

Philately & International Mail Order Fraud – Part I

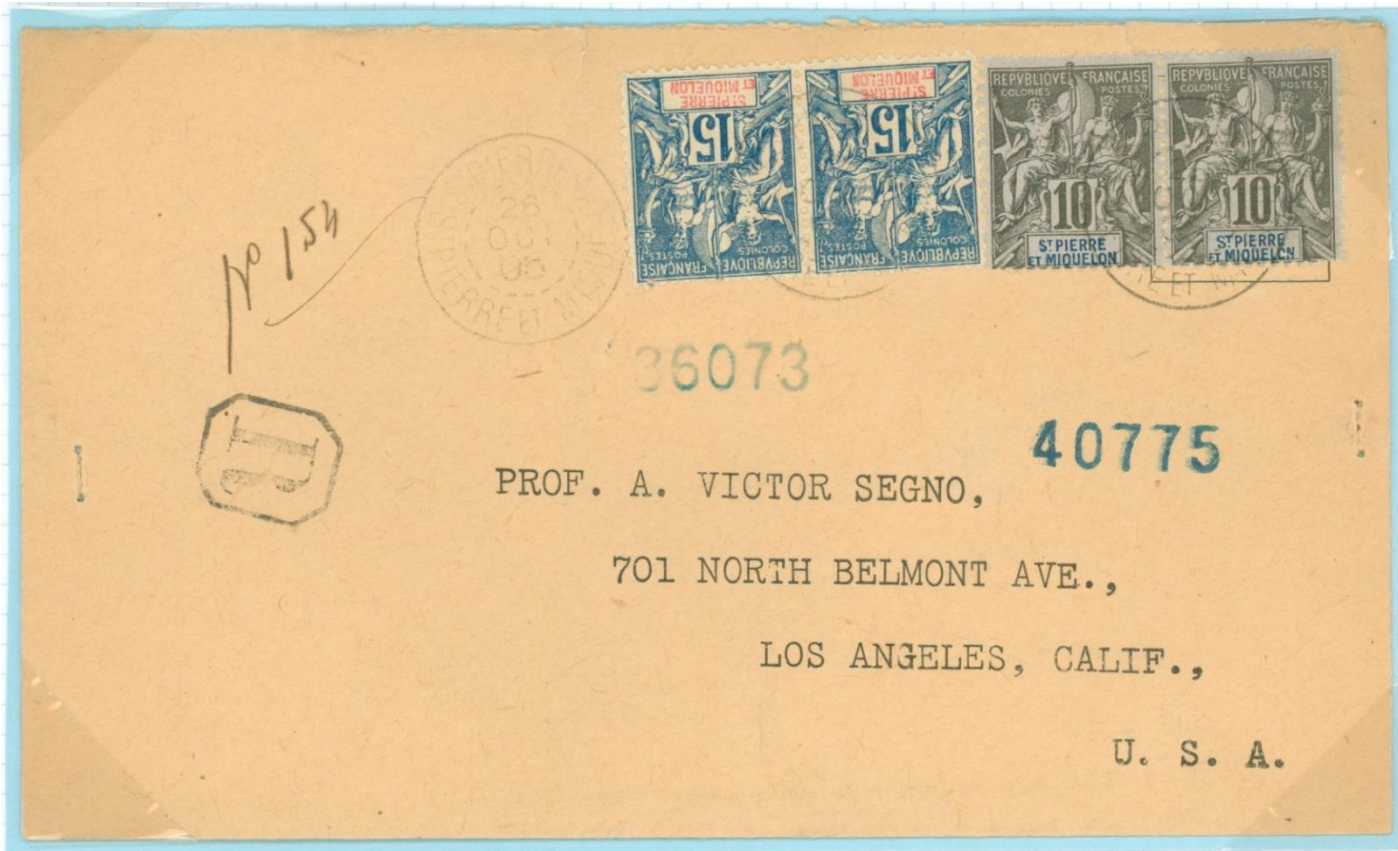
Helmut von Fehlen, MD, PhD, EEFMS

Wein am Rhine, Deutschland

Collectors Club – Feb 2017

Akron Collectors Club – Apr 2017

**Registered letter from Saint Pierre & Miquelon to Los Angeles Oct 1905
Purchased from Guy Dillaway at BALPEX in the 1980's**



**I immediately began to wonder who was Prof. A. Victor Segno
and what was his claim to fame to warrant a letter
from this remote and tiny French Colony?**

The World Postal System in 1900

It was efficient

It was reliable

It was inexpensive

and

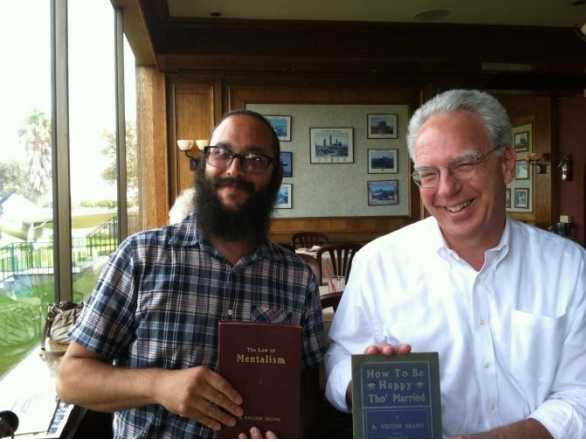
**It offered, for the first time,
the opportunity of mail order fraud
on an international scale**

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

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

Requirements For a Fraudster to Gain Entry Into My Collection

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



International **A**ssociation
for the **P**reservation of
Spiritualist and **O**ccult
Periodicals

Professor A Victor Segno

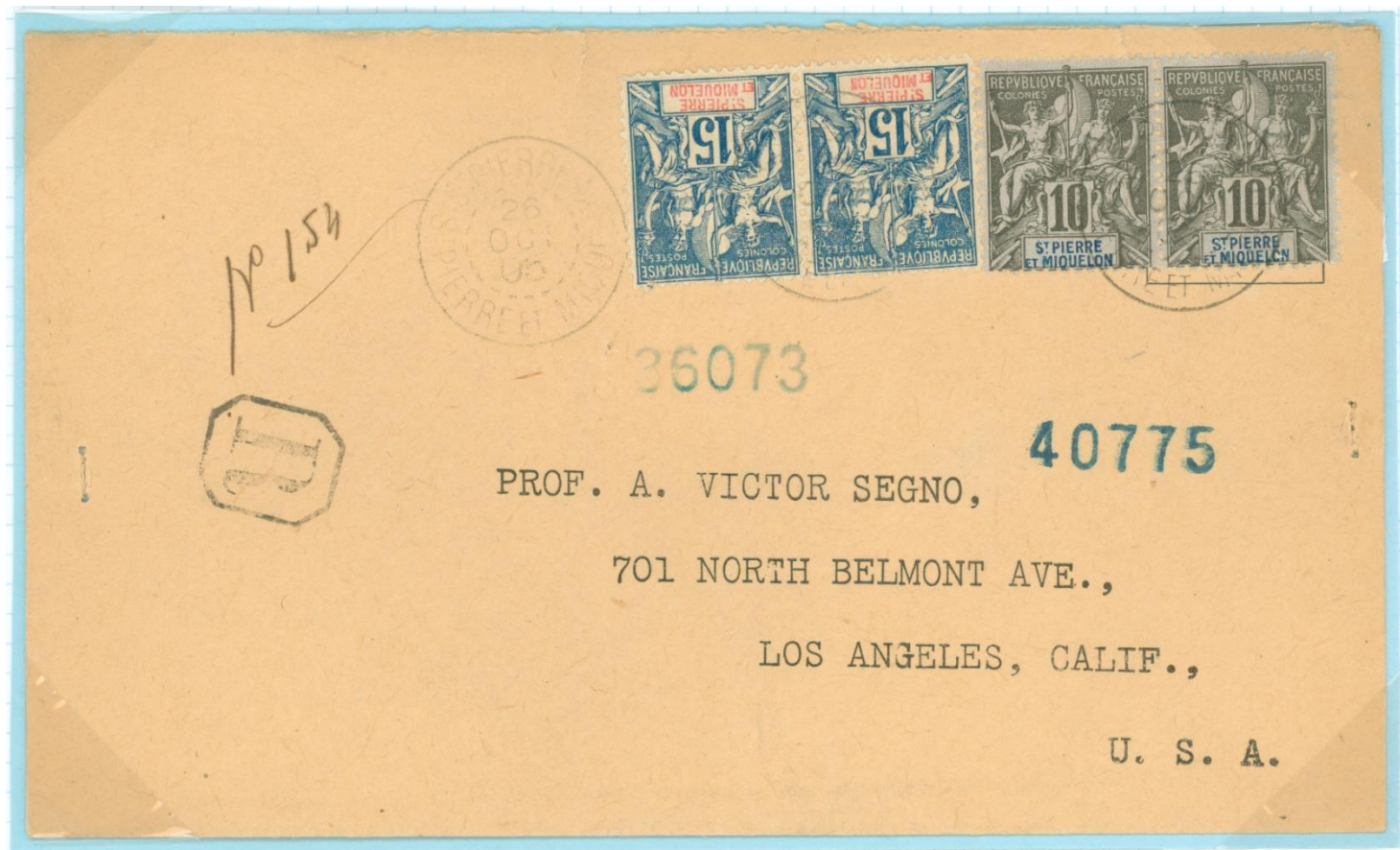
‘Every Crowd Has a Silver Lining’

P T Barnum

With Special Thanks to
Philip Deslippe (UC SB)
Larry Harnisch (LA Times)
IAPSOP
(<http://www.iapsop.com/>)

Professor A Victor Segno

- In the 2000's I hit Google pay dirt
 - Professor Segno was a self-proclaimed mentalist who for the sum of \$1.00 per month or \$10.00 per year would send his good vibrations (so-called **Success Waves**) in your direction, twice each a day, and your life would improve in numerous areas including health, wealth, love, success, etc., etc.
 - He operated out of Los Angeles from about 1900
 - To unite his subscribers, he formed the **Segno Success Club**, membership in which was part of his subscription fee
 - He claimed to be the creator of the **New Science of Mentalism**, and formed a related organization: **The American Institute of Mentalism**



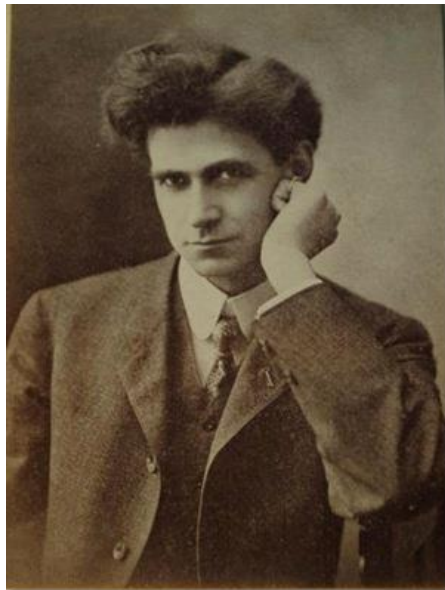
Registered letter to Professor Segno posted from Saint Pierre, Saint Pierre & Miquelon during October 1905 at the 50c rate. Probably contained fees for Success Club membership.

Professor A Victor Segno: 1870-1940



Success Wave:

Love
Hope
Peace
Wealth
Health
Ambition
Happiness
Influence
Success



Circa 1900



Circa 1920

How Successful was Professor Segno?

- Around 1903 the **Segno Success Club** had 12,000 members, each paying monthly or yearly membership fees
 - Roughly \$120,000 per year or \$2,400,000 in today's dollars
- The **Postmaster** of LA, in a response to complaints about Segno's activities by the Bishop of LA, noted that:
 - Segno was doing nothing unusual relative to the activities of many others at the time
 - Segno was investigated by the Post Office in DC in 1903, and no charges were filed
 - You could not trap one of his Success Waves and scientifically show it was nonsense
 - **Segno was the largest private mailer in LA, sending as many as 6000 - 7000 letters per day**
- With the proceeds from his activities, Segno built a mansion and a publishing office in the Echo Park section of LA from which he conducted his business activities
 - The Echo Park section of LA is near today's Dodger Stadium, and is a fashionable place to live

Post Office Record of 1903 Segno Hearing: “Evidence insufficient for fraud order.”

Thanks to
IAPSOP

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DOCKET OF FRAUD CASES.

Name: *Segno Success Club and A. Victor Segno, President.*

Address: *Los Angeles California.*

File number: *7616* Case number: *9362-2*

Charge: *Fraud (Sec. 3919 & 4041 R.S.) Mental treatment.*

Date called upon to show cause: *June 10/1903*

Date set for hearing: *July 8, 1903.*

Continuances:

Mail held temporarily—date: *June 10/03.*

Order holding mail temporarily revoked—date: *June 16, 1903*

Letter containing call and memorandum delivered by postmaster—date: *June 10, 1903.*

Amount of mail daily arriving for defendants:

Attorneys for defendants:

Appearances:

Before whom case was heard: *Hon. C. H. Robb.*

Judgment entered: *Evidence insufficient for fraud order*

Date: *July 17, 1903.*

Fraud order issued—date:

Fraud order revoked—date:

General remarks: *A. Victor Segno appeared at this office & discussed his plan of business before C. H. R. & E. N. T. June 16, 1903.*

Copy of Letter From the Postmaster of LA to the Bishop of LA – Philip Deslippe

Los Angeles Post Office.

OFFICE OF THE POSTMASTER.

Archival Center
Archdiocese of Los Angeles
Papers of
+Thomas J. Conaty

LOS ANGELES, CAL., Apr. 4, 1904.

2. Rev. Thomas J. Conaty,
Los Angeles, Cal.

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My dear Bishop:--

I beg to acknowledge receipt of your kind favor of the 2nd inst., in the matter of the Segno Success Club. This is an institution conducted by one Segno in this city, and I presume he receives the largest mail of any single individual in the State of California. He has as many as forty-five to fifty typewriters employed, and often sends out as many as six to seven thousand letters an evening. He receives money orders from all parts of the world. The case has been up for investigation by Post Office Inspectors on two occasions, and about July last the Assistant Attorney General for the Post Office Department instructed him to submit a full statement of his business, and if not satisfactory he would be debarred the use of the mails. Segno was at that time in the East, and immediately visited Washington, D. C., presented his case to the Attorney General, and it was decided that the business was not illegal. I do not understand his procedure exactly, but it is on the line of thought waves. Personally, I do not think much of his scheme, but he certainly is making a success of it. He is publishing a magazine which has a world-wide circulation. You will understand that this is now an

Thanks to
Philip Deslippe

Rev. T.J.C.--2.

age of mind-reading, Christian Science, and all such peculiar ideas, and it is wonderfully popular, but as the matter has been thoroughly gone into by the Attorney General for the Post Office Department I presume that as it stands to-day it is considered a legal business. I trust this information will meet your wants; if not, I should be glad to serve you further.

