

## De Laurence timeline

Date	Events, notes, etc.
1900 Address: Presumed to be Chicago because of the Alhambra book co.	L.W. de Laurence <b>writes book</b> for Alhambra Book co. Confirmed in the Catalogue of Title Entries of Books 1900 Vol 24 (3 <sup>rd</sup> quarter) as follows: De Laurence , L[auron] W[illiam] <i>Hypnotism; a complete system of method, application and use, including all that is known in the art and practice of mesmerism and mental healing</i> . . . Chicago, Alhambra book co. [1900] 188 pp. Copyright Alhambra book co., Chicago. 1900 class A 15366, June 21; 2 copies received July 11, 1900 (only book registered by them that year, or by De Laurence )
1900 Address: Presumed to be Chicago because of the Alhambra book co	<b>Chicago &amp; New York publisher Henneberry copyrights and publishes <i>Hypnotism; A Complete System of Method, Application and Use</i></b> —This link however shows that they Used the Alhambra Book co. edition: <b>\$1.50</b> 211pp. LINK: <a href="https://archive.org/details/hypnotismacompl00laurgoog">https://archive.org/details/hypnotismacompl00laurgoog</a>
1902 Address: Chicago	L.W. de Laurence writes <b><i>Book of magical art</i></b> Confirmed in the Catalogue of Title Entries of Books 1903 (1 <sup>st</sup> quarter) as follows: De Laurence , L[auron] W[illiam] Two parts in one volume. Book 1. Practical lessons in hypnotism and magnetism. Book 2. For the magi, adept and seer Copyright by Lauron William De Laurence , Chicago, Il. Oct 27 1903; 2 copies each received Jan 24, 1903.
1902 Address: Chicago	L.W. de Laurence copyrights <b><i>The Great Book of Magical Art, Hindu Magic and East Indian Occultism</i></b> <b>\$1.50</b> 157pp. LINK: <a href="https://archive.org/stream/greatbookmagica00laurgoog#page/n0/mode/2up">https://archive.org/stream/greatbookmagica00laurgoog#page/n0/mode/2up</a> Note: This link directs to a post 1916 copy (see letter in back of book dated November 9, 1916). This book is re-copyrighted several times.

<p>March 27, 1902 Address: Rooms 2, 3, 4 295 Wabash Av.</p>	<p>L.W. de Laurence <b>places his first ad ever</b> in the classified ads of the Chicago Daily Tribune, right above the Berlitz School of Languages. He runs ads at least on the 30<sup>th</sup> and 31<sup>st</sup> as well. . Calls his enterprise “<b>The De Laurence Institute of Hypnotism and Occult Philosophy.</b>” He advertises himself as “Professor, author, lecturer, and demonstrator. <b>Note the similarity here between de L. and “Prof. Clark”</b> (see newspaper ads) who appeared two years earlier in the same ad section, living at the same address de L. will move his business to in 1904.</p> <p>Note: Address looks to be a multi-story building at the time (at least three floors) in a mid to low budget part of town. Managed by rental company.</p>
<p>April 5, 1902 Address: Rooms 2, 3, 4 295 Wabash Av.</p>	<p>De Laurence ups his game with a large text ad under “Hypnotism” in the business classifieds of the Inter Ocean paper. Again calls his enterprise “The De Laurence Institute of Hypnotism and Occult Philosophy,” with himself as the well-known author, teacher lecturer and demonstrator Prof. De Laurence , <b>who has spent years in India</b>, “not to be confounded with those . . . who have only a superficial Knowledge . . . <u>or those who take your money for a mail-order course.</u>” He boasts Of teaching the famous Hindoo concentration, and has been located in Chicago By request.” This is almost word for word the same image Prof. Clark was selling Last year and the year before at the 344 Michigan address (see 1904). Says his Book “Medical Hypnosis” is in the 50<sup>th</sup> thousand. Ad runs quite often.</p>
