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"WHEN WERE YOU BORN" SERIES

PRICE 10 CENTS

WERE YOU BORN IN JULY?

THE CHARACTER
THE TALENTS
THE STRONG POINTS
THE WEAK POINTS
OF THOSE BORN IN JULY

PUBLISHED BY
GREAT AIM SOCIETY
223 FOURTH AVENUE
PITTSBURGH, PA.

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The EDITH *and* LORNE PIERCE
COLLECTION *of* CANADIANA



Queen's University at Kingston

“WHEN WERE YOU BORN” SERIES

Were You Born In July?

The Character

The Talents

The Strong Points

The Weak Points

Of Those Born in July

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GREAT AIM SOCIETY

223 Fourth Avenue

Pittsburgh, Pa.

and Toronto, Canada

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Important—Please Read

There are twelve books comprised in this series, one for each month of the year. The book YOU particularly need is the one which aims to describe YOUR characteristics—that is, the one bearing the name of the month in which you were born. Therein you may **LEARN THE TRUTH ABOUT YOURSELF**—how to make the most of your opportunities—how to win success and avoid failure.

Thousands of persons fail to succeed in life simply because they remain in ignorance of the riches with which Nature has endowed them.

Keep your eyes fixed upon the goal of your ambition. Fire your determination to win wealth and happiness by committing to memory the precepts of the little book which we have placed within your reach.

“Failure” is a word approved only by the ignorant and the lazy. Such persons are not likely to be interested in our publications. But those who have ambition — those who believe in themselves and need only to be guided aright—will read what is contained in these little books and to the end of their lives will be grateful for the valuable help which we have brought to them.

Those born in July will want the July book. Those born in August will want the August book, and so on.

The complete series comprises the following:

- Were you born in January?
- Were you born in February?
- Were you born in March?
- Were you born in April?
- Were you born in May?
- Were you born in June?
- Were you born in July?
- Were you born in August?
- Were you born in September?
- Were you born in October?
- Were you born in November?
- Were you born in December?

PRICE, 10 CENTS A COPY. Sent post-paid, to any address. Order by mail from us **TO-DAY**, if you cannot get the desired books from your dealer. We promptly fill all mail orders.

GREAT AIM SOCIETY

223 Fourth Avenue,

PITTSBURGH, PA.

BORN IN JULY

What They Are

PERSONS born during this month have a superior intelligence and great ability for planning and working out big enterprises.

They are dominant in home and family life and very ardent at heart, although frequently considered as cold by those who do not know them.

These people are very strong in their likes and dislikes and thrive only when surrounded by those whom they like.

They are born to fear poverty, burglars and robbery, and are always uneasy if left alone at night.

These people are generous, kind-hearted and noble, but must always guard against jealousy of friends and companions.

They are proud and upright and love home and home surroundings, but must always be at the head of the home.

They are sensitive to slights and should always seek pleasant people and pleasant things, striving to realize that their world is just what they make it.

Both men and women of this month are fond of travel, and will take long voyages, frequently late in life.

These people are fond of money and must constantly, as they grow older, guard against hoarding and becoming miserly.

These women are intellectual and make brilliant writers and speakers, frequently being found foremost in civic work.

The men are most successful as civil engineers, electricians or architects, and have great tact and talent for management.

These people are fond of the beautiful and artistic and like to be handsomely attired, as well as have a beautiful home.

They are apt to have some trouble with the throat, lungs and kidneys, but they have such strong healing power they can rule their own health and life.

The motto these people should take and keep constantly before them is—

SEE THY TRUE SELF—

KNOW THY TRUE SELF—

ASSERT THY TRUE SELF—

and success, happiness, love are theirs.

They are fond of seeing their names in print and always seeking praise.

They are sometimes cruel and vindictive, and quick to resent a personal criticism.

They are very changeable, especially the women born during this month.

They are born with excellent memories, and their powers of understanding are quick and keen.

Both men and women of this month are inclined to become such devoted parents that they forget to be good husbands and wives.

These women are apt to let their sympathy for the public good lead them to forget their health, which always needs care.