Yours truly,

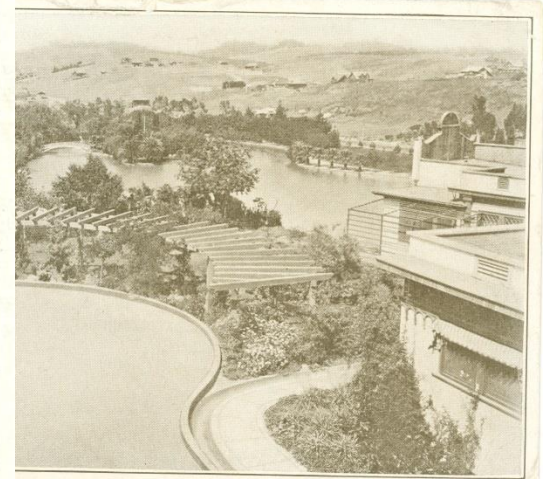
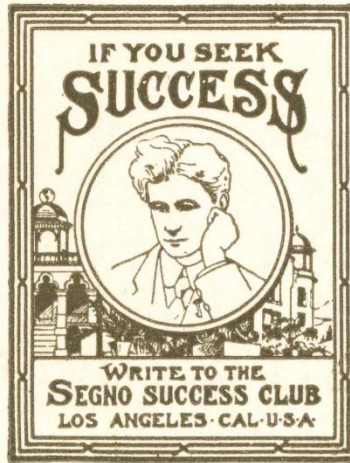
A handwritten signature in cursive script, appearing to read "M. H. Smith". The signature is written in dark ink and is positioned above the typed name "Postmaster.".

Postmaster.

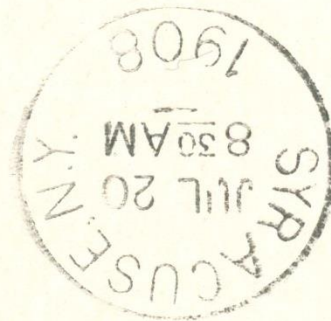
The Success of Professor Segno



American Institute of Mentalism and Home of Inspiration Point, Echo Park, Los Angeles



Court and Gardens, Inspiration Point

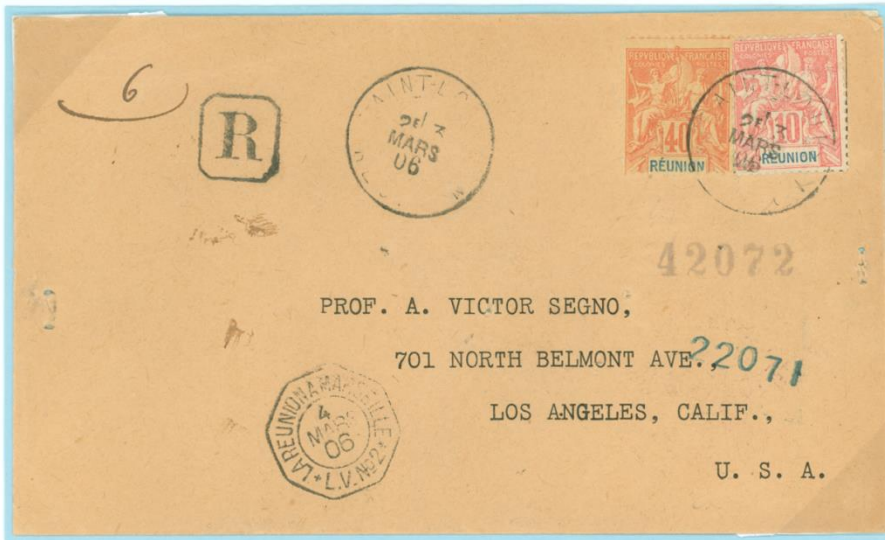


Mr. T. Granger
17 Sherbrooke Ave.
Syracuse N.Y.

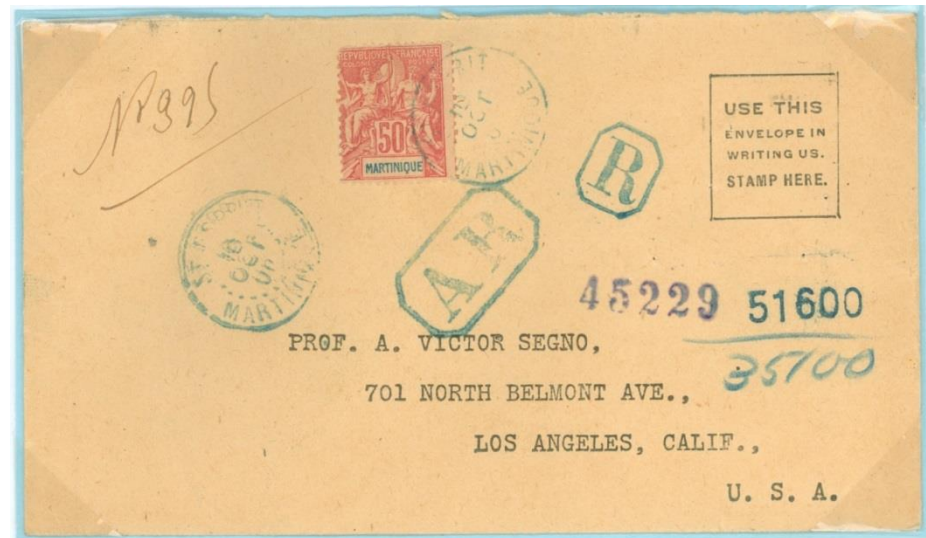
How Large Were Professor Segno's Operations in Echo Park?



Photos show a staff of 12 people working in his mail room, and an additional 12 people working in his office area in Echo Park. But the Postmaster said Segno employed 45-50 typewriters!



Already lurking in my collection
were letters from the small
villages of Saint Louis, Reunion
and Saint Esprit, Martinique.



R.

Recommandé

326



51204

34628



PROF. A. VICTOR SEGNO,

701 NORTH BELMONT AVE.,

LOS ANGELES, CALIF.,

1578

U. S. A.

79173

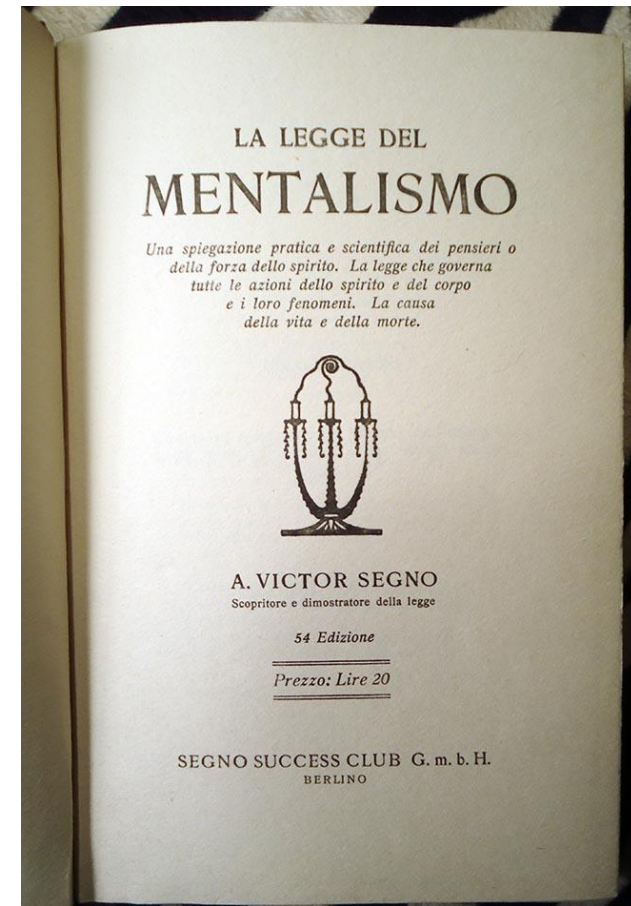
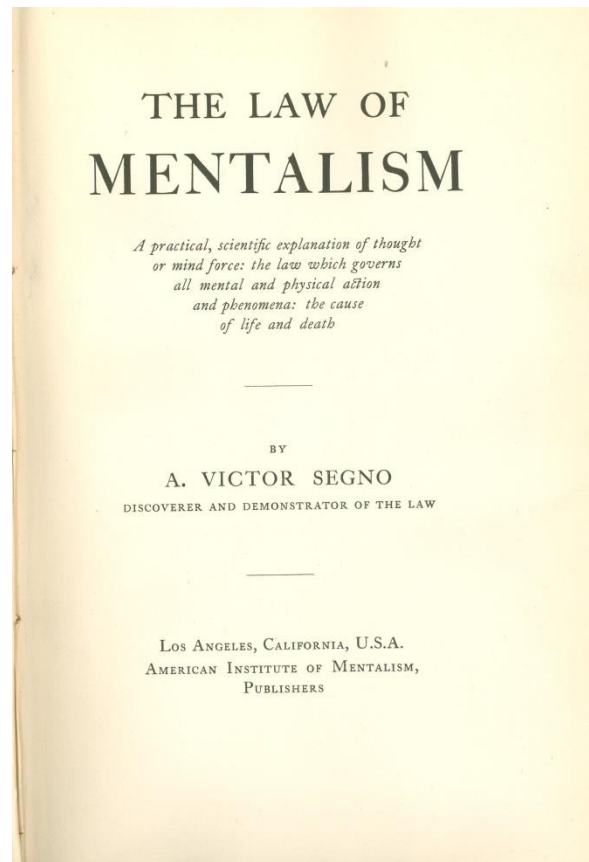
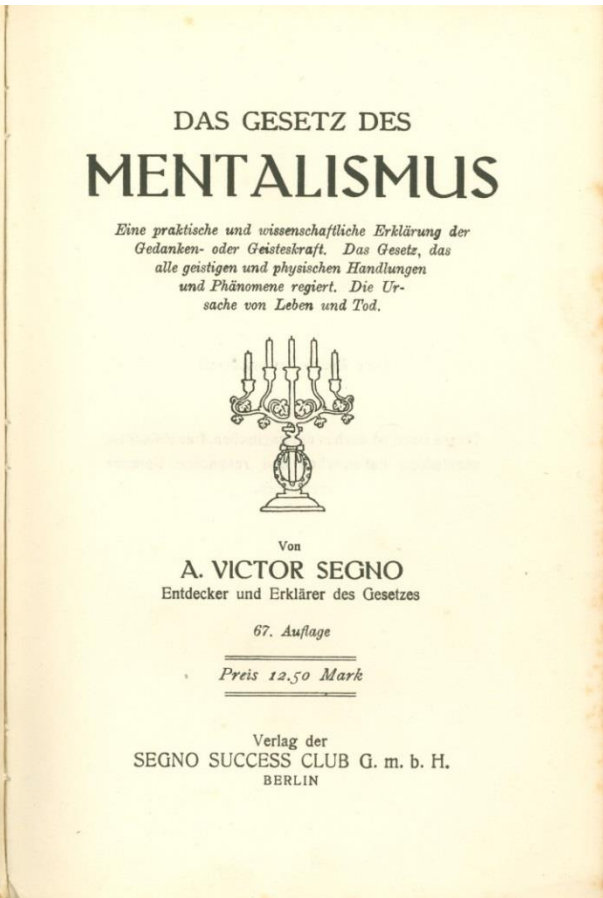


See Collectors Club Centennial Plaque

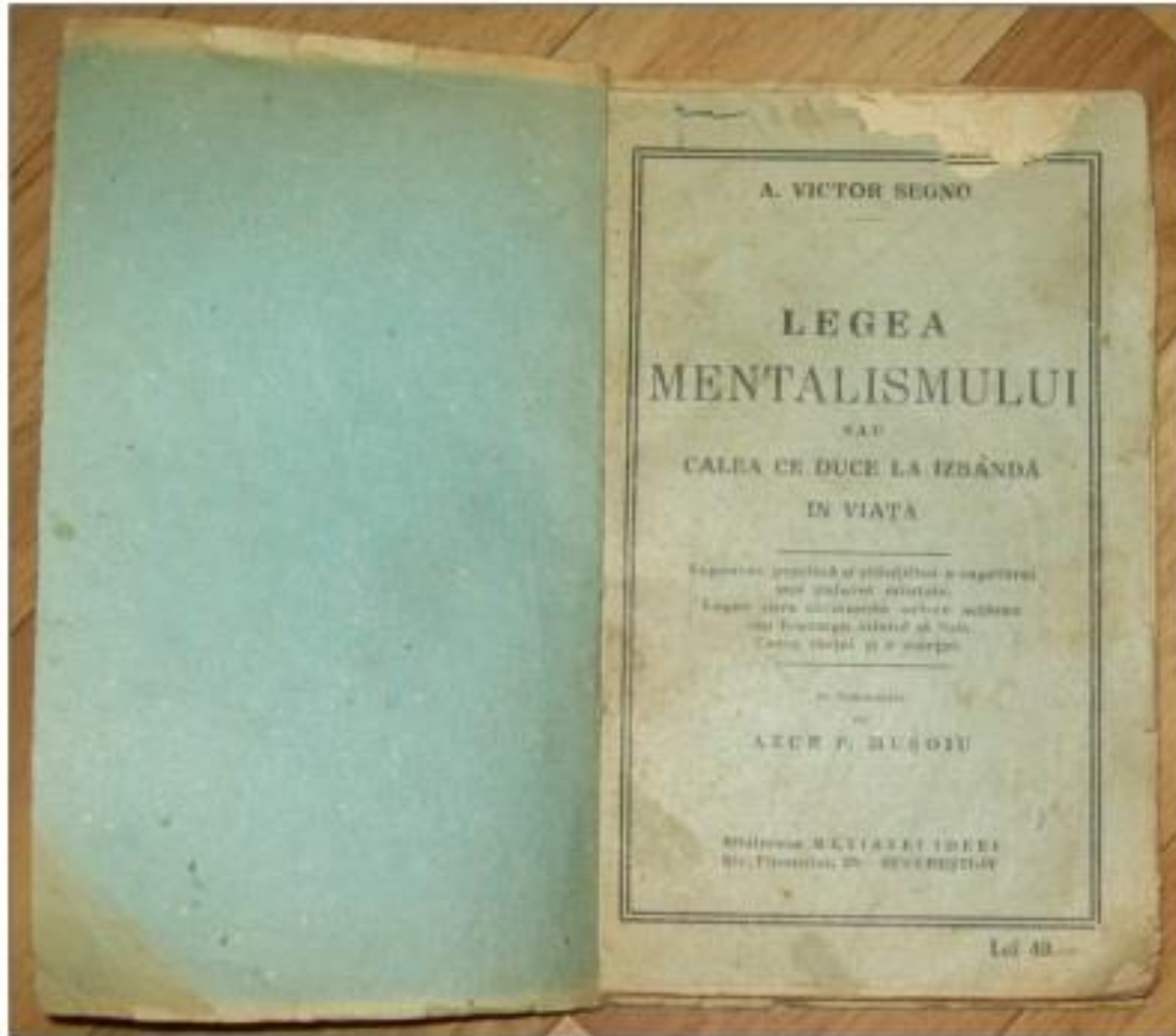
Publications by Professor Segno

- In support of his Success Club and American Institute of Mentalism activities, Professor Segno authored a number of books for his clients which were printed at Echo Park by the **Segnogram Publishing Company**
 - **The Law of Mentalism**
 - **How to Live 100 Years and Retain Your Youth, Health and Beauty**
 - **Life in the Great Beyond; or The Law of Life and Death**
 - **The Secret of Memory**
 - **How to Possess a Perfect Head of Hair**
 - **How to Be Happy Tho' Married** (Professor Segno divorced his wife in 1911 and ran off with one of his secretaries)

Segno Was Comfortable With Foreign Languages



Would You Believe Romanian?