<p>April 18, 1902 Address: Room 2 295 Wabash Av.</p>	<p>De Laurence switches to a smaller ad, run under “Instruction.” He will change ads every few weeks or months, sometimes rotating them, but always running them continuously for the next two years. Nothing new in this ad.</p>
<p>April 28, 1902</p>	<p>De Laurence sends <b>his book</b> to The Inter Ocean (newspaper): <i><b>The Bible Defended</b></i> “A reply to Pearson by L.S. De Laurence ” (illustrated) <a href="#">Publisher lists as: Chicago: Frederick J. Drake &amp; Co.</a></p>
<p>June 1, 1902 Address: 295 Wabash Av.</p>	<p><b>First appearance of De Laurence ’s favorite ad</b>, the one that runs almost daily over the next two years in The Inter Ocean paper. <b>Ad specifically says call or send your Address (is this the beginning of “mail order courses”?</b></p>
<p>June 8, 1902 Address: 295 Wabash Av.</p>	<p><b>First ad for a lady:</b> “Young lady of neat appearance, between 16 and 20 years of age, to <u>serve as hypnotic subject</u>; <i>also one for evenings</i>; good salary. De Laurence Institute of Hypnotism.”</p>

<p>Aug 3, 1902 Address: Rooms 2, 3, 4 295 Wabash Av.</p>	<p>De Laurence ups the ante by super-charging his largest ad by adding “Prof. Laurence who has spent years in India among the Hindoo adepts [yognis]” (sic.) Also” “who has attained perfection as a high grade adept,” and mentions “his book” <i>Practical lessons in HYPNOTISM and MAGNETISM or Mysteries of Occultism Unveiled.</i>” Also lists: <i>medical Hypnosis</i> “[Physicians’ edition ]” “<i>Hypnotism</i> etc., which is now in the fiftieth thousand.” Boasts references etc.</p>
<p>August 3, 1902 Address: 295 Wabash Av.</p>	<p><b>First ad for boy</b> “to serve as hypnotic subject”</p>
<p>Aug 3, 1902 Address: 295 Wabash Av.</p>	<p><b>Ad for Girl or Young lady</b> of neat appearance to serve as hypnotic subject. Apply to Pauline McAdo.</p>
<p>September 25, 1902 Address: <b>Room 5</b> 295 Wabash Av.</p>	<p>Ad for young lady <b>15 to 17 years old</b> <u>for hypnotic subject</u>. Apply 2 to 3 pm</p> <p><b>NOTE: “Room 5” has never been mentioned before, and does not appear again.”</b></p>
<p>October 13, 1902 Address: 295 Wabash Av.</p>	<p>Under the classification “Hypnotism” (Inter Ocean) <b>competition shows up</b>. Larger ad than de Laurence ’s. Address 232 Michigan Av. Also lists telephone #. This ad will run continuously for a while.</p>
<p>November 2, 1902 Address: 295 Wabash Av.</p>	<p><b>Competition heats up</b>. Monster (giant) all-but-attack ad stating a <b>\$500 reward</b> and “<b>THE ONLY ORIGINAL HINDOO IN THIS COUNTRY</b>” appears above de Laurence ’s favorite (three line) text ad. Ad appears only once that I can find in the Inter Ocean paper. The next day his normal competition is back.</p>
<p>November 20, 1902</p>	<p>New competition shows up – but just once. Same ads run as usual.</p>
<p>November 30, 1902 Address: <b>Rooms 5, 6, 7, and 8</b> <b>295-297 Wabash Av.</b></p>	<p><b>De Laurence goes nuclear</b>, and unleashes a vitriolic text line ad that looks to be 40-50 lines of bombastic mail-order catalog style text (which he will be known for later). <b>This is in addition to his normal 3-line ad</b>, which appear below. It is worth noting that The Inter Ocean paper has <i>several</i> ads of the same size—and larger—on the same page advertising clairvoyants (all prices one dollar!) <b>Adds 297 Wabash to his address.</b></p>
<p>December 7, 1902 Address: Rooms 5, 6, 7, and 8 295-297 Wabash Av.</p>	<p><b>The competition strikes back</b>. De Laurence runs two gigantic ads and his “new” (from before”) competition runs a two paragraph ad which is much saner, yet no less persuasive. Also worth noting that the “only original Hindoo in this country” also ups his game by offering new outrageous claims. At this point the classified ads are a full-fledged battle zone.</p>
