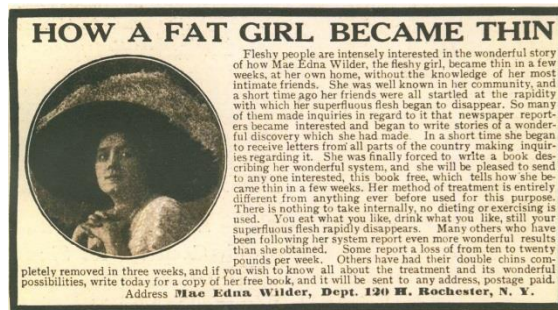
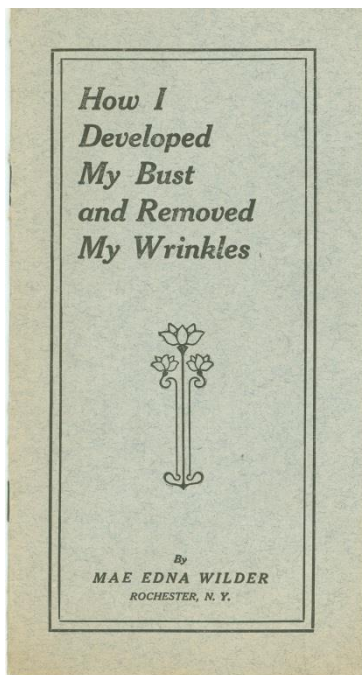


Philately & International Mail Order Fraud

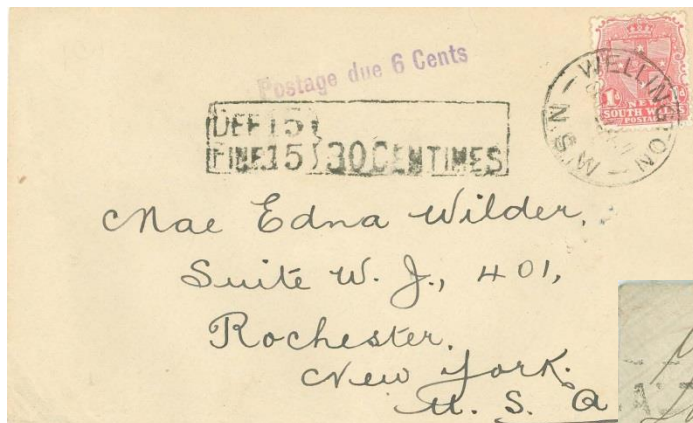
Mae Edna Wilder and the New York Institute of Science of Rochester, NY

At the beginning of the 20th century a group of American Fraudsters used the efficient international mails to promote schemes to defraud the public. One of the most successful was E. Virgil Neal, aka Xenophon la Motte Sage, who created The New York Institute of Science. It sold a home study course in hypnotism and magnetism with outrageous claims as to what it could do for one's wellbeing. The course was an exceptional success, and other mail order fraud scams were created. Among them were the Cartilage Company, The Okala Company and The Institute for Radiopathy. Wanting scams specifically designed for women, Mae Edna Wilder, who began as a clerk in the mail room, was given this responsibility. She came up with a program to increase bust size, remove fat and improve the skin, all aimed at the female market and detailed herein.



Advertising booklet for a program in Bust Development and Wrinkle Removal developed by Mae Edna Wilder, along with an ad for her program for fat control. Also, a picture of the most fashionable Mae Edna Wilder along with expert testimonials on the validity and success of her programs.

Mae Edna Wilder



Testimonial of a Well-Known Chemist

Baroness Olga von Dobrzansky,
Halensee, Berlin.

DEAR MADAM:—I hereby declare that your preparations given for examination, contain nothing that could be considered harmful to health, and your combinations are highly recommendable for the purpose they are intended.

Sincerely,
DR. HANS SCHNEIDER,
Pfalzburgerstr. 1,
Berlin, W.

A Letter from a Physician

Baroness Olga von Dobrzansky,
Halensee, Berlin.

DEAR MADAM:—I would kindly ask you to send me, for my sister, Mrs. Feiger, to address given below, two boxes of your gland food.

DR. GLATZEL,
Scheuerlstr. 21,
Nuernberg.



Letters to Mae Edna Wilder franked at 1p from Wellington, New South Wales and Melbourne, Australia in lieu of the 2½d rate, with rare 30c local due handstamps, and Rochester arrival handstamps indicating that 6¢ was due for each letter. Since these letters were unregistered, they were probably requests for free booklets, as above, for her various programs.

edjig@alum.mit.edu