Segno Donates **How to Live 100 Years.....** to UCLA Library

*With my compliments to the
University of California
Victor Segno*

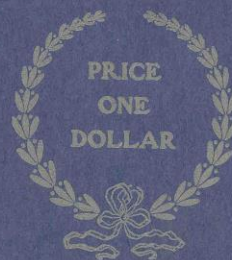
*Los Angeles
4/1/04.*

How To Be Happy Tho' Married

BY

A. VICTOR SEGNO

Revised Edition



Collection of
Larry Harnisch

Price One Dollar

HOW TO BE HAPPY 'THO' MARRIED



Copyrighted 1901

by

A. VICTOR SEGNO

All Rights Reserved



ISSUED BY
CHIROLOGICAL COLLEGE OF CALIFORNIA
Los Angeles, California, U. S. A.


Segno Advertising*

*Duke University Virtual
Collection of American
Advertising

"He is the richest man who enriches mankind most."

**ABSOLUTELY FREE
TO YOU**

Health or Success



MENTALISM
THE NEW SCIENCE

**A Month's Treatment
Free of Charge**

==

**This is the Opportunity
You Have Been Looking For**

The Mystic Road to Success Information Booklet

THE MYSTIC ROAD TO SUCCESS



To the Success Club:

I have not the language to express the gratitude I have. From the help of the Club in nine days it made me \$421.74.

Member No. 165,989.

"Do not brood over the past, nor live on dreams of the future, but act now and secure the blessings of the hour."

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STOP AND THINK FOR A MOMENT

Are you sure that your success is so permanent that next month or next year something could not happen to destroy it? If you have the slightest doubt about this you will be wise to place yourself on the safe side, for "An ounce of prevention is worth a pound of cure." The Mental Vibrations of Success extended to you by thousands of people cannot harm you, but they can, with your assistance, keep you successful and ward off failure.

A TWO MONTHS' TRIAL MEMBERSHIP FOR ONE DOLLAR

or a year's membership for Five Dollars. All who join the Club under the terms of this special offer will be entitled to the same rate as long as they remain members.

CAN YOU AFFORD TO PASS THIS OPPORTUNITY?

Remember, thousands have proven the value of a membership. What it has assisted others to do it can help you to accomplish. Success comes only to those who try; will you? If you become a member, all the members of the Club will extend to you the assistance of their Mental Suggestions twice each day. Where else can you procure so much for so little money? Fill out the enclosed application form and send it and the membership fee at once to the

AMERICAN INSTITUTE OF MENTALISM
Inspiration Point, Echo Park
Los Angeles, Cal., U.S.A.

Make all remittances payable to
A. Dell Segno, Treasurer.

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I am proud to say that since I became a member of the Club I have had so much better luck that I want to always keep my membership in the Club. I made more money last month than I have made in any four months since July, 1909. Enclosed find \$1.00 for two months' dues. In a week or so I am going to send the \$5.00 for a year's membership. I have been unsuccessful so long that I was a long way behind, but thanks be to God and your Success Club, I am coming through.

Member No. 114,127, Pensacola, Fla.

I am Member No. 43,540, and have been a member of your Club for the past seven years, and say in all earnestness that I would not be without membership in this wide and far-reaching circle for anything in the world. It was the silent means of helping me in so many, many ways that I will not begin to enumerate them.

Member No. 43,540, Philadelphia, Pa.

I wish everyone could know what comfort and strength has been attained by myself since joining the Club. The glorious and strengthening help derived from the Harmony Keys has made a new man of me. They have helped me to come triumphantly through trials and hardships which would have utterly crushed me but for this support. I cannot find words to thank God for the day I undertook to follow and be guided into such a broad, rich, beautiful way to live.

Member No. 91,949, Harrisonburg, Va.

I was skeptical and just a wee bit tending toward the pessimistic side. Good things have come to me in abundance. The fact is, my business has jumped so high that I have been too busy to write you.

Member No. 147,248, Philadelphia, Pa.

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The Segnogram Publishing Company



Segnogram Magazine Available on the Website of the International Association For the Preservation of Spiritualist and Occult Periodicals (IAPSOP)



Segno Aware of Philately and the Philatelic Market

If anyone finds and purchases a genuine packet of stamps from the Segnogram Publishing Company, I will be willing to pay you 10X for that packet!

Foreign Postage Stamps For Sale

We have a quantity of canceled postage of various denominations that we received on letters from all parts of the world. Among them are stamps from China, India, Ceylon, Turkey, Egypt, Siam, Borneo, Cape Colony, Transvaal, Gold Coast, Lagos, Africa, Germany, Switzerland, Sweden, Norway, land, Spain, Italy, France, Holland, Belgium, England, Canada, Colombia, Panama, British Honduras, Mexico, Cuba, New Zealand, Tasmania, Central and South America.

We have had these stamps sorted into packages of 25 (all different) and will send them prepaid for ten cents a package.

Foreign stamps are interesting souvenirs. Many people make a collection and keep them in albums, but the latest fad is to use them for decorative purposes. Screens, picture frames and walls are being decorated with them. They make very artistic effects when nicely arranged.

PRICES: One Package, 10 cents.
Six Packages, 50 cents.
Thirteen Packages, \$1.00

Address,

SEGNOGRAM PUBLISHING CO.

703 N. Belmont Ave., Los Angeles, Calif.

Segno Always Looking for Another Way to Make Money



WHAT SHALL IT BE?



HE Holiday Season is upon us and we are brought face to face with the old, old problem of what shall we give as a Christmas gift to those most dear. Each year the same question confronts us. Wouldn't you like to settle the matter right now?

Wouldn't you like to have us help you? Believing that you would, we have taken it upon ourselves to do so. We have had our artist prepare a drawing of this handsome Souvenir Spoon of the Segno Home, and are now having the Shepard Manufacturing Company of Melrose Highlands, Mass., fill our first order for a thousand. They are the actual size of the spoon shown in the cut; are of sterling silver and are guaranteed to last a life-time. The Shepard Company does not make anything that is not the best.

This is our Success Spoon. Like the Segno Success Key, we expect it will be in thousands of homes throughout the land, conveying its silent message of good cheer and strength, and ever attracting to the mind of the user thoughts of success from others. Aside from the personal message of inspiration that would be carried to the recipient from the giver, this spoon has an attractiveness that few such souvenirs carry.

The design of the spoon is particularly appropriate and effective. In the bowl, the artist presents a side view of our new publishing house, and on the handle, intertwined by the adorable California poppy, the Success Key stands out boldly with the words "Los Angeles, Cal." running down the handle to the bowl.



These spoons will be ready for delivery about the Fifteenth of November. We expect to receive orders from all over the world. The spoons will be shipped, neatly packed in a box, and delivered to any address in Canada, Mexico or the United States at the price named; but if ordered to be sent to foreign countries, one shilling must be added to pay extra postage. A limited number of these spoons have been ordered. If you would make sure of getting one, you should let us know how many you want and they will be reserved for you. The cash may be sent later. For those who would desire two different spoons, we have made arrangements to send with the "Spoon of Success" a smaller spoon of California, which will be mailed with the Success Key Spoon. The "Spoon of Success" will cost you \$1.50; the smaller spoon, \$1.00. You may order the Spoon of Success alone, to be sent to different addresses, or any number you desire will be shipped to you direct. When you see this spoon, you will agree with us that it is the best Christmas offering we have made. It is such an inspiring little thing, this Spoon of Success. It speaks to us of worlds yet unconquered—of things to be done—and spurs us on to greater achievements. It conveys to those we love in a simple, unostentatious way the message we have to deliver, and inspires them to DO and BE—to *Think and Live*. We are what we want to be; we see what we want to see; we do what we want to do; we have what we want to have—if we want and work hard enough for it. Order a Spoon of Success today; pay for it on or before November 15th. Address all communications to

THE SEGNOGRAM PUBLISHING COMPANY, Los Angeles, California



Did the Good Vibrations – Success Waves Work?

“You no doubt will be glad to learn that since joining your club I have improved my health, supported myself and little baby girl and made over \$1,000, and risen from a servant to be a proprietor.”

**“I consider your Success Club the
greatest discovery ever made by man...”**

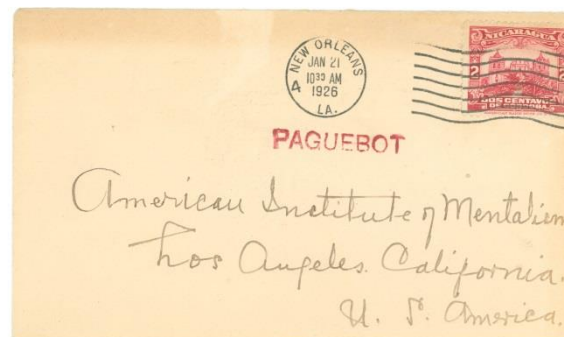
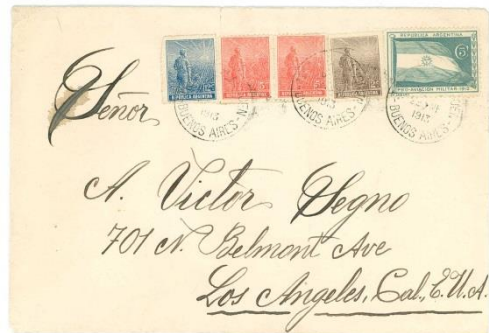
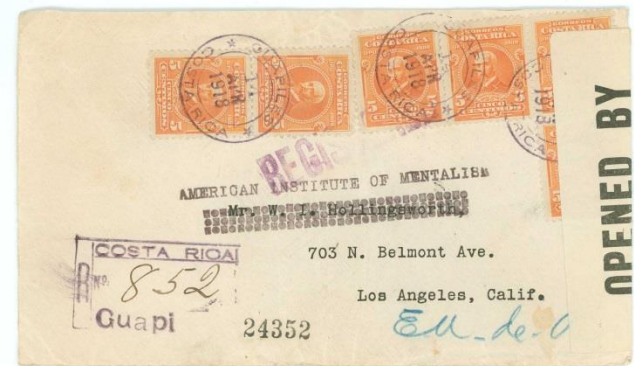
**[Member No. 5515, Coffeyville, Kansas
from promotional material for the Success Club]**

Segno Mail From Other Countries and the United States?

- With 6000 – 7000 letters being sent from LA each day at the height of the Success Club there should be:
 - Letters from a variety of other countries to Professor Segno which contained monthly or annual dues, or requests for Success Club information
 - Letters from the Segno Organization in LA to members and prospective members franked with the 1902 Series and the following Washington/Franklin Series
- Based on my observations, some of Segno's incoming mail was bundled and sold to the philatelic market during the 1905 – 1916 period – but not US mail
- But his outgoing mail is, at least to date, not seen but for a few items – probably little reason to be saved as frankings are very common

A Potpourri of Segno Covers

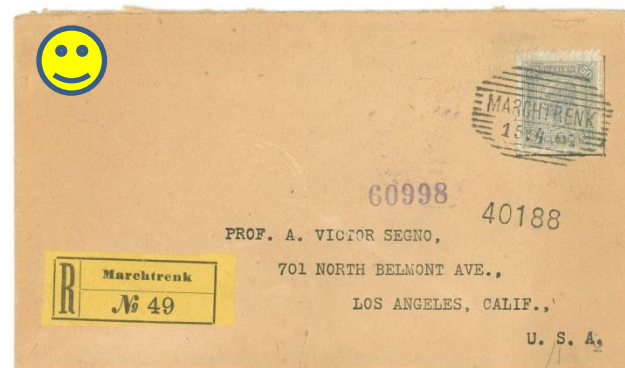
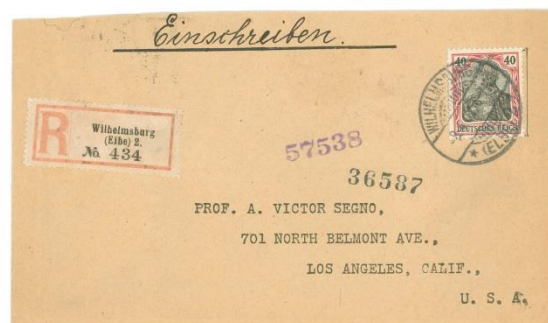
Not Presented in Any Order
But They Show the Breadth and
Depth of his Reach in the World
Most Are From Small Villages