<p>December 24, 1902 Through May 1903</p>	<p>In the spirit of Christmas De Laurence ’s <b>double giant attack ad combo continues on a Regular basis through Christmas and well into 1903</b>. All addresses remain the same.</p>

<p>May 10, 1903 Address: <b>344 Michigan Ave.</b></p>	<p>Smaller ads reign again. <b>De Laurence has moved at some point between March 18<sup>th</sup> and May 9<sup>th</sup> to 344 Michigan Ave</b> (the address Professor Clark used in 1900 and 1901). “Owing to the large number of students studying . . .” “to more modern and commodious quarters.”</p> <p><i>Note: the following is purely editorial</i>, but al research shows that 344 Michigan was prior, and still the “home(s)” of a few clairvoyants <i>who advertised</i> in the Inter Ocean in the previous years. These rooms have been listed as inexpensive rooms for “three gentlemen or a husband and wife” (the previous is fact). <i>This leads me to believe that these “modern and commodious quarters” are in truth a cost saving measure. After blowing TONS of cash on huge ads on a regular basis De Laurence may have had to operate out of his home or move (his home and business) to the “rooms for rent.”</i></p>
<p>May 24, 1903</p>	<p>Last of the giant double ad combos run, but the change at the bottom instructs readers of the ad to “send for literature.”</p>
<p>June 9, 1903 Address: 344 Michigan Ave. <b>Suite 4</b></p>	<p>Small (favorite 3-line) ad again, but worth noting the new address (updated to “suite 4”).</p>
<p>July 2, 4, 6, 1903 Address: 344 Michigan Ave. Suite 4 <b>Second floor</b></p>	<p><b>Ad for girl 14 to 17 years old to serve as hypnotic subject.</b> ONLY girls—no other need apply. Apply to Mrs. C. J. COLEMAN. <b>Room 4 Second floor.</b></p>
<p>July 8, 1903 Address: 344 Michigan Ave. Suite 4 Second floor</p>	<p><b>Ad for 3 young ladies from 16 to 24</b> to serve as hypnotic subjects (must be pretty). Permanent position. Apply after 10 am to Mrs C. J. COLEMAN</p>
<p>July 8, 1903</p>	<p><b>The same day the above ad runs</b> a scathingly blistering satirical article appears in the same Inter Ocean newspaper De Laurence has been running giant ads in for a year now. The article appears on page 3 and rips into De Laurence ’s ad with not-so-cleverly Disguised sarcasm, all but accusing him of perversion, while at the same time boating how full his corridor was (this article’s placement on the same day the ad runs assumes they had inside access to the ad, or it also ran on the 7<sup>th</sup>, and the writer was at de Laurence ’s address somewhere between the 2<sup>nd</sup> and 7<sup>th</sup>).</p> <p>His current ad is even shown inside the article. “Many candidates for the job” reads the sub-headline and continues <i>“The corridor leading to his offices or parlors were flanked with many women yesterday, all confident they were clean, uneducated, respectable, healthy, and under 24.”</i> The article is so juicy the author ought to be awarded a medal posthumously for founding People Magazine decades ahead of its time. Apparently there really was a Pauline MacAdo who worked for De Laurence as secretary and</p>

	treasurer of the institute. She is quoted as saying “He never has any trouble selecting girls.” An interesting point is that the author of this article states quite clearly that “the room was filled with works” by (de L.). This adds some credibility to the notion that he wrote, or published, but never copyrighted, many books before 1903.
July 18, 1903 Address: 344 Michigan Ave. Suite 4	Regular small ad continues running.
December 27, 1903 Address: 344 Michigan Ave. Second floor	<b>Ad for office boy</b> to run errands. Specifically 16 years old.
April 10, 1904 Address: 1838 Michigan Blvd.	<b>De Laurence moves again.</b> New ad announces move to 1838 Michigan Blvd. owing to increased amount of business. Add says to send for literature if interested.
