

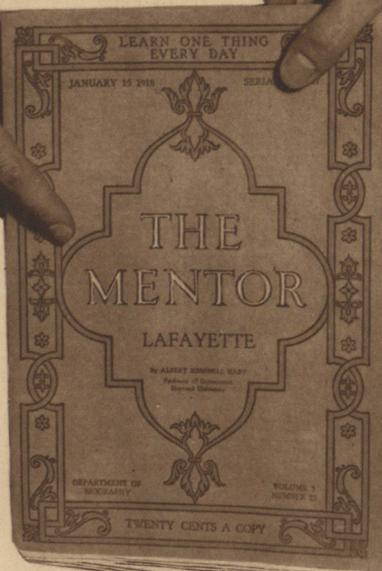
LEARN ONE THING EVERY DAY

Each Issue About One Big Worth-While Subject

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DANCE OF THE SPINNING WORKING BY JEAN-BAPTISTE COROT



The Easiest Way in the World to Make Friends

HE was not good looking. He dressed rather plainly. He walked with a slight limp. He did not sing or play or even dance. He had never traveled—in fact, had not been outside of three or four states.

But he was popular. No matter where he went he was always the center of a bright circle—men or women—it did not seem to make any difference—he charmed them all. At social gatherings of every description he was in constant demand. There were always more invitations than he could accept. He had found the way to make friends. Even casual business acquaintances would remark "Fine chap—so interesting!"

was he so universally welcomed and admired and liked? For one and only one reason. He could talk in a way that made people listen. That was the asset he had that other men of my acquaintance had not. We had all been too busy trying to make money through our business knowledge alone. He had made money—plenty of it—but he had not put money-getting always first. He was wise enough to know that it is more important to be than to have. He had acquired an acquaintance with the finer things of life. That was what made him so interesting in society, and it helped in business, too.

Never at a Loss for Words

He could discuss in an original and delightful way, but with the conviction that comes only of expert knowledge, practically every subject that came up in conversation. He had ideas, and was never at a loss for words. Whether the subject were music, art, science, history, foreign countries, literature, made no difference. He brought to each the riches of a trained mind. No fact was isolated in his memory. It was always associated with other facts and opinions, and so the stream of conversation was broad and deep.

He had acquired this gift—and yet he was a busy man. How had he done it? "All in less than five minutes a day," he admitted once when I finally cornered him, wondering how he ever found time to read—with a business to care for day by day and engagements every evening. "I joined the Mentor Association some time ago. That solved the problem of finding time to keep up with the finer things in life. I had only a common school education. I have not read very extensively. But that brings me the fruits of arduous study. Others have delved and I profit by their knowledge.

"To me it means daily pleasure. But much more! The ability I once craved to make friends I now possess. I used to be miserably shy—never knew what to say. Now I am at ease wherever I go. I have simply found the easiest way in the world to make friends.

The Money Value

"I used to think that business and culture couldn't be combined," he went on, "but to my amazement I found that the new power brought to me through The Mentor Association was the most valuable business asset I had. With the new confidence it brought me I could go out and meet men in all walks of life. I had ability to get business that I never had before.

"New opportunities opened up. I formed valuable connections. My business is growing. I tell you it is personality that counts more than anything else. That is the first essential to success. The Mentor Association changed me from an office 'grind' to a man with ability to create business. I could not give better advice to any young man I know than to join that organization."

The Mentor Association

The Mentor Association is a national institution made up of a group of men and women, now numbering more than a hundred thousand, who have determined to learn just one new worthwhile thing every day. It is a wonderful idea—to learn one new thing—a really important thing—each day, instead of trying to cram their heads full and learning practically nothing worth while.

And it is really marvelous, the ground that can be covered in this way in just a few minutes each evening. Had I not seen an example of what can be learned, and heard the story from his own lips, I would never have believed it. All this man's

appreciation and knowledge of the great works of the big masters in all the fields of art and literature, his wonderfully interesting viewpoint on travel and science, had come from his membership in The Mentor Association—by learning one new thing each day.

What It Brings

Membership in The Mentor Association entitles you to several distinct services:

- First—24 issues of "The Mentor," bringing a beautifully printed and illustrated story every two weeks; all about one subject, written by a leading authority upon that subject—300 pages during the year.
- Second—600 beautiful illustrations distributed during the year through the text of the 24 issues of "The Mentor."
- Third—144 gravure or color pictures, reproduced on heavy paper, all ready for framing, in deep, rich tones that bring out all the beauty of the originals. Each (6x9). On the back of each picture is a crisp five-minute description of the subject that is portrayed.
- Fourth—Answers to any question on Art, Travel, Literature, History, Nature—any subject, in fact—each answer by an authority.
- Fifth—Authoritative Club Programs. Any program you may want for a club, a reading circle, a literary afternoon or evening. Your entire club program will be outlined for the year.

All Yours for About 1c a Day

One of the most surprising things about the Mentor service is its low cost, made possible by the large membership. Were this information to be prepared especially for you it would cost a great many thousands of dollars, but because the cost is distributed among many the cost to each is nominal—a little more than a cent a day! Send this Coupon Now. But you may examine The Mentor carefully before sending any money, and if you are not entirely satisfied your membership will be immediately cancelled if you notify us within 10 days. Otherwise, send only \$1.00 on receipt of bill and \$1.00 a month for three months. This is a special offer and may never appear here again. You have everything to gain and nothing to lose

The Mentor Association, Dept. 192, 114-116 East 16th St., New York City.

Your plan to "Learn One Thing Every Day" appeals to me. I accept your invitation to become a member of The Mentor Association. It is understood that the membership entitles me to receive The Mentor for one year (twenty-four attractive issues, including 144 gravures and hundreds of pages of text matter wonderfully illustrated), and all the privileges of the personal service. Please enter my name to receive The Mentor and I will send you \$1.00 upon receipt of memorandum, and \$1.00 each month for only three months, or I will notify you within 10 days to cancel my membership.

The Secret of Likeableness

What was the secret of his fascination? He did not seem to make any special effort to be agreeable. He was no more polished than half a dozen other men who moved in the same circle. Why

Send Coupon To-day—Without Money

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The MENTOR ASSOCIATION, 114-116 EAST 16TH ST. NEW YORK CITY