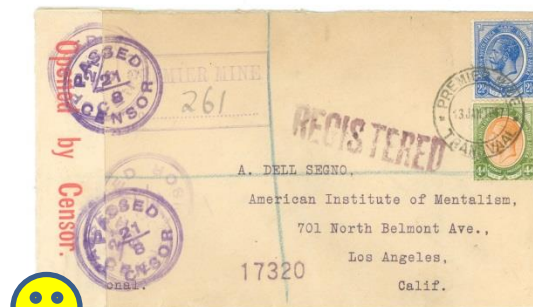
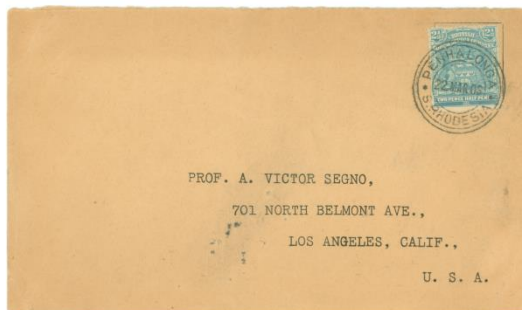
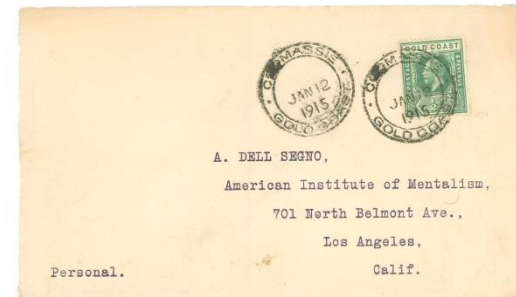
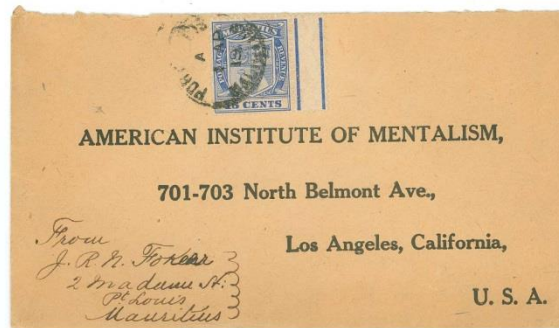
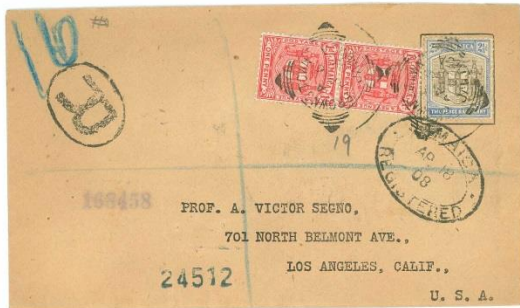
Mexico, Salvador, Costa
Rica, Argentina, Peru,
Ecuador, Columbia and
Nicaragua

Molina, Chile





France, Monaco, Switzerland,
Spain, Germany, Austria,
Latvia, England



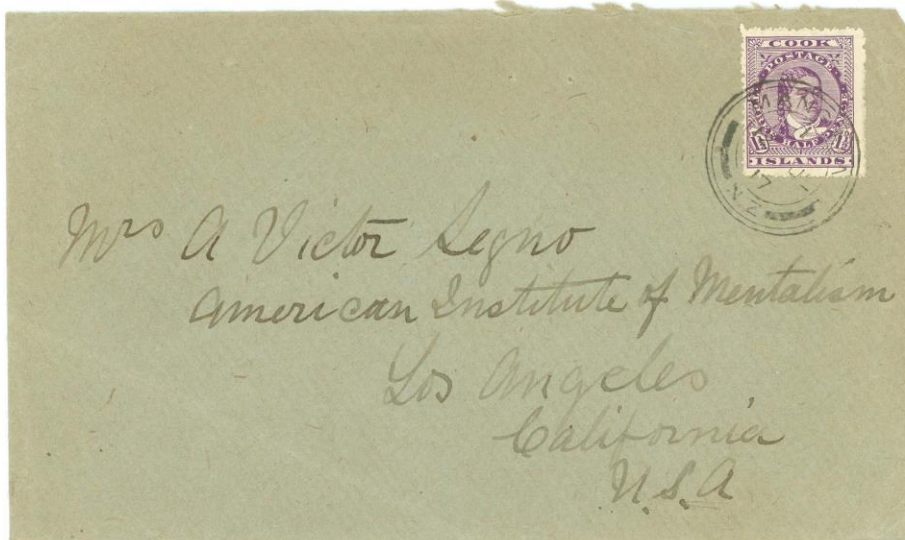
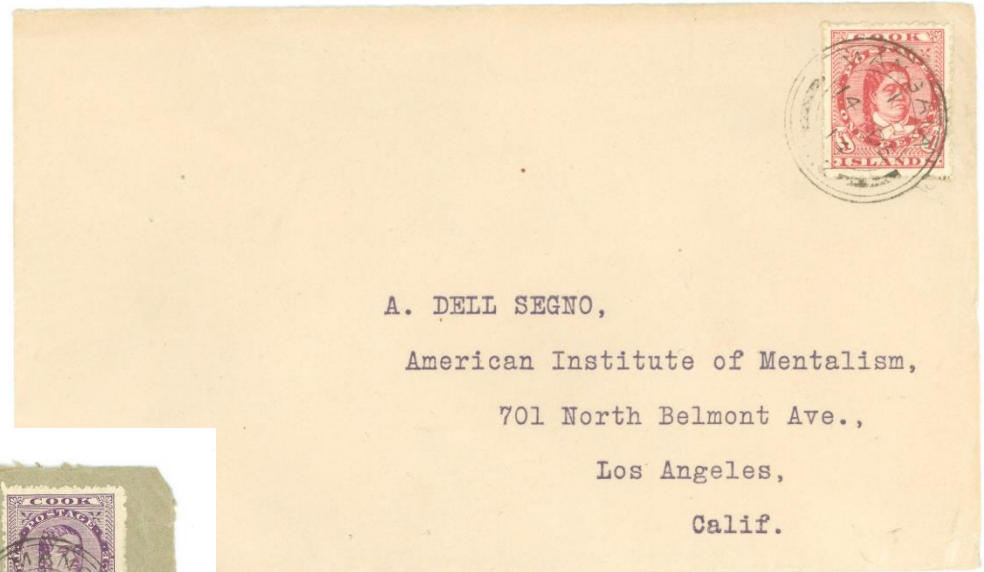
Jamaica, Australia, New Zealand, Canada, Mauritius,
 Gold Coast, Rhodesia, South Africa and Sarawak

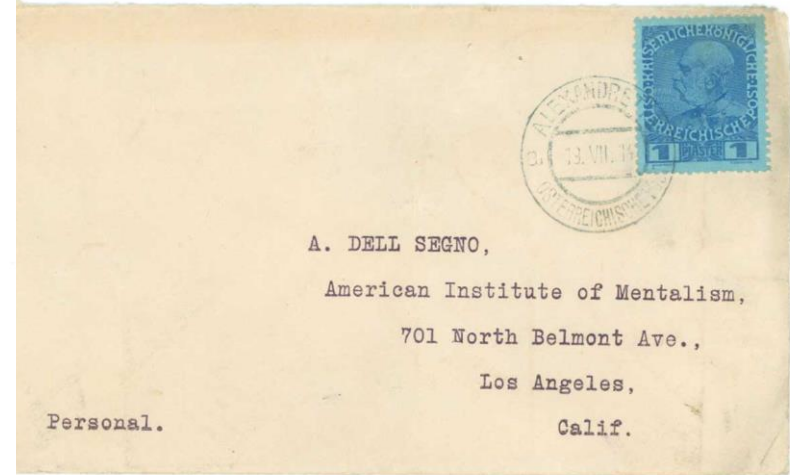
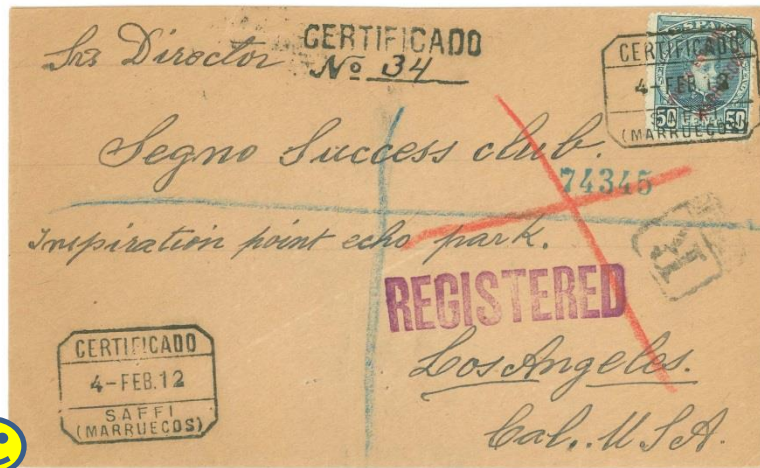
Togo





Mangaia, Cook Islands 1914 and 1917



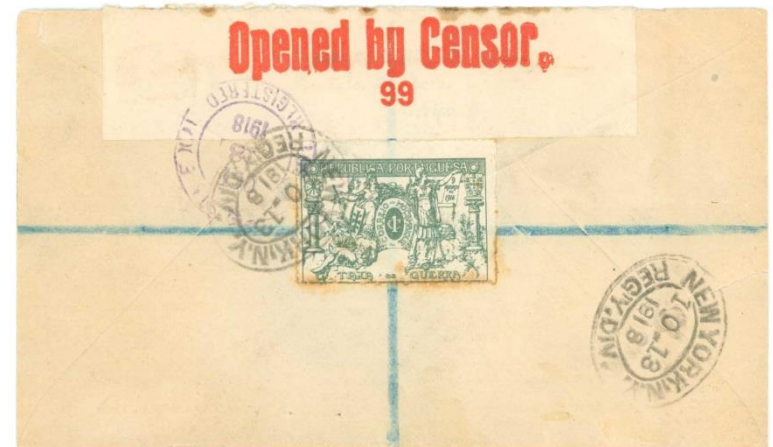
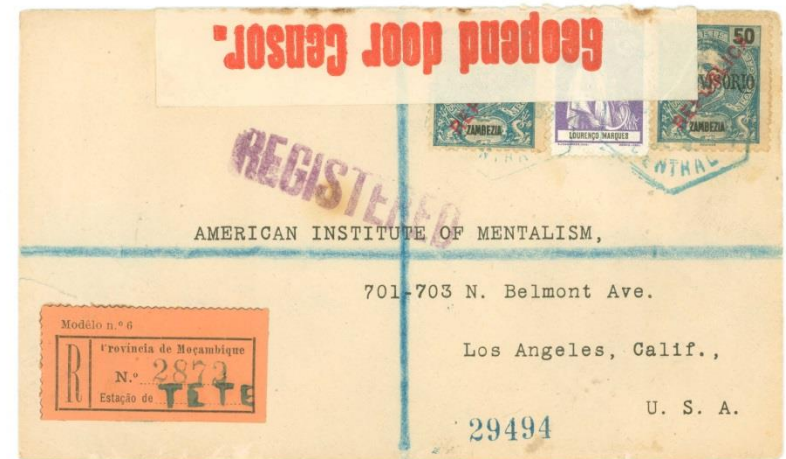


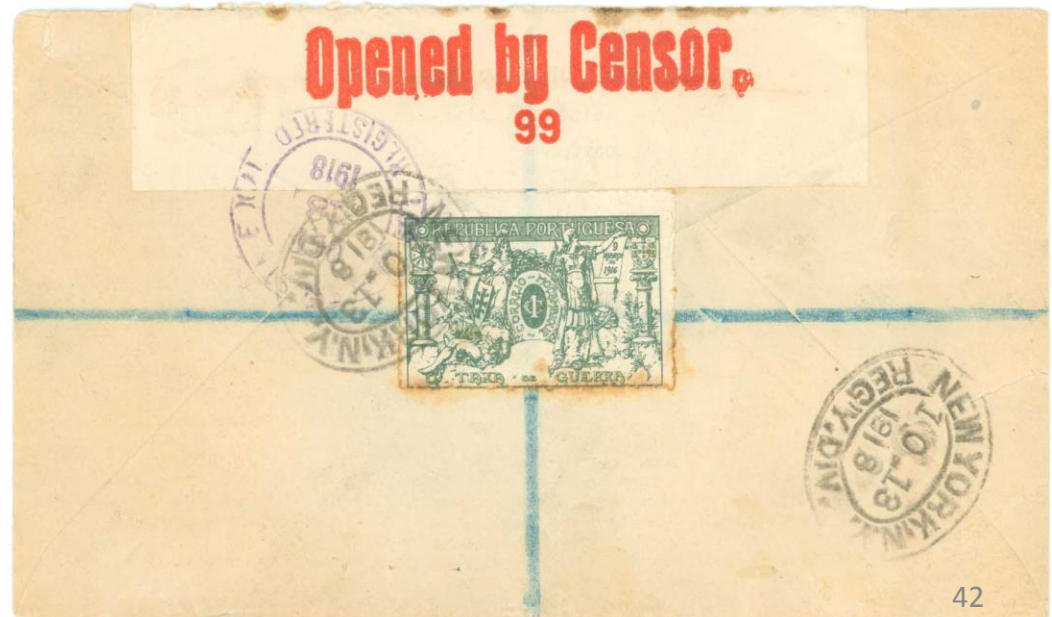
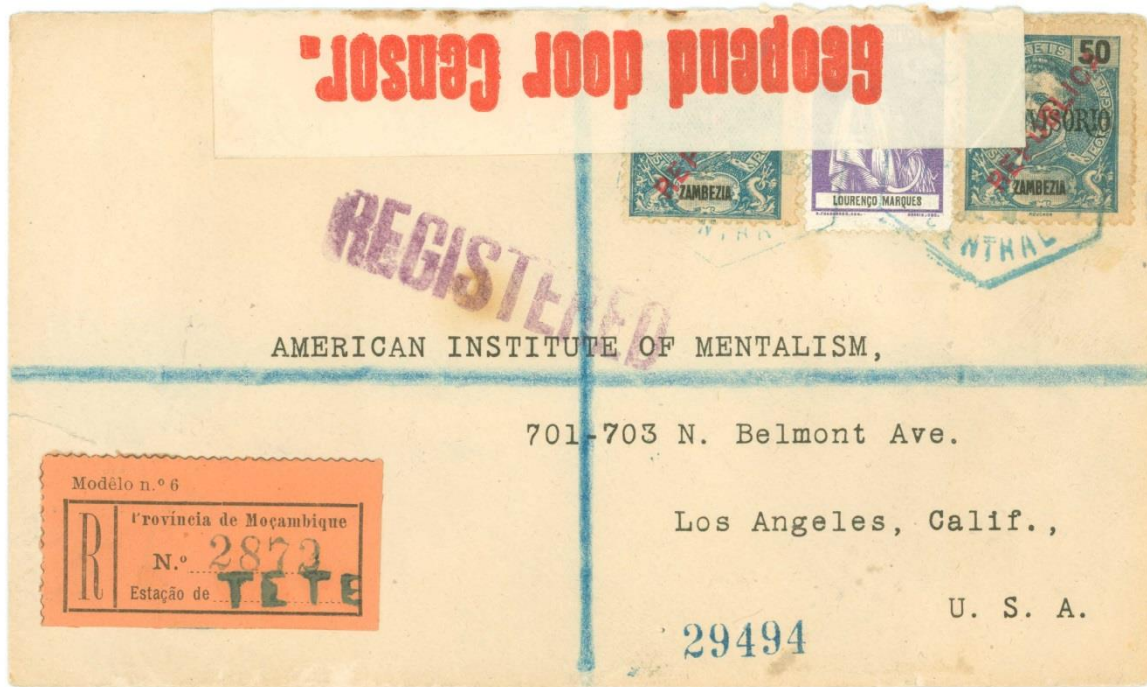
Cairo, Egypt (Printed Matter)
 Why was printed matter sent to
 Professor Segno?
 All from Dec – Jan Period
 Holiday Greetings!