June 20, 1904 Address: 1838 Michigan Blvd.	De Laurence looks to have switched his primary advertising to the business personals section in the Chicago Tribune after a test ad a week earlier. From here on he advertises his small ad there quite a bit. Last known ad appears on October 28, 1904.  <b>Please note:</b> De Laurence ran so many ads that I was unable to catalog them all after three days. I paid special note that all uncatalogued ads were between late 1902 and early 1904, and were the standard fare he ran on an ongoing basis, with no new addresses. That said, It is not at all impossible that I may have missed one or two in 1904. <b>No newspaper ads appear between 1905 and 1909.</b>
October 27, 1904	<b>L.W. de Laurence is arrested</b> for “obtaining money under false pretenses. Last ad at the old address runs on the 28 <sup>th</sup> . Charles Gedlock complained to the police that L.W. bilked him out of \$140 (approximately \$3,640.21 in 2015 spending power) : that he had attended the school and learned nothing. <i>Cops are not amused.</i>
1905	L.W. de Laurence copyrights <i>The sacred book of death</i> Confirmed in the Catalogue of Title Entries of Books 1906 (1 <sup>st</sup> quarter) as follows: De Laurence , L[auron] W[illiam] The Benarce India publishing co. [*1905] 400p. 21 cm. © Jan 12, 1906; 2 c. Jan 22, 1906.

<p>June 12-13, 1909 356 Dearborn Street Room 408</p>	<p>De Laurence runs an ad renting space in his office. Has he moved? If so, when?</p>
<p>1910</p>	<p>L.W. de Laurence copyrights Waite's 1898 <i>The Book of black magic and of pacts</i> (a.k.a. 1911's <i>Ceremonial Magic</i>) Confirmed in the Catalogue of Title Entries of Books 1906 (1<sup>st</sup> quarter) as follows: De Laurence , L[auron] W[illiam] De Laurence , Scott &amp; co. 1910 296p. 25 ½ cm. \$5.50 © Nov 30, 1910; 2 c. Dec 28, 1910.</p>
<p>November 11, 1912 Address: 3340 Michigan Ave. (home address)</p> <p>Apparently this was an "old mansion." It is gone now. The Newspaper image Makes it look to be A narrow Victorian.</p>	<p><b>Police raid De Laurence 's home and find an orgy. Media goes insane.</b> Terms like "cult" and "circle of worship" are bandied about. 20 arrested: 16 men, 4 women. Allegedly a séance was planned. Apparently this all happened because a Mrs. Augusta Muerie (a former De Laurence follower) was angry over \$100, but the real story seems to be that she was told that she was "too fat to be an angel" (media report). The <i>Chicago Daily Book</i> states that De Laurence had a wife at this time. De Laurence was said by the media to weigh 125 pounds.</p> <p>A resident says that it was "a big house"; three stores, and that "it ought to hold twenty roomers." Other newspaper reports say that the area was "an exclusive one." Apparently <i>federal</i> agents were involved as well; with the <i>Indianapolis News</i> (how appropriate) reporting that TWO federal agencies were investigating. "Wooden Indian—like those at a cigar store" was found perfumed and allegedly enshrined. Also there are reports of a "mirrored weighing in room," where "white women" were weighed without clothing. The orders of "The White Willow" and "The Black Rose" seems to be the name of De Laurence 's group, with the White Willow being the outer circle. . The Blatant and openly unabashed racism in Chicago (not perpetrated by De Laurence of course, but by the media and police) is positively barbaric. The fact that he entertained or employed "negroes" sent the media into fits.</p> <p>It is interesting to note however that the judge granted a continuance asked for by De Laurence 's "negro lawyer." He must have been a good "negro lawyer" because there are no further media updates, and De Laurence had his best days ahead of him. A case like this at that time should have been in the national headlines, but it just faded away. We have to face the facts that either De Laurence <i>was</i> good at magic, or he had a damned fine "negro lawyer" in a deeply racist community.</p> <p>Notable names emerging from this event: Martin Lins: acting division superintendent of the DOJ, looking into possible violations of the Mann act, and Inspector James E. Stuart of the USPS, who started the postal investigation after he ordered items from De Laurence's mail order business. This would prove that De Laurence was absolutely in The occult mail order business (not just books) before 1912, for what that's worth.</p> <p>Further research reveals that The Inter Ocean paper from Nov 16, 1912 alleges that De Laurence utilized the work of George A Pupausky (a West Side Polish banker who ended up serving 6 months in jail at one point for advertising his "powers" through the mail) in his teachings. This bears out investigation to find what the "exact book"</p>