These persons are inclined to resent personal criticism, even when it is for their own good.

BORN IN JULY

What They Should Do

PERSONS born during this month should above all things seek good cheer and sunshine, for their natures demand it.

They should try never to be alone at night, but to have some cheerful companion, as all sorts of imaginary terrors and fears come to them with the darkness.

They should never allow any disease to obtain a hold on them, as with them, medicinal remedies are very slow to act.

These people should from childhood study whatever tends to strengthen their will, and learn to distinguish the true from the false, both in people and things.

These people should learn to respect the opinions of others and to govern their tendency toward jealousy.

They should learn to realize that happiness can be had even if they cannot be at the head of everything, as is their natural wish.

The women of this month should study themselves conscientiously before marriage.

They should learn to govern themselves and cultivate poise at all times in order to enjoy a happy marriage.

These people should learn to control their strong dislikes, and learn to look for the good in people.

They should try every single day of their life to conquer their sensitiveness, asking over and over again — “WHY SHOULD ANYONE WISH TO HARM ME?”

They should learn to depend on their own opinions and not be led away by homage or flattery.

They should marry with those born in November, March or January; but those of other months are suitable when both parties have learned self-poise.

The women of this month should wear green, any shade of brown, red or gray to be most successful.

These women should wear a ring containing an emerald or black onyx and the men a scarf pin containing the same stones.

These people will be most successful in undertakings begun in February and September, and will find Monday the best day of the week for advancement.

Only splendid, good, whole-souled people reach full, useful, happy lives and know what the REALITY of success means.

BORN IN JULY

What They Are Not

PERSONS born during this month are not harmonious or stable and should constantly strive for poise.

They are not fond of exertion or work of any kind and are frequently really lazy.

They are not born with much constancy and should think long and earnestly before marriage.

They are not always truthful, and should cultivate exactness above all else.

They are not successful when working for other people, and should early in life get into business for themselves.

They are not loyal enough to their friends, believing the first breath of gossip that comes their way.

They are not steady enough, but change their occupations frequently, thus losing much time on their way to SUCCESS and FAME.

They are not to be depended upon as friends unless they have made a study of themselves and learned to govern themselves.

They are not able to reach their highest and best success until they learn that trials MAKE the great man or woman and BREAK the little in mind and soul.

They must learn to be like the OAK which grows under the pressure of the storms, and until they can do this they cannot gain lasting FORTUNE or FAME.

Persons born in July are happiest when they mingle freely with the pleasure seeking element, as their minds demand recreation and companionship.

BORN IN JULY

What They Should Not Do

PERSONS born during this month should not marry early in life, but should wait until experience with the world has developed their judgment.

They should not marry at all, unless they feel absolutely sure of their own feelings, and then determine to do their part toward mutual happiness.

These people should not attend funerals, unless absolutely compelled to do so.

They should not talk too much, but should strive to become good listeners, as they frequently spend too much of their nervous force in idle chatter.

They should not look for faults in other people, but try to perceive the good qualities in others.

They should not talk about themselves or chatter about others, remembering that the person who talks about THINGS is always the strong and interesting personality.

These people should not allow sensitiveness to rule their lives, as this is the rock on which many bright, promising careers are shipwrecked.

They should give others the benefit of the doubt, and say over and over to themselves—"Why should they wish to hurt my feelings? I should not wish to harm them in any way, and I will not believe any slight was intended to offend me."

Once these people realize this fact, and throw wounded pride far away from them, happiness and success are theirs, and the REAL TRUE development leading to GREATNESS has begun.

Children Born in July

CHILDREN born during this month should have great care, and their training should begin very early.

They are so sensitive that they are hard to manage and need gentle, careful treatment.

They should be taught sympathy with sorrow and suffering, but kept away from it as much as possible, as their natures are very impressionable in childhood.

They should be taught from babyhood to complete whatever task they begin, regardless of what others say about it.

Mothers cannot begin too early to teach these children steadfastness of purpose.

This wavering, changeable tendency, unless checked early in life, will be a handicap throughout their entire life, and just at the instant success seems theirs, this fickleness of purpose knocks it from their outstretched hands.