Saffi, Spanish Morocco
 Alexandrette, Austrian Turkish Office
 Jaffa, German Turkish Office

A Recent and Most Unusual Origin of a Segno Cover Censored Registered Letter From Tete, Zambesia in 1918 via South Africa

- Registered Letter at 13½ centavos rate with:
 - Zambesia stamps 2 x 50 reis = 10 centavos
 - Lourenco Marques 2½ centavos stamp
 - Mozambique 1 centavo War Tax Stamp
- Censored at South Africa
- Contained the equivalent of \$10 for those Success Waves





Segno's German Gambit

- In 1911 Professor Segno ran off with one of his secretaries and ended up in Germany
- His wife, A. Dell Segno, divorced the Professor, but continued to run operations in LA
- In 1912 he incorporated the Segno Success System as an LLC in Berlin
- By 1915 this venture failed due to WWI, and the LA Times wrote: 'Mars Destroys Success Waves!'
- Mail from the German Gambit is extremely rare
- Mulchén, Chile - 1914



Troubled Times for the New Segnos? Passport Photo?



Segno's German Key To Success

(Hidden Secrets of the Soul's Power Explained to the World)

31

Anzeigenteil

Verborgene Geheimnisse d. Seelenmacht werden d. Welt erklärt.

Ein Buch umsonst.

Haben Sie, lieber Leser, je darüber nachgedacht, warum manche Menschen so erfolgreich sind, warum alles, was sie berühren, sich in Gold zu verwandeln scheint, warum sie Reichtum, Stellung, Macht und Einfluß gewinnen, ohne sich anscheinend besonders darum zu bemühen? Solche Menschen umgeben sich mit Freunden, sind in ihren Kreisen geehrt und angesehen, sind in der guten Gesellschaft begehrt und erlangen Rang und Auszeichnung ohne scheinbare Bemühung. Ist Ihnen dies jemals aufgefallen? Wissen Sie woher das kommt?

Nicht durch harte Arbeit, denn die Armen arbeiten schwerer als die Reichen, nicht durch hohe Geburt, denn viele unserer erfolgreichen Männer sind von niedriger Herkunft, nicht durch Glück, denn mancher einst vom Glück Begünstigte

WAS ERFOLG BRINGT

starb in Armut und Verlassenheit. Wir wollen Ihnen sagen woher das kommt. Das Geheimnis des Erfolges im Leben ist Geistes Einfluß — die Fähigkeit, andere so denken zu machen, wie man selbst denkt, ihr Vertrauen und ihre Freundschaft zu gewinnen u. sie sich hilfreich zu machen. Es gibt eine geheime Macht, durch welche man einen unwiderstehlichen Geistes-Einfluß ausübt, alle Hindernisse überwindet und auf jeden einwirkt. Sie wird **Mentalismus** genannt. Sie ist die Grundlage des Erfolges in jedem Geschäft und in jedem Beruf. Sie versagt nie.

Sie ist eine Gottesmacht und das gemeinsame Erbe sowohl des Armen wie des Reichen. Sie ist in der Tat das Wunder unseres Zeitalters. Bedenken Sie, was es heißt, solche Macht zu besitzen, wen Sie wollen, zu überzeugen, daß Ihre Ware die beste am Markte sei, daß Ihre Dienstleistungen unschätzbar für ihn sind, daß er das braucht, was Sie zu verkaufen haben, daß Ihre Ansicht die richtige ist, das er tun soll, was Sie ihm raten, und noch tausend andere derartige Dinge. Bedenken Sie, welche Vorteile solche Macht Ihnen geben würde. Wenn Sie

eine gutbezahlte Stellung erlangen möchten, eine Gehaltserhöhung wünschen, oder zu Ihrem gegenwärtigen Einkommen auf irgend eine Weise zu verdienen wollen, dann wird sich die Kenntnis

d. Mentalismus als EINE GOTTES- MACHT

unschätzbar erweisen. In tausenden von Fällen ist es der Wendepunkt im Leben von Leuten gewesen, welche der Verzweiflung nahe waren und denen die Zukunft hoffnungslos erschien.

Wir haben ein Buch veröffentlicht, betitelt: „**DER WEG ZUM ERFOLG**“, welches diese hervorragende Wissenschaft erklärt und auseinandersetzt, wie der Erfolg zu erzielen ist und von Hunderttausenden von Menschen in jedem Lande erzielt wird, und zwar durch Anwendung der Geheimnisse, die wir darbieten.

Wir verabsorgen nur eine beschränkte Anzahl dieser Bücher: „**DER WEG ZUM ERFOLG**“. Wenn Sie größeren Erfolg erringen möchten als bisher, so senden Sie uns heute noch Ihren Namen und Adresse ein. Wir werden Ihnen dann ein solches Buch **umsonst und portofrei** zuschicken. Wir haben 220,000 Mitglieder, welche bereit sind, mit Ihnen zusammen zu wirken und Ihnen zu dem gewünschten Erfolge zu verhelfen. Schreiben Sie sofort, denn diese Gelegenheit dürfte Ihnen nicht wieder geboten werden. Nichten Sie Ihre Aufschrift an:

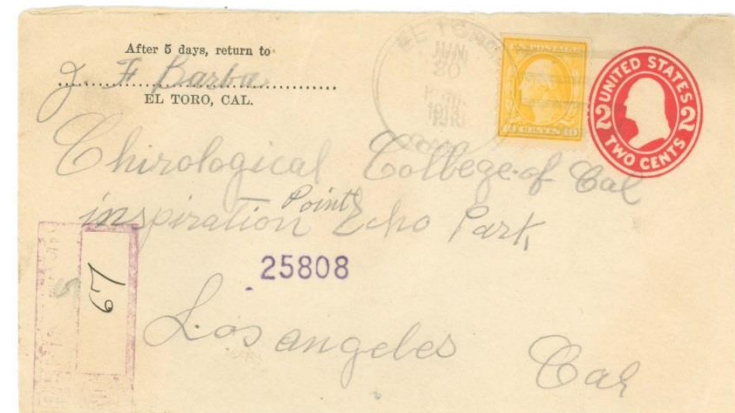
EIN BUCH UMSONST

**SEGNO SUCCESS CLUB G. m. b. H.,
BERLIN SW 11 Fach. H.**



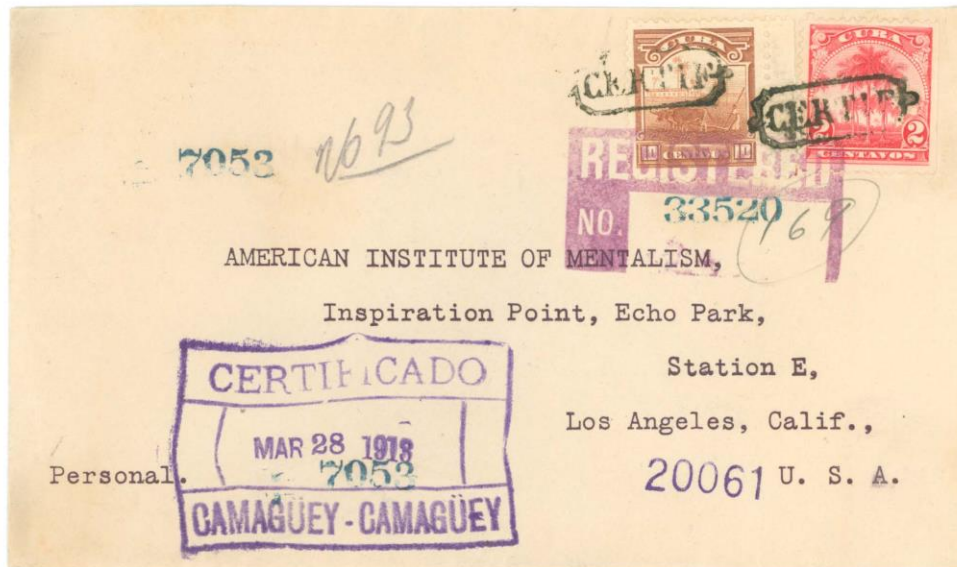
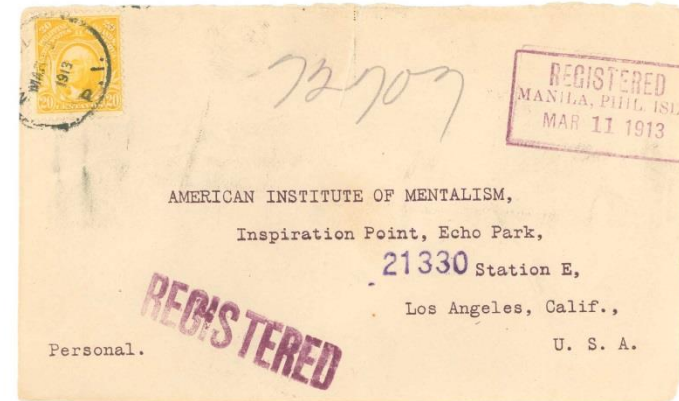
United States – Generally Rare

Not Saved and Sold to the Trade



Chirological College of California
Palm Reading & Fortune Telling

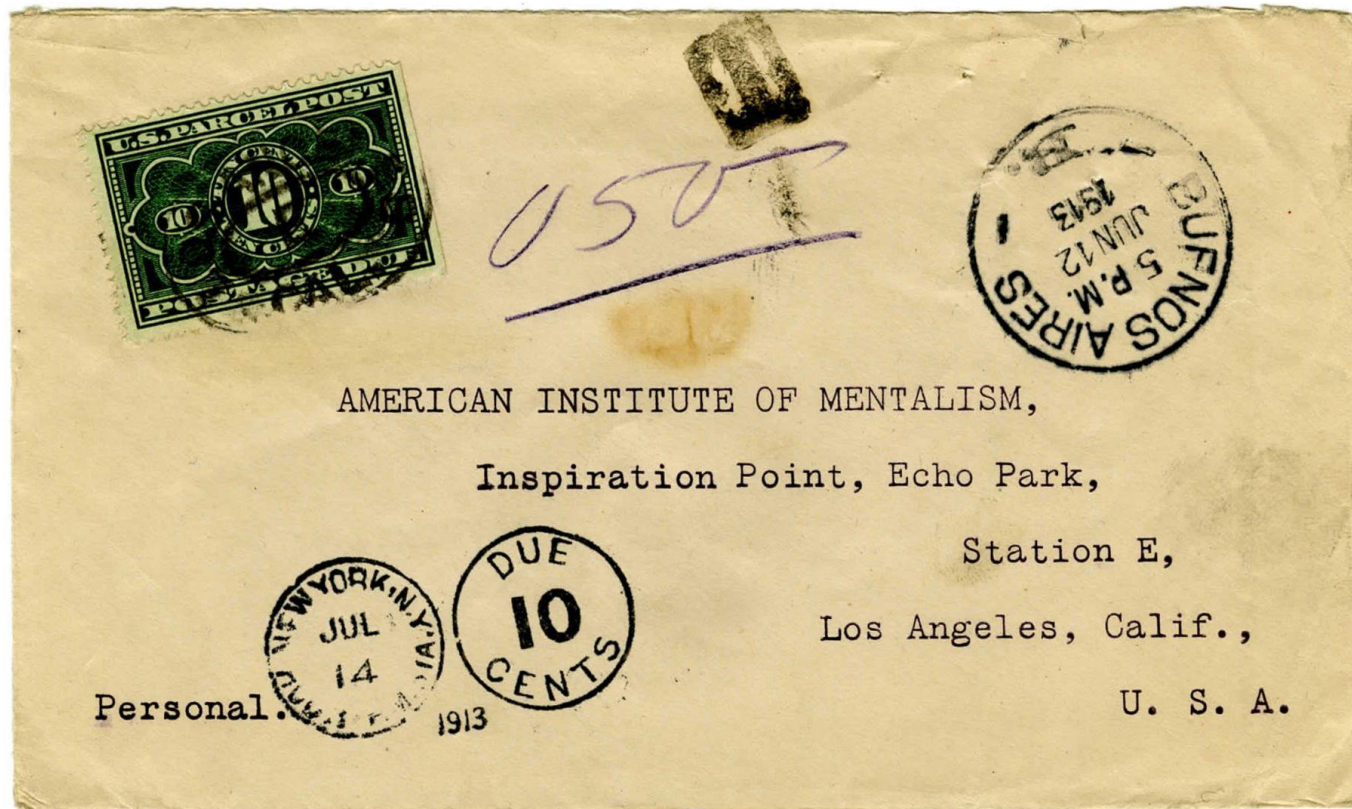
United States Possessions



Puerto Rico Philippines

Cuba

Segno Covers in Other Collections



Collection of Wade Saadi

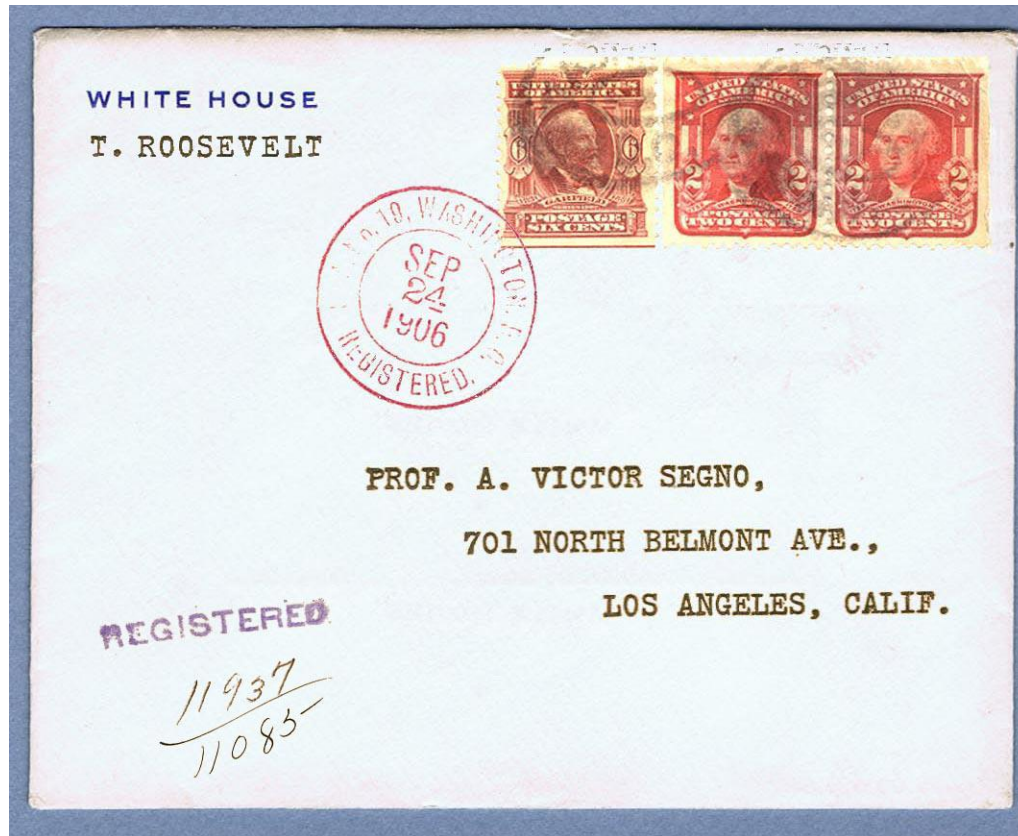
Collection of Len Piskiewicz



Upper Silesia - 1922

Fake Segno Cover

Created by Infamous Forger Monsieur Roger
Known to Operate in Cahoots, NY



Outgoing Mail STATION E

RETURN IN TEN DAYS TO
703 NORTH BELMONT AVENUE
LOS ANGELES, CALIFORNIA



B. Paskins
West Maitland
N.S.W.
Australia



Outgoing Mail?