	<p>was that de Laurence had, and whether it appears in his catalogs (under his name or other people's). If this were the case it would have to have been translated from Polish.</p>
<p>November 23, 1912 Address: 3340 Michigan Ave. (home address)</p>	<p>The media just can't let this story go. On page 8 of the Chicago Tribune a short news item appears detailing De Laurence's (alleged) use of (Edison) dictagraphs that secretly recorded everything that was said in the privacy of his boarder's rooms. Beyond any indictment of De Laurence's personal character and disposition, this is important as the next revelation is that apparently these recordings were used to repeat back what was said, in séances, to prove De Laurence's mystical prowess. The presiding judge who was hearing this testimony is given as Municipal Judge Newcomer. Court records may still be available.</p> <p>The witness goes on to say that the hypnotism lectures would include a subject being put under (hypnotized) and the session would last until early morning. This is in sync with the reports that De Laurence was woozy in court at his appearance, His lawyer explaining that "he had been up all night." From here, the judge offered to reduce the \$200 fine if De Laurence sent his followers packing (to their homes out of state, where they had travelled from to live / study with him—he would have to pay their fares as part of this deal). The short article ends by asserting that an examination of De Lawrence's knowledge of Biblical text revealed nothing amazing. Another article (from The Oregon Daily Journal: Dec 1, 1912) lists a James E. Stuart as the head of the post office inspector's department.</p>
<p>1913</p>	<p>L.W. de Laurence copyrights <i>A Self Guide For All Men</i> 92pp. LINK: <a href="https://archive.org/details/masterkey00laurgoog">https://archive.org/details/masterkey00laurgoog</a></p>
<p>1914</p>	<p>L.W. de Laurence copyrights <i>The Master Key</i> 433pp. LINK: <a href="https://archive.org/details/aselfguideforal00laurgoog">https://archive.org/details/aselfguideforal00laurgoog</a></p>
<p>March 21, 1914</p>	<p>Newspaper article in The Progressive Farmer (Raleigh, North Carolina) begins with headline that reads "A Quack and His Seven Sacred Oils." It centers around a man by the name of Orrin Robertson of Arkansas City, Kansas. It is of interest because among the mans "credentials" are The Temple of Moomntaj-Lyumbia "Ka Lama Zurija" India, Chicago, Ill.—Dr. L.W. de Laurence Yoghee and High Caste Adept in Art Magic and Famous Magician of Alchemy and Fire.</p>

<p>April 21, 1914 Address: <b>117 N. Wabash Ave</b></p>	<p>Small 5-line article at the bottom center of the front page of the Chicago Examiner Reads “\$40,000 in Goods Stolen,” and gives scant details about electrotypes being listed from the mail order house of de Laurence , Scott &amp; Co. De Laurence is noted as having asked the police to recover the property. No further details exist. Second article of same size appears in the Chicago Day Book.</p>
<p>September 19, 1915 Address: 117 N. Wabash Ave <b>Dept. A</b> <i>(Opposite Marshall Field’s)</i></p>	<p><b>Chicago Examiner advertisement for de Laurence &amp; Scott catalog</b></p> <p>Rather large display ad for “400-Page Catalogue of Occult, Spiritual and Magical Books” Spelling is no longer “Hindoo,” but instead “Hindu.” De Laurence’s Pharonic clip art appearing to be de Laurence* which also appears pasted in some of this book flyleaves appears here. <b>It is worth pointing out that <u>everything under the sun is listed here</u> except the tarot.</b></p> <p><i>* See de Laurence’s “Secret occult Order Of The Ancient Magi” logo.</i></p>