These children should be dressed very simply, but well, as they have naturally good taste, and will be restless and uneasy in ill-fitting and unshapely garments.

First of all, these children should be taught to speak quietly and not too often.

They should be taught the value of silence and the benefits of overcoming their natural restlessness.

These children should never sleep with old people, as they are easily made nervous and ill.

Teach these little girls not to love dress and jewels above everything, but that steadfastness of purpose, truthfulness about even the merest trifle, and a loving, serving character are the greatest things life can offer.

Teach the boys not to talk too much about themselves, not to listen to advice from every one who comes their way, but to fix one purpose, one aim, one high achievement in their mind, and then bend every effort toward that goal.

Teach these bright, brilliant, useful little men and women that they cannot be masters of their own destiny until they master their own inborn restlessness, and then with all the tact, all the love, and all the power of suggestion you possess, give them what only a mother can give—the benefit of a **GOOD BEGINNING.**

**Some of the World's
Notable Persons
Who Were
Born in July**

JULIUS CAESAR
NATHANIEL HAWTHORNE
JOHN D. ROCKEFELLER
GARIBALDI
MRS. SIDDONS
MARY ANDERSON
MRS. GROVER CLEVELAND
MRS. THEODORE ROOSEVELT
CHARLOTTE CUSHMAN

Born in July

Here Are Questions for You Alone to Answer

Are you in the right work?.....
Are you successful?.....
Why not?.....
Are you in business for yourself?.....
Are you too sensitive?.....
Are you changeable?.....
Do you make the most of your good memory?.....
Do you take good care of your health?.....
Do you attract the opposite sex?.....
Are you in love?.....
Are you jealous?.....
Are you happily married?.....
Do you control your temper?.....
Are you loyal?.....
Are you lazy?.....
Do you talk too much?.....
Do you change your occupation too often?.....
Do you wish to be honored and respected—a happy
success?

IT ALL DEPENDS ON YOU.

Write on this page your answers to these questions after carefully considering them, and refer from month to month to your answers. This is the only plan by which you can study your own progress toward the realization of the ideal which means more to you than all else in this world.

Character Reading Parties

LATEST FAD IN SOCIETY

For example, the person giving a party secures a complete set of these books (12 in all, one for each month of the year), and, after the guests have assembled, some one divides those present into groups according to the months in which they were born. Then the person in charge of the entertainment proceeds to read aloud the characteristics, etc., of those belonging to the January group, then the February group, and so on down the calendar until all the months of the year have been discussed.

It's The Greatest Fun You Ever Saw.

These affairs are called "Character Reading Parties," and are the latest fad in society.

Were You Born in January?
Were You Born in February?
Were You Born in March?
Were You Born in April?
Were You Born in May?
Were You Born in June?
Were You Born in July?
Were You Born in August?
Were You Born in September?
Were You Born in October?
Were You Born in November?
Were You Born in December?

**Everybody
Should
Have These
Books**

For sale by book and newsdealers generally, or will be sent anywhere on receipt of price—10 cents for each book.

GREAT AIM SOCIETY

223 FOURTH AVENUE

PITTSBURGH, PA.

Are You in Love?

IF so, you should be interested in learning the truth about the real character of the person whom you love.

Find out the month in which the person was born, and then read our book descriptive of the characteristics of those who were born in that month.

Happy marriages are possible only when the contracting parties are by nature congenial. You cannot force yourself to love a person who is temperamentally unsuited to be your life-mate. Make no mistake on that point. There would be no occasion for divorces if marriages took place only between those whom Nature intended should marry.

In addition to the interest you have in knowing the strength of character of those you love, it will be found entertaining and profitable to discover the peculiarities of others whom you know.

It is easy enough to get along with a person whom you thoroughly understand, because, if you are wise, you will accommodate yourself to the other person's point of view as much as possible. Success in business particularly depends upon one's adaptability. Very often it takes the place of special talent.

Order according to the month in which the person in whom you are especially interested was born.

Any Book Sent on Receipt of Ten Cents

GREAT AIM SOCIETY

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Pittsburgh, Pa.