In California Supreme Court Records (Oct 1921) Mrs Annie Dell Segno is still being sued by her attorney, S J Parsons, for monies due him for representation in the 1911 divorce of A Victor Segno

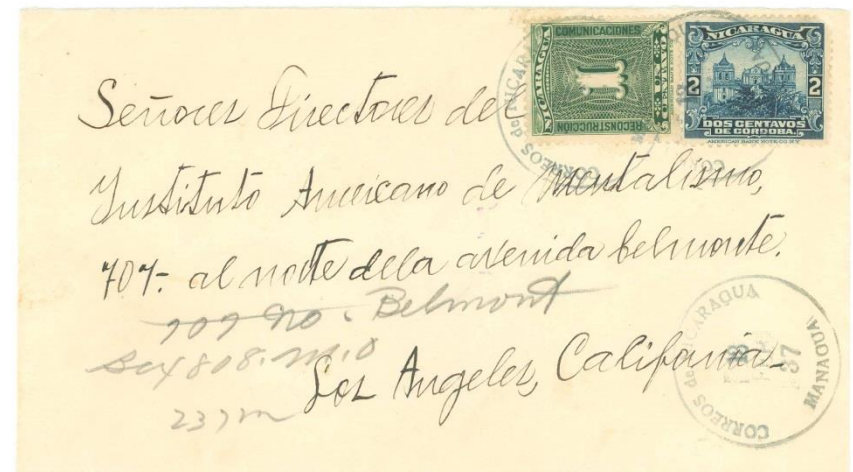
In 1931 the Segno Organization was charged with fraud by the Federal Trade Commission. In addition to memberships in the very successful Success Club, they were also selling talismans called 'lucky sheckels'. These were made in the US from materials which he claimed were from 1891 BC and found in Palestine. These talismans combined with membership in the club would promote your overall well-being. No follow-up on these charges is shown in subsequent FTC annuals, and Professor Segno's fortunes are in decline.

My Latest Segno Covers

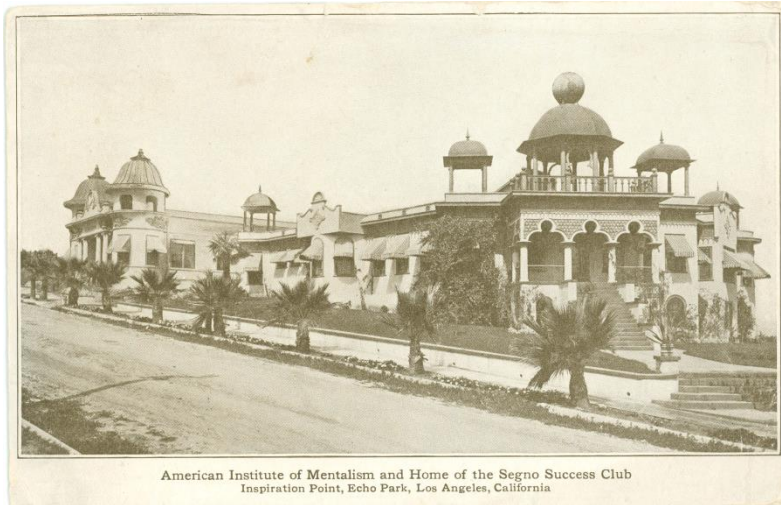


Lagos, Nigeria - 1936

Managua, Nicaragua - 1937



In the 1970's Professor Segno's buildings were demolished to make way for the Lago Vista Condominiums



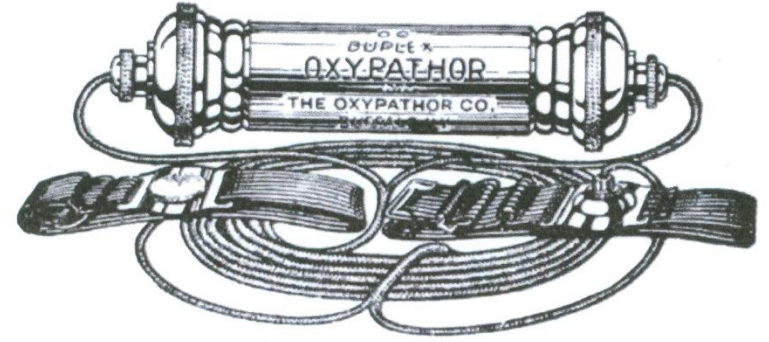
Wouldn't Professor Segno's properties have been a wonderful home for the Museum of the City of Los Angeles? Or the LA Collectors Club and Library?



Segno Success Club – Class of 2012

Philip Deslippe – UC Santa Barbara; Larry Harnisch – LA Times;
Ed Grabowski – Collectors Club; Professor Segno - Pilot





Can there be more?

At the 2013 Buxborough Show I came
across covers for

The Oxypathor Company

The Oxypathor Company

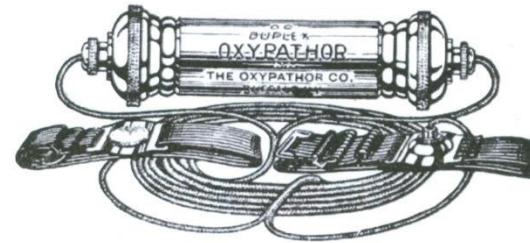
- Incorporate name The C changed to
- The principal
- The headquarters franchise of
- **Put out of business the American fraudulent**



under the
which was
any in 1911
L. Moses
, NY with
nd world
**st Office and
n in 1914 for**

The Oxypathor – A Blood Oxygenating Device

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



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

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



The Oxypathor was stolen by Moses from Hercules Sanche who conceived of the Oxydonor Scam around 1900. Moses was the master salesman for the concept.

Dr. H. SANCHE'S OXYDONOR.
(Trade-marks Registered November 24, 1896.)

STIMULATES THE MIND.

CAUSES SOUND SLEEP.

INCREASES VITALITY.

GIVES GOOD APPETITE.

OXYDONOR APPLIED.

And cures Nervous Prostration, Insomnia, Rheumatism, Sciatica, Debility, La Grippe, Pneumonia, Biliousness, Asthma, Bright's Disease, Locomotor Ataxia, Fevers, and all forms of disease without medicine or electricity.

One Oxydonor will keep an entire family in good health, and will last a lifetime if taken care of. A 170-page book of directions with each Oxydonor.

REFUSE IMITATIONS. Get only the genuine, plainly stamped with the name of the inventor and discoverer, "Dr. H. Sanche."

Cashier of the Bank of Wayne, of Goldsboro, N. C., indorses Oxydonor for Nervousness, Insomnia, and Indigestion.

"It gives me pleasure to add my statement to the merits of your Oxydonor. It has done for my family what medicines failed to do, and I would not part with it. For nervous W. E. BORDEN."

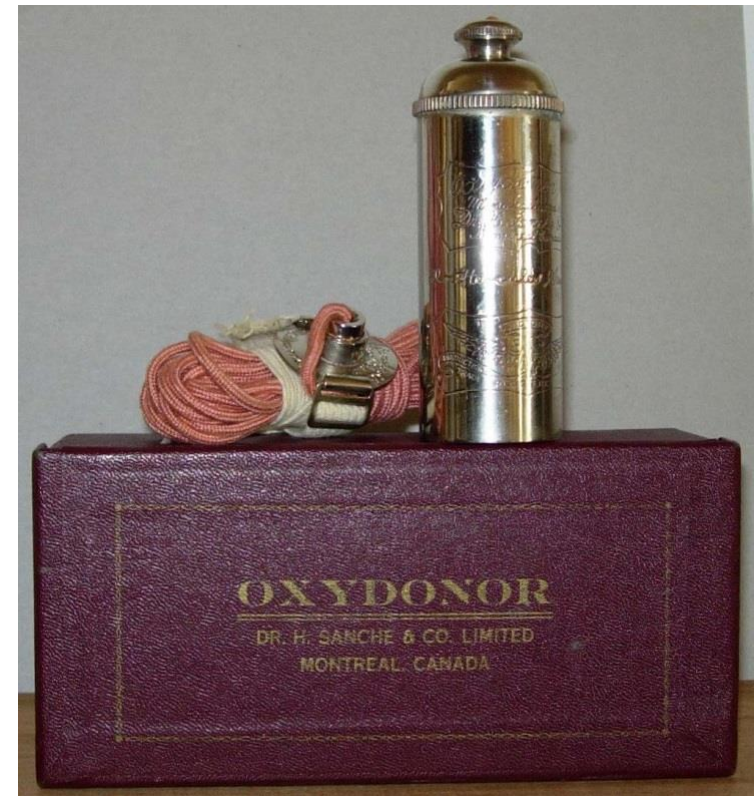
361 Fifth Avenue
61 Fifth Street, 1

COMPANY,
Street (Masonic Temple), Chicago, Ill.
Athlone Street, Montreal, Canada.

OXYDONOR
(TRADE MARK)

Hercules Sanche.
Copyright 1900 by Dr. Hercules Sanche
All rights reserved.

The above signature under cut is a fac-simile of Dr. Sanche's signature.
Every genuine Oxydonor is plainly stamped with this signature. Look for it and accept none that is not stamped with this signature.



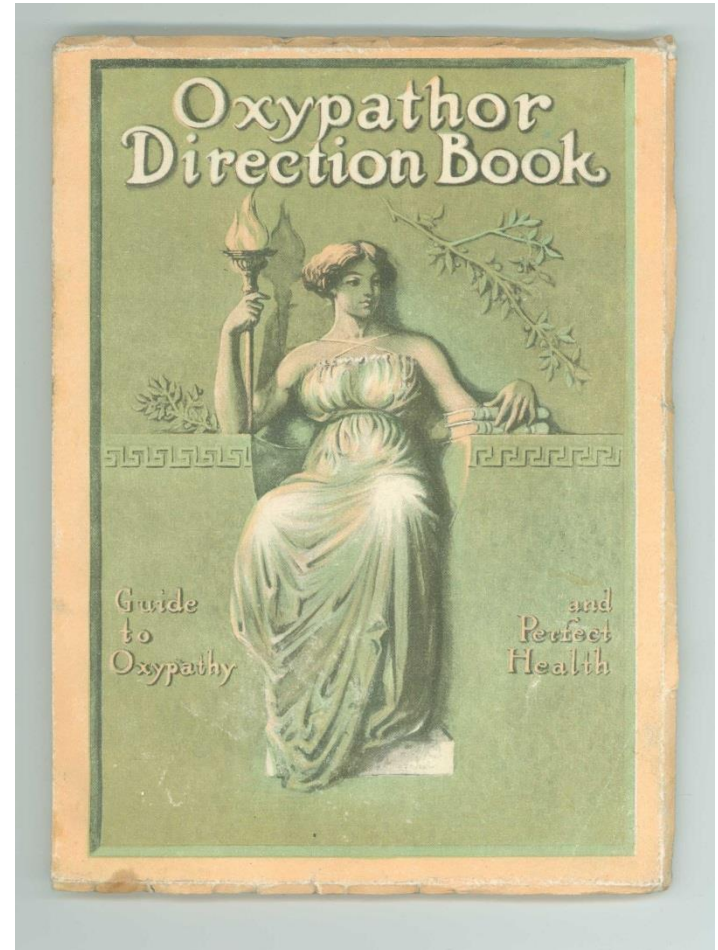
The Oxypathor – Available on Ebay for \$150

- Cost to produce about \$1.25
- Cost to the customer about \$35 = \$700 today
- Units sold between 1909 and 1914: about 45,500
- The chemical contents of the cylinder varied over the years



Oxypathor Instruction Book

- Edition from 1911
- 128 Pages
- Loads of medical attachments available for sale
 - For all human orifices and surfaces
- Hundreds of diseases listed for treatment
- Available in English, Spanish, Portuguese, French, German, Italian and Japanese
- Condition: Mint, never read



The Oxypathor Company

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

Ad From the Ohio Branch Office

70

THE OHIO ARCHITECT, ENGINEER AND BUILDER

**AN OLD
FIGHT**

But

**A NEW
WEAPON**

**NERVOUSNESS - RHEUMATISM
APPENDICITIS - CATARRH**

and many other ailments easily mastered by the

Oxypathor

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

Oxygen

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

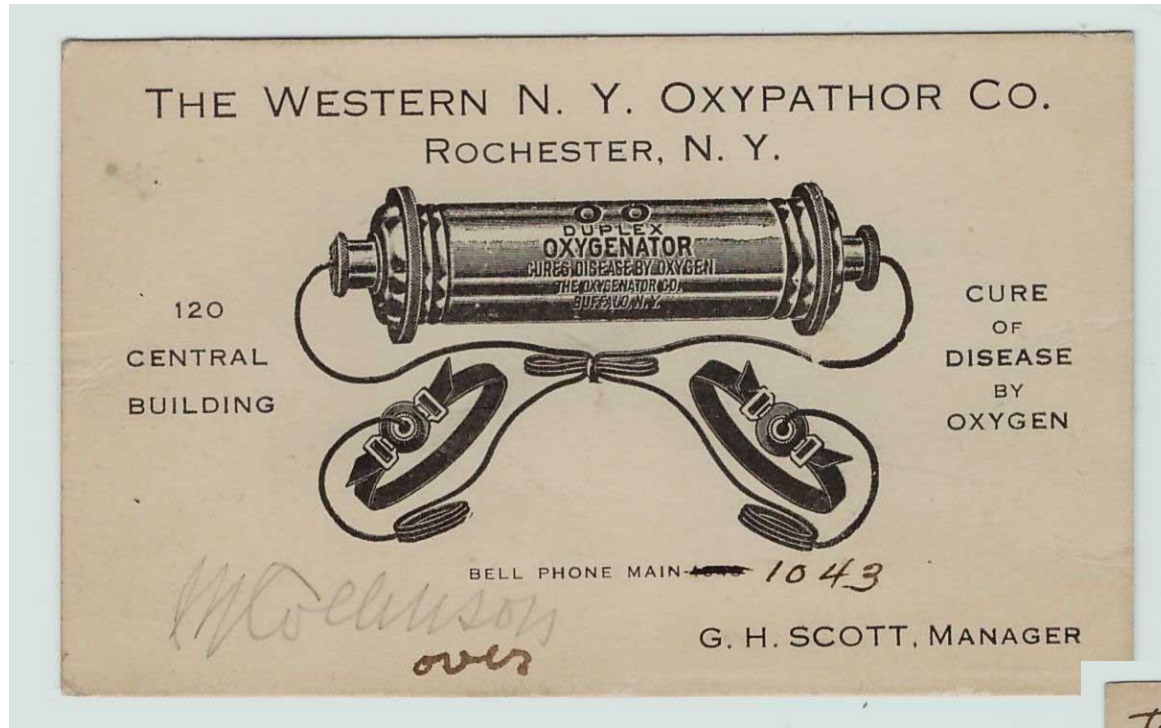
The **Oxypathor** courts your fullest investigation—it will stand the severest test. We want you to know all about it—convince yourself of the truths of our statements. Write for our free book of information and testimonials.