<p>September 25, 1915 Address: 117 N. Wabash Ave <b>Dept. H</b></p>	<p>Ad, as above appears in the Harrisburg Telegraph (Harrisburg, Pennsylvania)</p> <p>Worth noting: the large second paragraph is omitted, reducing the ad size by half. Also, de Laurence knew well the value of keying an ad. <u>This guy was good.</u></p>
<p>September 25, 1915 Address: 117 N. Wabash Ave <b>Dept. C</b></p>	<p>Ad, as above appears in the Allentown Democrat (Allentown, Pennsylvania)</p> <p>Worth noting: the large second paragraph is omitted, reducing the ad size by half. Also, de Laurence knew well the value of keying an ad. <u>This guy was good.</u></p>
<p>October 3, 1915 Address: 117 N. Wabash Ave <b>Dept. A7</b></p>	<p><b>Small square ad in The Chicago Examiner for de Laurence’s catalog</b></p> <p>This is a re-cutting of the same basic ad above, but re-type set (including the moving of the art). This shows that de Laurence was not afraid to make changes on the fly (as seen in previous ads), even such minute details as changing typeset that did not “need” to be in order to fit ad space. This is the sign of an expert analytical marker, not someone too lazy or careless to change his copyright or publication dates. It would be highly unwise to assume that any lack of changes in de Laurence’s catalogs or advertisements (at least before his death) were due to sloth. During his reign every article and advertisement points to the character of a man who meticulously oversaw every aspect of his empire, including the micromanaging of his minions.</p>
<p>Nov 19-30, 1915 Home address: 1034 E. 47<sup>th</sup> street 3<sup>rd</sup> floor</p> <p>Business Address: 117 No. Wabash Ave (see notes)</p>	<p><b>(Nov 30)</b> Article in Chicago Examiner reads that Jacob Yeakel (“a cripple”), who was an employee of de Laurence jumped from the second story apartment rented by de Laurence “last week.” March 12<sup>th</sup> was a Friday so this would place the “attempted suicide” 6-13 days earlier. Even though he is said to have leapt from the apartment his throat was slashed, according to the article, which also makes a point to indicate that de Laurence had strong influence over Yeakel.</p> <p><b>(Nov 19)</b> A longer article from the same paper reads that Yeakel “insisted on moving into friend’s apartment and was stabbed.” Second sub-headline reads “Woman at Whose Home He Roomed Says He Tried to End Life; Hurt in Fall From Porch.” Article gives</p>

	<p>address as a “six-flat building” at 1034-36 East 47<sup>th</sup> street. Article cites broken ribs and a “deep stab wound in neck.” This article says “jumped or thrown” from 3rd floor. Article names a “Miss Sarah Pearl who is employed by Mrs. De Laurence.” Apparently a grocery boy found him quite a while after his fall after Sarah “locked the door” (thus locking him out on the third floor balcony). The article says that his landlord said he tried to kill himself. Mrs. De Laurence says that they had known him for “about two years” and he had always wanted to move in with them. This implies that de Laurence had known “his wife” since before 1913.</p> <p><b>(Nov 29)</b> A third article on the front page, first column of the Examiner cites the 1034 East 47<sup>th</sup> street address. This article also gives 117 No. Wabash Ave as his business address. Adds many details.</p> <p><b>(Nov 27)</b> A fourth article from the Examiner, on page 3, shows de Laurence quite glib and defiant, and apparently getting away with it even as postal inspectors gather “a lot of evidence.”</p> <p><b>(Nov 19)</b> <a href="#">From the Leavenworth Times</a> (Leavenworth, Kansas) An article on page 12 states that Jacob P. Yeakel, described as a “rich Kansan,” “forced his shoulder through a rear door but left after she threatened to scream,” and was found several hours later (dead; stabbed in the neck – on the rear stairway of the third floor apartment). Sarah Pearl is quoted as saying that he had been trying to force his attentions on her for several months. For a legless man all of these feats are quite astounding.</p>
1916	<p>L.W. de Laurence copyrights <i>The cave of the oracle</i> Confirmed in the Catalogue of Title Entries of Books 1916 as follows: by Dr. L.W. de Laurence , Chicago, Il. De Laurence , Scott &amp; co. 175 p. 19 ½ cm. \$2.00 © Oct. 11, 1916 2c. Dec. 5, 1916; aff Dec. 4, 1916 De Laurence , Scott &amp; co.</p>
