

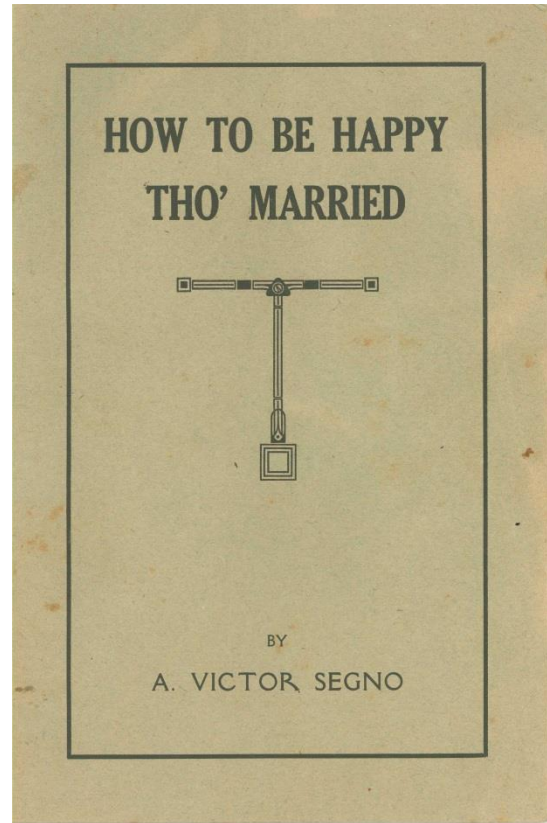
Philately & International Mail Order Fraud

Professor A. Victor Segno and the American Institute of Mentalism

At the beginning of the 20th century a small group of American Fraudsters used the efficient international mails to promote schemes to defraud the public. One of the most successful was Professor A. Victor Segno of Los Angeles who created the American Institute of Mentalism and The Segno Success Club (1900 – 1937). For \$10 per year (\$200 in today's purchasing power) Segno would send his Success Waves to subscribers twice a day. Dramatic improvements in their lives would result. See below. In 1903 he had 12,000 members of The Segno Success Club.



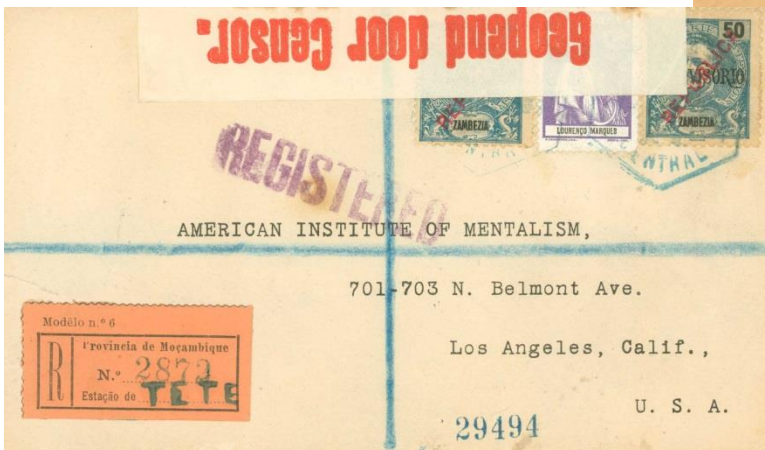
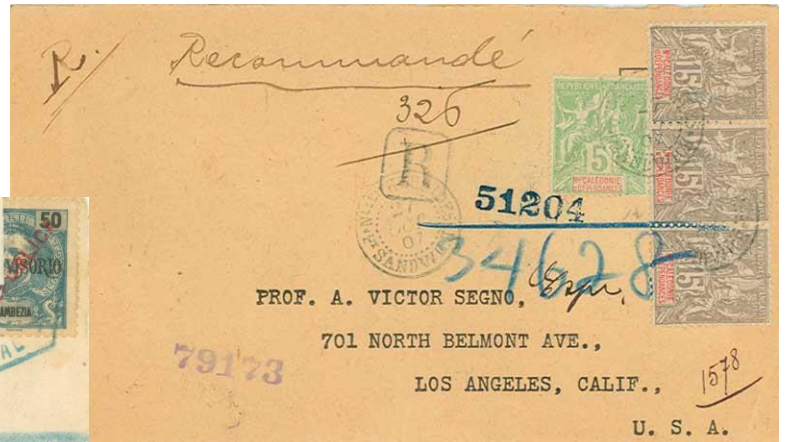
The new science of Mentalism and Success Waves improve subscribers' lives in areas of Success, Influence, Happiness, Ambition, Health, Wealth, Peace, Hope and Love.



Informational booklet sold by Segno to advise Success Club members. He divorced his first wife in 1903 and his second in 1911 and married the third.



German advertisement for membership in the Success Club via key to SUCCESS (ERFOLG) ad.



Covers from Tete, Zambesia (Mozambique) and Port Sandwich, New Hebrides at 13½c and 50c registered rates for the purchase of Success Club memberships in 1919 and 1907, the former with a war tax stamp on reverse. These are exceptionally rare origins showing the depth of Segno's advertising penetration. edjig@alum.mit.edu