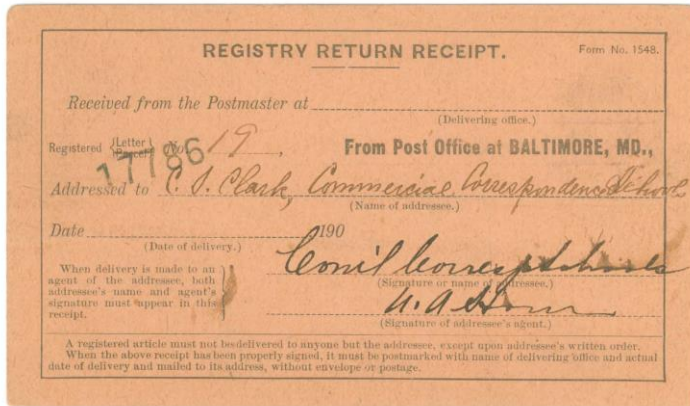


Philately & International Mail Order Fraud

The Commercial Correspondence Schools of Rochester

The mail order fraud scam created by the New York Institute of Science that came closest to resembling a genuine program was The Commercial Correspondence Schools (CCS) of Rochester, NY. Based on their advertising, they offered a home-study program in modern business practices for the day. Little survives of the ephemera for this program. With E Virgil Neal having had college training in business, plus the fact that he taught in this field at the college level and authored books on banking and accounting suggests he had a significant hand in the design of this scam.



The registry receipt form shown above is a critical document in tying the NYIS and Charles S Clark, its General Manager, to the Correspondence Schools. As the ad to the right shows, the Vice President of this entity was Robert M. Shoemaker. Little is known about him. Interestingly, the ad is from the Segnogram Magazine, the house organ of the American Institute of Mentalism and Professor A Victor Segno, one of the other fraudsters who is part of this presentation.

2 THE SEGNOGRAM SEPTEMBER

Let Me Train Your Boy for Business.

IF YOU HAVE A BOY I have something to say to you. You are to a large extent responsible for his future. He is depending upon you for a mental equipment that will enable him to win out when he enters business life. That equipment must include the ability to calculate.

"The public school system is enough to drive a man wild," said a prominent business man to me the other day. "My boy is twelve years old, nearly as tall as I am, and he's learning to count! That same boy can do all kinds of fearful sums with quadrilateral triangles and cubic roots, but he can't add a column of figures to save his neck. He's busy now writing a critical essay on Shiloh, and if I were to ask him right quick, 'How much is seven and four?' he would most likely say 'ten.'"

When your boy leaves school for business his employer won't give a rap whether he can count. He must be able to tell in what year some Roman emperor reigned. But he will want him to be able to add up a bill of goods correctly, or be able to figure out the interest on a dollar note. This is the kind of knowledge on which his salary will be based and his advancement depend.

THE COMMERCIAL CORRESPONDENCE SCHOOLS of Rochester, N. Y., is the only school in the United States that makes a specialty of commercial subjects alone. One of our courses is **RAPID CALCULATION**. We teach a method by which anyone, young or old, can handle figures with an almost instinctive accuracy. We teach your boy to read figures as he now reads words. We can show him how to add, subtract, multiply, or divide figures in his head.

The ability to calculate will make your boy quick to grasp the situation, quick to see results. Quick decisions lead to fortune; sluggish and indifferent methods invite bankruptcy. The **Bradstreet Co.** reports that last year 72 per cent. of business men failed owing to incompetence. That a large proportion of these failed through lack of ability to calculate there is no doubt, because the curriculum of all our schools, common and academic, or not adapted to the needs of the average boy, who, if he succeeds at all, must do so among practical lines.

This course in **RAPID CALCULATION** is sent by mail. Your boy can study at home. It will enable him to do his school work in one-third of the time usually devoted to it, by teaching him to calculate rapidly and accurately. Further, he will be acquiring a facility in handling figures that will be of untold benefit to him when he has reached the business life. It will mean quick advancement for him at the start. His knowledge will be worth more to him than anything he can learn in school or college in five years.

It is not your duty to see that your boy is equipped with this necessary training in the handling of figures? Let me send you a copy of our free booklet, "**RAPID CALCULATION**." Write me today.

THE Commercial Correspondence Schools of Rochester, N. Y., teaches also **Bookkeeping, Business Arithmetic, Shorthand and Typewriting, Penmanship, English and Letter-writing, Commercial Law and Banking**. If you are interested in any of these subjects write me and I shall be glad to send you, free, all particulars concerning any course.

ROBERT J. SHOEMAKER
Vice President and General Manager
I. M. Commercial Bldg.
ROCHESTER, N. Y.

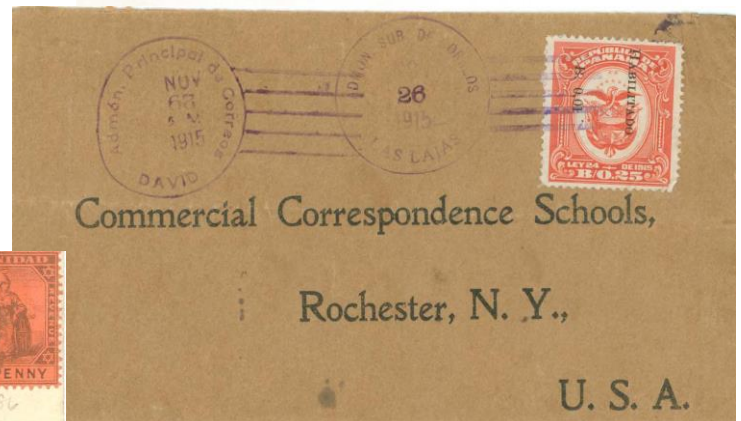
Tear off this Corner and Mail It Today.
To **ROBT. J. SHOEMAKER**, Vice Pres. & Gen. Mgr.
I. M. Commercial Bldg., Rochester, N. Y.

(Please send me your free booklet, "Rapid Calculation.") I am also interested in these subjects: I have marked with an "X"

<input type="checkbox"/> Bookkeeping	<input type="checkbox"/> Penmanship
<input type="checkbox"/> Business Arithmetic	<input type="checkbox"/> English and Letter-writing
<input type="checkbox"/> Shorthand	<input type="checkbox"/> Commercial Law
<input type="checkbox"/> Typewriting	<input type="checkbox"/> Banking (Bookkeeping)

(Write Your Name and Address in Margin Below)

Letter from San Fernando, Trinidad in 1905 at the 2½p rate via Port of Spain to the Commercial Correspondence Schools arriving in Rochester Feb 17, 1905.



Letter posted from the village of Las Lajas, Panama on Nov 26, 1915 via the village of David to the CCS in Rochester franked with a revenue stamp. This was accepted by the post office of origin, so it proceeded through the mails normally. This letter suggests that the CCS remained open after the New York Institute of Science was shut down by the Post Office for mail order fraud in late 1914.