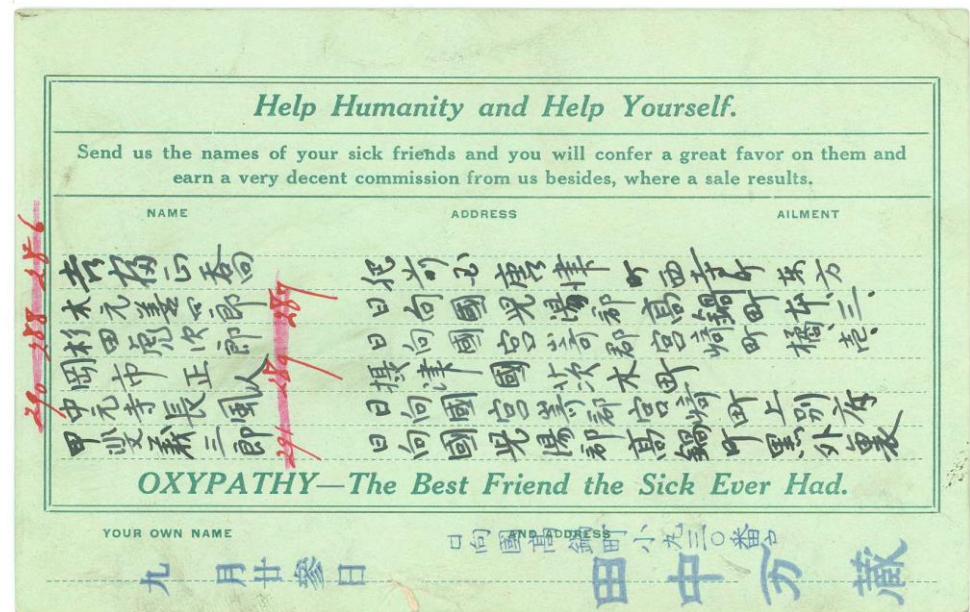
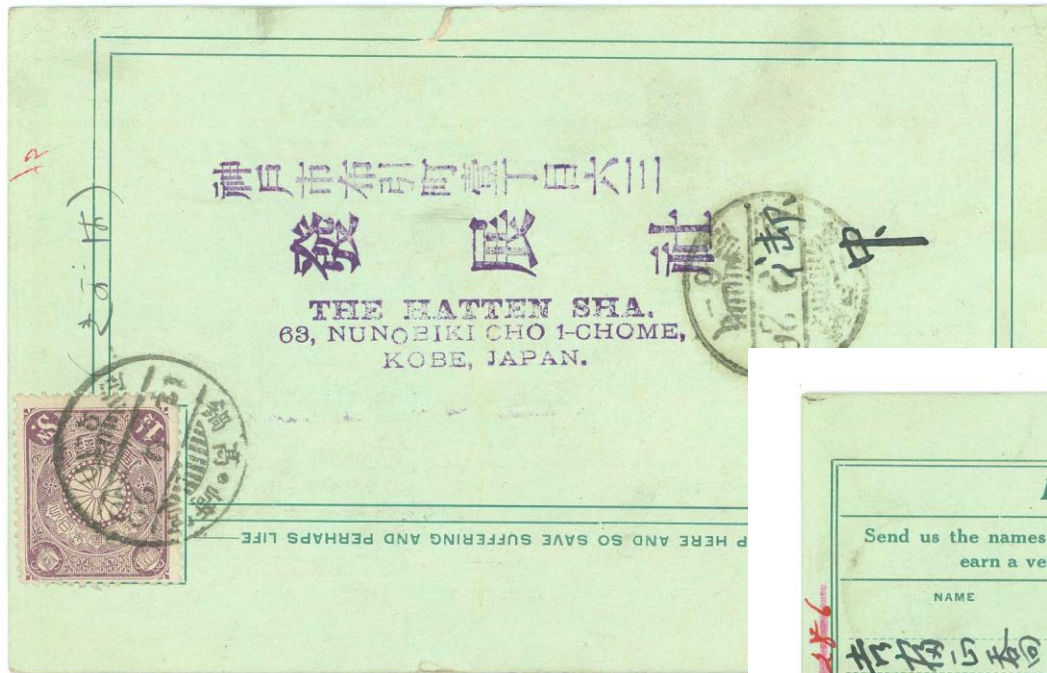
**NORTHERN
OXYPATHOR CO.**

TOPLIFF HOTEL BLDG. ELYRIA, O.

Business Card – Rochester, NY Branch



this man called to see
you he said he understood
you had asthma and he
will come to see you next week
when you are home. I suppose
some one sent him to see
you and have you try this
machine



Peru – Oxypathor Trademark Registration Papers (NY)



La abajo firmada Oxypathor Co., incorporacion,

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

declara por el presente otorgar á D.

apoderado por THE UNITED STATES TRADE MARK ASSOCIATION, de Nueva York, E. U. de A.,
poder especial, amplio y bastante para recabar de las oficinas y autoridades nacionales que
correspondan la obtención del registro de las marcas de fábrica ó de comercio cuyos signos dis-
tintivos se acompañan ó desde ahora sean presentados, en la república de Peru

á cuyo efecto lo facult para dar ante dichas autoridades todos los pasos necesarios al
objeto indicado, elevar solicitudes, formular descripciones, protestos, declaraciones, apelaciones y
reclamos; abonar todos los impuestos, cuotas y pagos determinados por la Ley; recibir todos
los documentos y valores, dando el descargo respectivo; llenar cualquiera otro requisito y tomar
en fin las medidas que creyere conducentes al resguardo de intereses, declarand
desde ahora válido y bueno cuanto hicieren dicho Señor en bien, dándole

STATE OF NEW YORK
COUNTY OF ERIE } ss.

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

certify that

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

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

this 14th day of August 1912

No. 12287


John H. Price
CLERK.

Notario Publico.

A Philatelic Ad From Belgium

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

Succès garanti.
Références - -
- - nombreuses



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

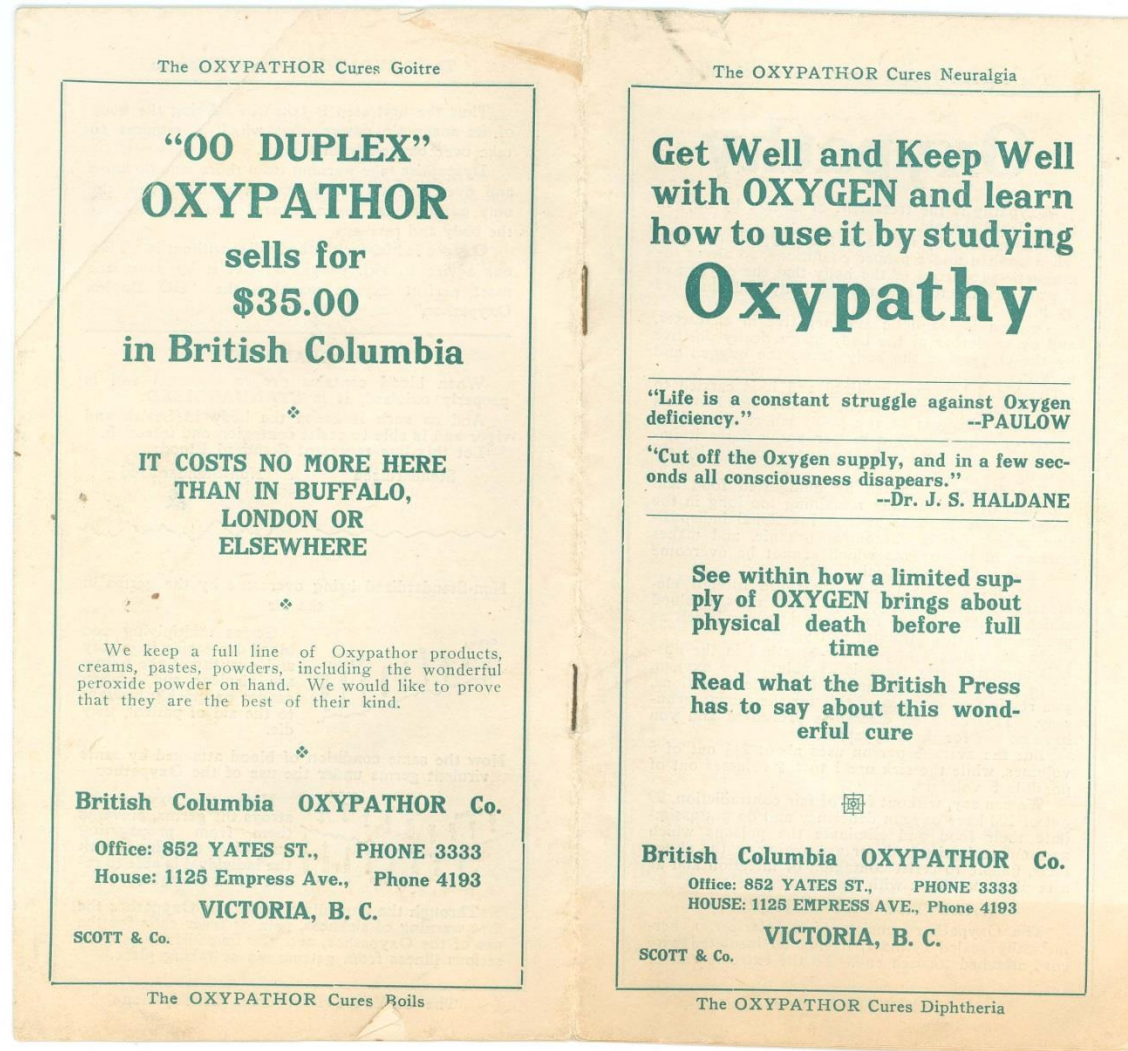
1013



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



Oxpathor Advertising Booklet From the Victoria, BC Franchise



Oxypathor Covers

- Oxypathor covers are extremely limited
 - Moses did not deal with tens of thousands of clients individually as did Segno and Neal/Clark
 - He established 300 franchises in the USA and 150 in foreign countries
 - Correspondence mostly went to and from the franchisees, except for the Buffalo area
 - There was NO program to bundle correspondence and sell it to the philatelic trade
 - The postal history that exists is by chance only

