking Ring, with flashy Red setting, designed with strange looking Chinese letters, and feel that it is a sort of LUCK Piece and Amulet. We have, therefore, given this Ring the name of alleged LUCKY OMEN Ring, but we do not claim that it will bring LUCK, or have any supernatural effect. Be first to wear this Mystic, Unusual Ring. Send piece of string showing finger size.



Order by No. J-126 Price Only **\$1.00**

LUCKY MO-JO GOOD LUCK COIN

Thousands of people are carrying POCKET LUCK PIECES from which they would not part for anything. The LUCKY MO-JO Alleged GOOD LUCK COIN may be just the thing you would also like to carry. On this Coin you will find designed some of the most famous emblems of LUCK as follows: Horseshoe Nail, Lady Luck, Four Leaf Clover, Horseshoe, Wishbone, Happy-Go-Lucky, Lucky Luce, Blue Birds of Happiness, Indian Luck, Gypsy Luck, Lucky Mo-Jo Heads, Truth, Love, and Romance. Carry all of these in your pocket at one time. We make no representations that this coin has LUCKY Properties and sell only as a curio. However, many of our customers have been pleased.



No. A-221
Price Only **50c**

C. O. D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.

HELP YOURSELF to LOVE and HAPPINESS

USE HI-CLASS PERFUME *Attract and Hold Your Loved One by Smelling Sweet and Lovely*

Long lasting fragrance



He whispers to Her:

I LOVE YOU SINCE YOU'VE BEEN USING THAT NEW PERFUME

She to Herself:

THIS LUCKY LOVIN' PERFUME IS MY LOVE SECRET — IT SURE IS GOOD



HOLD YOUR MAN PERFUME
Keep smelling Sweet, and Help ATTRACT the man you Love. Help Hold Your Man. Help keep him around by Smelling Sweet with the use of this Perfume. Order a bottle of "HOLD YOUR MAN" Perfume. No. **25¢**
A wonderful name for this Sweet Odor. V-240

LUCKY JOCKEY CLUB PERFUME
Be Wise, Use LUCKY JOCKEY CLUB Perfume. A few drops lasts a long time. Real loud and strong. Passionate fragrance should be a Help in ATTRACTING the opposite sex. Get a Bottle Today. Put on handkerchiefs, clothing, lips, under arms or behind ears. No. **25¢**
V-238

GOOD TIMES PERFUME

Extra strong perfume



We all want Good Times, fun, and popularity. Girls like Men who smell good. Men go for Girls who smell with Perfumed Sweetness. Most every-body wants to be Popular—get invited out—have Good Times and a lot of Fun. Put a Little "GOOD TIMES" Perfume on Handkerchiefs, Lips, or on your body, and help yourself to more Thrills and Happiness, by Smelling Sweet and Alluring. No. **25¢**
V-241

LUCKY LOVIN' PERFUME

Girls, Women, Men, Boys
Here is the LUCKY LOVIN' Perfume for you all. Help open the Door to Love and Happiness by keeping yourself Smelling Sweet and Alluring.

Put a few drops of LUCKY LOVIN' Perfume on your handkerchief, clothes, lips, under arms, or behind ears, before going out on dates, parties, etc. Sweet, Lasting

Perfume Helps in Love

Perfume has been used in all civilized ages and times by Ladies and Men to smell sweet and HELP ATTRACT their Loved One. Perfume yourself all over so when you step out Folks will notice you. Help draw friends. Have Happiness, Thrills and Good Times by smelling Sweet with LUCKY LOVIN' Perfume. Highest Quality



Order a Bottle of Lucky Lovin' Perfume

Just look at this LUCKY LOVIN' Perfume. You should LOVE to smell it, because it has a Sweet, Thrilling, Odor. The Man and Girl in Love's Embrace on the label brings to you the Spirit of LOVE. No. **35¢**
V-267

LOVE ME QUICK PERFUME

Sweet lasting odor



Is your Sweathart neglecting you? Do you crave to quickly find yourself in the arms of your loved one? The strong aroma of LOVE ME QUICK Perfume seems to surround you with an air of mystic charm that may help bring Quick Action in matters of Romance and Love. So act quick. Order a bottle of this Thrilling Perfume Today. Invite Love and Romance by smelling sweet. No. **25¢**
V-242

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.