Establishing New Franchises

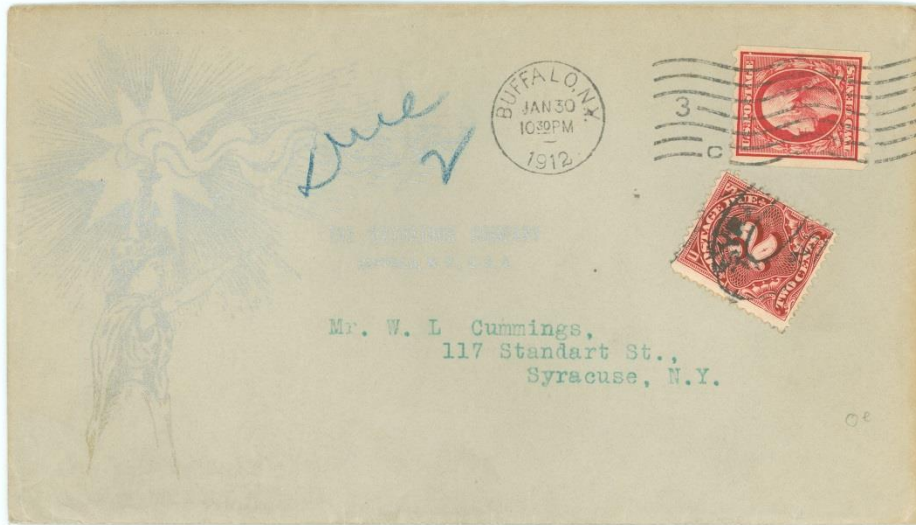
Franchisee Ad in Germany



Response to Franchisee Ad - Brazil



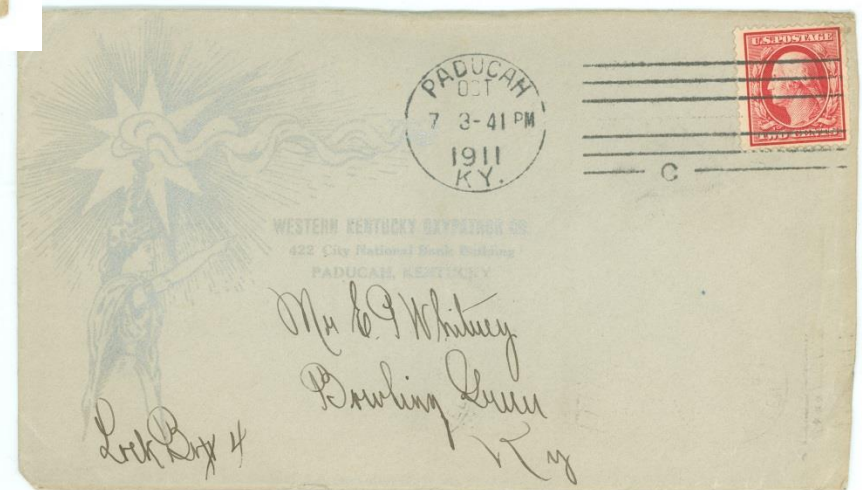
United States

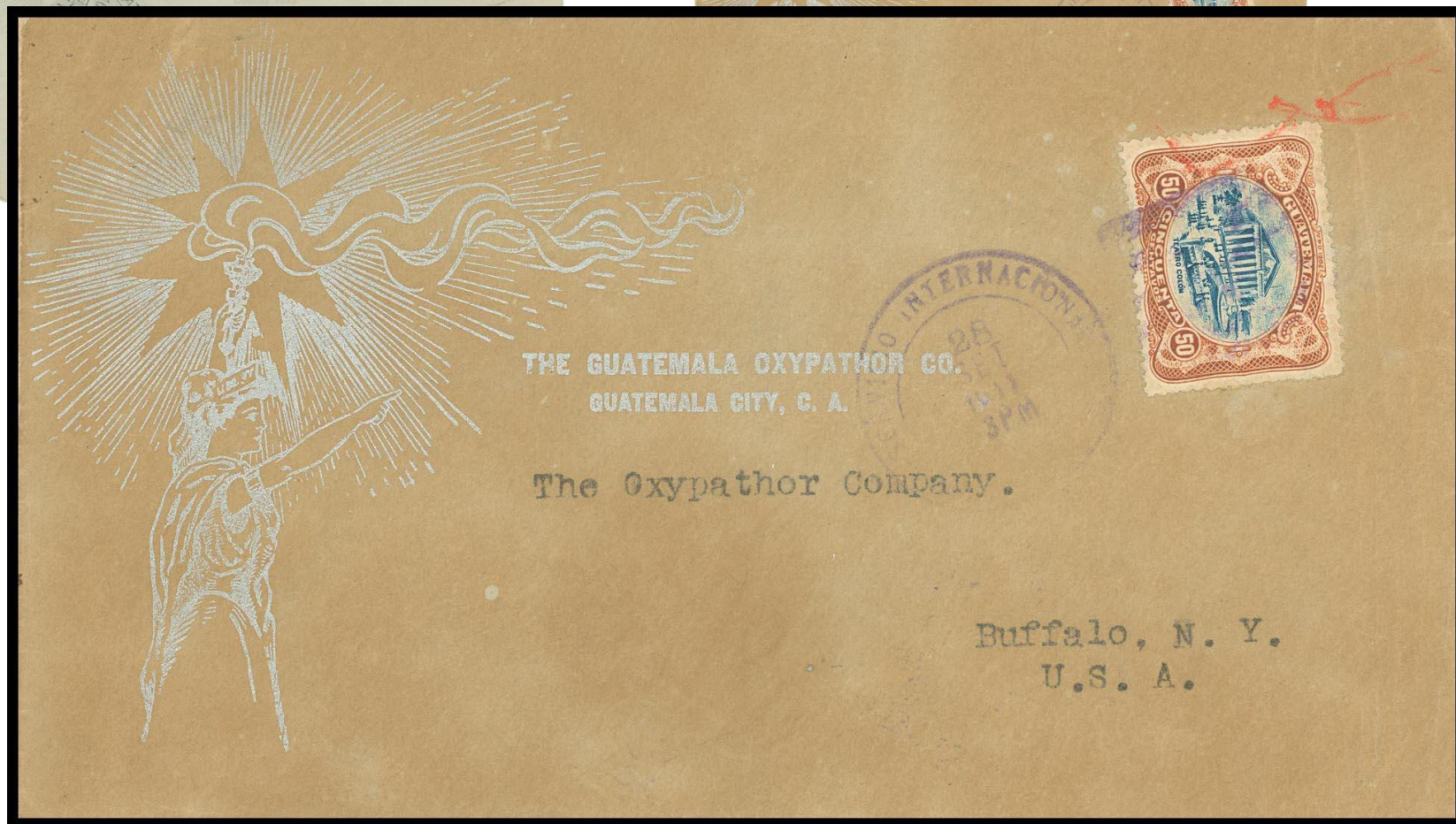


From the Home Office in Buffalo, NY under paid with a two-cent Washington coil, due two cents on arrival – ex Shoults



From the Paducah, KY Branch Office

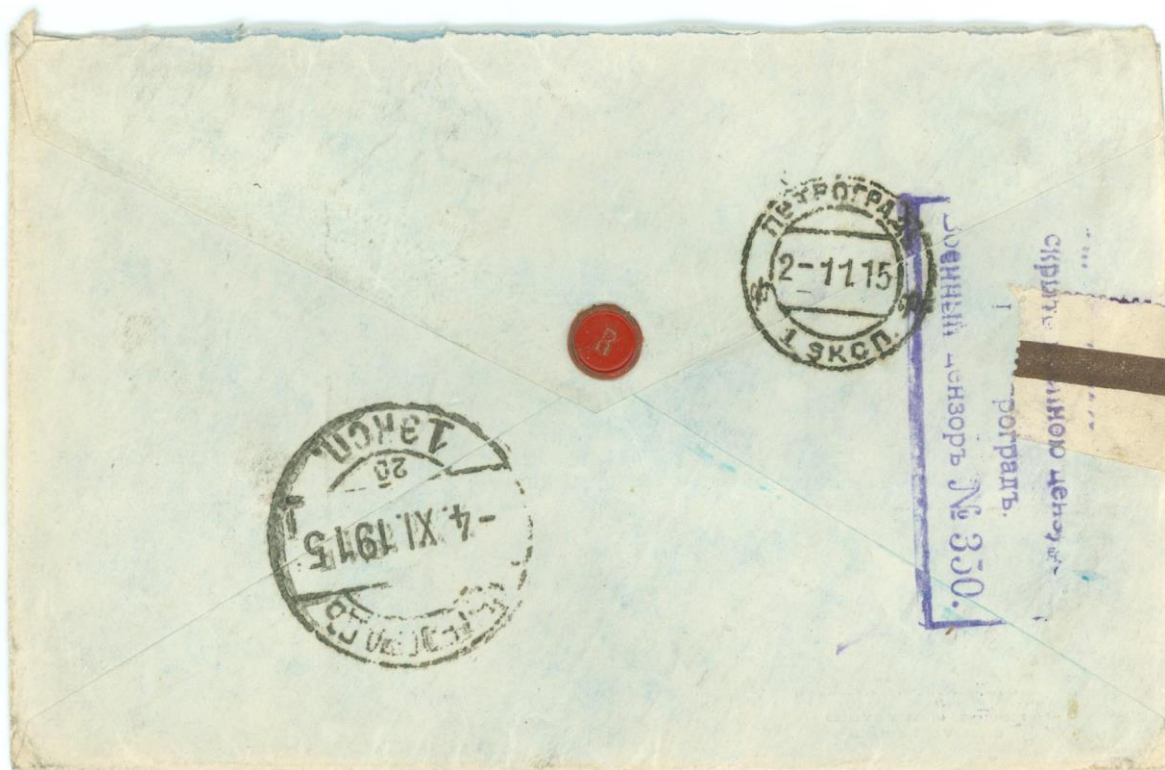




Uruguay and Russia

Russian Office in Harbin, Manchuria to Scotland - Censored





1915 POST OFFICES IN MANCHURIA

Advertising envelope of medical appliances firm franked 3k (X 3) & 10k Arms issue of 1912-18 with 1k Romanov and used for double weight letter to GLASGOW, cancelled HARBIN Subtype 4L 20 10 15.

Cyrillic 'D.Ts.' (Passed by Censor) applied in red at KRASNOYARSK, Siberia (Speeckaert Type 1). Received PETROGRAD 2 11 15 and dispatched 4 XI 15. Opened and resealed there by Military Censor (Speeckaert cachet Type 15 in violet on reverse).

Original of HARBIN Subtype 4L illustration in "Russia used Abroad" Pt. 5, p.429, fig. 602. Also first record of KRASNOYARSK Type 1 censor mark used in 1915 and in red.

A Cover That I Do Not Own

- Also sent from Russian Office at Harbin, Manchuria (June 12, 1914)
- Franked with invalid Chinese stamps – rejected
- Charged 10c due (2 x 5c)
- Use of 10c US Parcel Post Due stamp
- Valid for a limited period
- **Collection of Wade Saadi – President of NY2016**



Via SIBERIA!



HARBIN
JUN 12. 1914

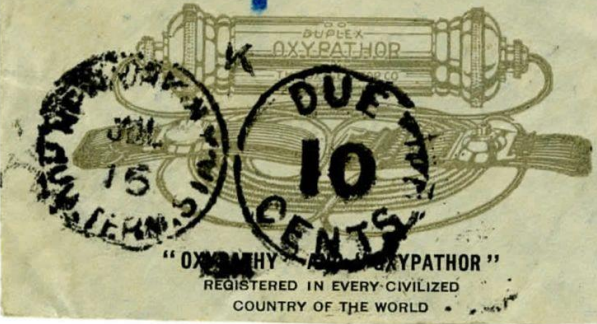


Wm. SCHULTZ Jr, Esq,

General Manager,
The Cosmopolitan Correspondence Club

MILWAUKEE. Wis.,

(U.S.A)



Uneasy lies the head that wears the crown

Oxypathor 2014 Clinical Study



Ref: The Westfield Philatelist, Vol 8, No 3, March-April 2015

Gotcha Mr Moses

MISCELLANY

PUNISHMENT

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

Home of Elvard Moses For 18 Months



And the Beat Goes On!

- Current census of the collection
 - Segno-related covers: **170**
 - New York Institute of Science covers: **350**
 - Hungary: >85 – One Frame Exhibit
 - Oxypathor Company covers: **16**
 - One Frame Exhibit at Boxborough – Vermeile
 - Drs.Peebles & Bobo covers: **100**
 - Strong in USA covers

Uncle Ed Needs Your Help!

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





With Special Thanks



Members of the Slide of Fame

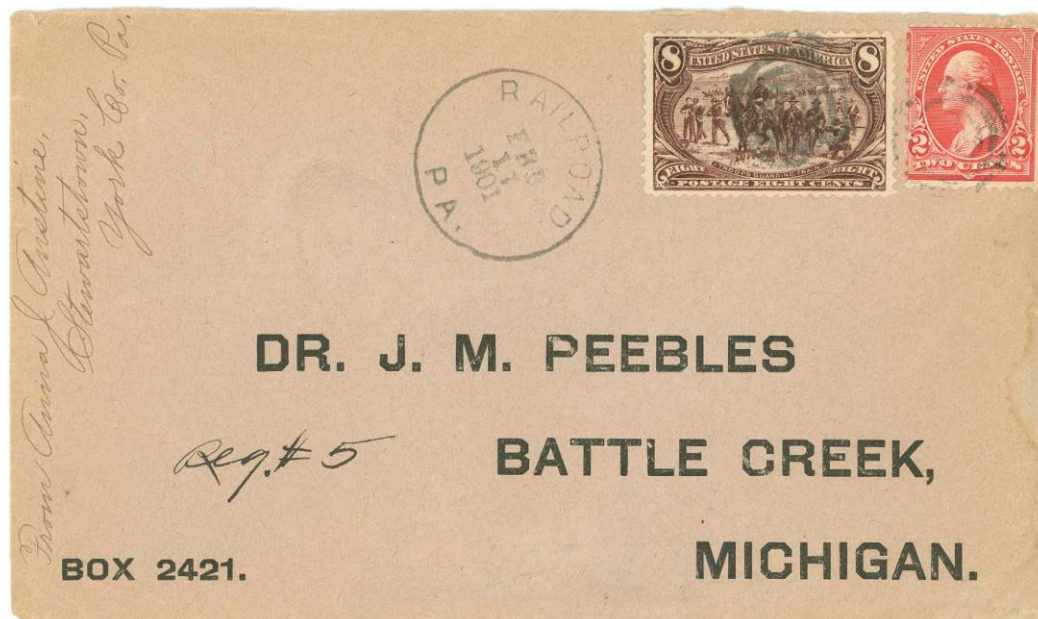
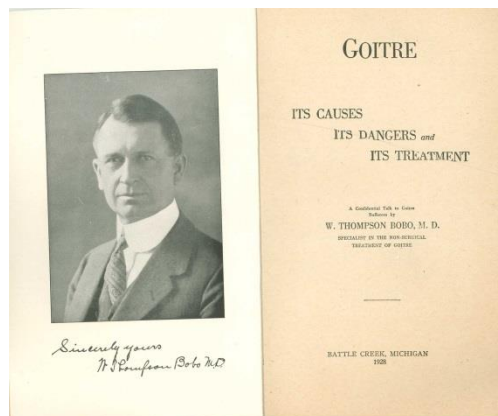
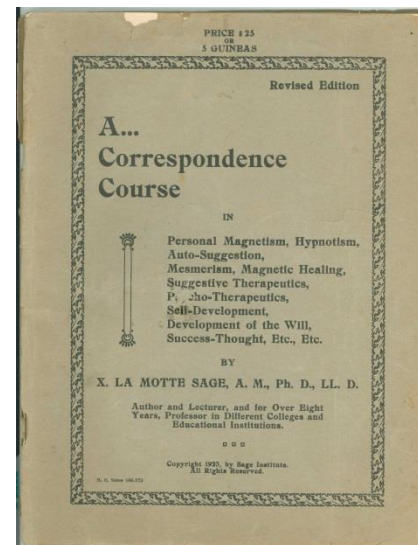
- David Steidley – Westfield Stamp Club
- Mark Banchik – Collectors Club
- Gary Loew – Westfield Stamp Club
- Hank Applegate – Hamilton Stamp Club
- Robert G. Stone – France & Cols Philatelic Society USA
- Richard Maisel – Collectors Club
- Tom Duckworth – Collectors Club
- Paul Larsen – Collectors Club Chicago
- Leonard Piskiewicz – United States Stamp Society
- Omar Rodriguez – Collectors Club
- Carlos Vergara – Collectors Club Chicago
- Mike Mead – Britannia Enterprises
- Ronald Gonzales – Hamilton Stamp Club
- Henk Slabbinck – European Academy of Philately (AEP)
- John Mayne – France & Cols Philatelic Society UK
- Kathy Johnson – Collectors Club Chicago
- Alain Millet – Académie de la Philatélie
- John Hotchner – EF&OCC
- And Many Dealers, eBay and Delcampe

**Find an item or two
for Ed and join his
Slide of Fame!**



**PHILATELY & INTER-
NATIONAL MAIL
ORDER FRAUD
PART II
2018**





William Shakespeare

‘Lord, what fools these
mortals be!’

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