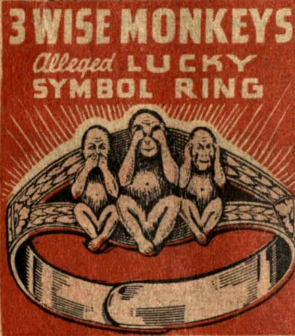
Alleged LUCKY SYMBOL RINGS



SKULL and BONES
Alleged LUCKY SYMBOL RING

No. J-136 . . . Price 69c

The **SKULL** was considered **PROTECTION** against **EVIL** by the Wild Wa Tribe of Burma. If you wish to wear Ring as a Symbol of **GOOD LUCK**, you may do so, but we make no claims that it will bring **LUCK** or drive away **EVIL**. Very mystic looking. **ORDER YOURS NOW.**



3 WISE MONKEYS
Alleged LUCKY SYMBOL RING

No. J-134 . . . Price \$1.00

Here are the famous **3 WISE MONKEYS** One represents "**Speak No Evil**," the second Monkey represents "**See No Evil**," and the third Monkey represents "**Hear No Evil**." Some of our customers we believe, like to wear this Ring as a Symbol of **LUCK** and **POWER**, but we make no claims that it has any value for this purpose and sell only as a very beautiful piece of jewelry. One of our **Biggest Sellers**.



Alleged CHINESE



ORDER No. - J-133 PRICE 49¢

CHINESE LETTERS ON RING—The manufacturer of this Ring states that the Chinese Symbols stand for "**GOOD LUCK**." Even though many of our customers may believe this Ring to **BRING LUCK**, we make no representations to this effect and sell as a very attractive piece of jewelry.

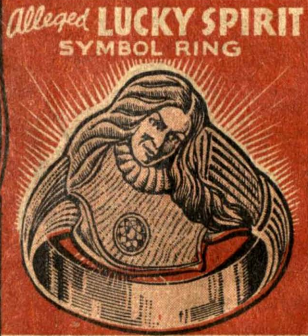
ORDER THIS RING—Amaze your friends—Be first to wear this **CURIO** Ring with the Chinese Letters, "**GOOD LUCK**." Order this Alleged **CHINESE GOOD LUCK RING** Now at this **49c** Bargain price. You should get enough pleasure wearing this ring to more than pay for the small price we charge.



THREE HEADED SNAKE
Alleged LUCKY SYMBOL RING

No. J-150 . . . Price 50c

The **SNAKE'S HEAD** Talisman was Worn to **PROTECT** against **EVIL** and as a symbol of **POWER**. We make no claims to this effect for this Ring but sell it as a Beautiful **Curio** Ring. Consists of **3 SNAKE'S HEADS** set with imitation **Diamond**.



Alleged LUCKY SPIRIT SYMBOL RING

No. J-147 . . . Price \$1.00

This ring is decorated with a **SPIRIT** like figure, that may be taken to represent the **GOOD SPIRIT** and be worn as a Symbol of **GOOD LUCK**. We make no claims that it will produce **LUCK** or **DRIVE AWAY EVIL**, but sell only as a fine piece of Curio Jewelry. Should look beautiful on your finger.

RACE HORSE
Alleged LUCKY SYMBOL RING

Horse's Head in Horse-shoe surrounded by two 4-Leaf Clovers. These Symbols have been known as **GOOD LUCK BRINGERS**. We make no claims to this effect and sell only as a fine Ring.

No. J-125 . . \$1.00



PRICE \$1.00

DOUBLE HEADED TIGER
Alleged LUCKY SYMBOL RING



PRICE \$1.00

The **TIGER** has been known as a "**God of the Gambler**" in China. Even though some would call this ring **LUCKY**, we make no claims to this effect. It is a beautiful Ring and you should get great pleasure wearing it.

No. J-135 \$1.00

C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.

Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**