1916	<p>L.W. de Laurence copyrights <i>The illustrated key to the tarot</i> Confirmed in the Catalogue of Title Entries of Books 1916 as follows: by Dr. L.W. de Laurence , Chicago, Il. De Laurence , Scott &amp; co. 176 p. 22 ½ cm. \$3.50 © Nov. 20, 1916 2c. Dec. 5, 1916; aff Dec. 4, 1916 De Laurence , Scott &amp; co.</p>
1916	<p>L.W. de Laurence copyrights <i>Self-consciousness in Public: How to Control Your Emotions, the Problem and Cure of Self</i> \$1.50 157pp. LINK: <a href="https://archive.org/details/selfconsciousne00laurgoog">https://archive.org/details/selfconsciousne00laurgoog</a></p>
1916	<p>L.W. de Laurence copyrights <i>Goetia: The Lesser Key of King Solomon</i> 97pp. LINK: <a href="https://archive.org/details/lesserkeysolomo00laurgoog">https://archive.org/details/lesserkeysolomo00laurgoog</a></p>

<p>December 1917 Address: 117 N. Wabash Ave Dept. P</p>	<p><b>de Laurence, Scott &amp; CO. advertises in the Union Postal Employee magazine.</b></p> <p>In a brazen move, a full page ad offering a free <i>occult</i> catalog appears on page 8 of the December issue of the Union Postal Employee monthly magazine. The ad clearly states that each catalog cost \$2 to make, which may be an exaggeration (or not), but this fact shows that this was a HUGE catalog (see 1915 "400-page catalogue").</p>
<p>April 30, 1919 Address: 117 N. Wabash Ave 4<sup>th</sup> floor</p>	<p>Ad in the Tribune appears for a <b>girl to address envelopes on typewriter:</b> must be experienced in foreign names and addresses.</p>
<p>May 4, 1919 Address: 117 N. Wabash Ave 4<sup>th</sup> floor</p>	<p><b>Ad in Tribune for stenographer</b> "must be first class and have mail order experience." Salary \$18 to start.</p>
<p>May 4, 1919 Address: 117 N. Wabash Ave 4<sup>th</sup> floor</p>	<p><b>Ad in Tribune for stenographer changed to:</b> "MIDDLE AGED, have mail order experience." Salary \$80per month to start. "DE LAURENCE SCOTT &amp; CO."</p> <p><b>Editorial:</b> One wonders what Mrs. De Laurence thought about the response from yesterday's ad, given the "Dr.'s" previous track record or advertising for and attracting underage girls.</p>
<p>May-August 1919 Address: 117 N. Wabash Ave 4<sup>th</sup> floor</p>	<p><b>*** Company changes name to The De Laurence Company ***</b></p>
<p>August 19, 1919 Address: 117 N. Wabash Ave 4<sup>th</sup> floor</p>	<p><b>Ad in Tribune for stenographer</b> "with at least 2 yrs.' experience." "THE DE LA<del>W</del>RENCE CO." (sic.)</p>
<p><b>After fall of 1919 but Before December of 1922</b> Address: 117 N. Wabash Ave</p>	<p><b>Catalog of Books, Bibles and Jewelry sold by the de Laurence Company</b></p> <p>This is an exceptionally rare catalog owned by Rev. Jim. It is thin, small, and saddle stitched. Given the address and name of the company it can only have been published once, And in a very short time window. <a href="#">The accompanying order from has to be from the 1910's</a></p>

<p>May 7, 1920 Address: 117 N. Wabash Ave 4<sup>th</sup> floor</p>	<p><b>Ad in Tribune for stenographer</b> “experienced; good starting salary.” “DE LAURENCE COMPANY.”</p>
<p>August 15, 1920 Address: 117 N. Wabash. 4<sup>th</sup> floor</p>	<p><b>Ad in Tribune for stenographer</b> “must be high school graduate with several years’ exp.” “THE DE LA<del>W</del>RENCE CO.” (sic.) ← again</p>
<p>August 18, 1920 Address: 117 N. Wabash Ave 4<sup>th</sup> floor</p>	<p><b>Ad in Tribune for stenographer</b> “FIRST CLASS. good salary; short hours; advancement.” “De Laurence Co.”</p>
<p>December 16, 1922 Address: <b>434 S. Wabash Ave</b></p>	<p><b>Small square ad in The Chicago Defender (page 18) for de Laurence’s catalog</b> “Send 2 cent stamp to The de Laurence Co. 434 S. Wabash Ave. Dept. 4, Chicago, Ill. U.S.A.”</p>
<p>1931 Address: <b>179 North Michigan Ave</b></p>	<p>1931 Catalog appears (Rev Jim)</p> <p><b>Two page spread ad:</b> page 148 advertises <i>The Key to the Tarot</i> (by L. W. de Laurence of course). Please note that the art is nowhere close to the edition available in 1931; the words “Oracles Behind The Veil” only appearing on the 1916 and 1918 editions, which later reprints omitted. Please see images. This edition is listed as printed on the finest coated paper, 176 pages. Cloth, Gold Stamp, Gold Edges. Technically <i>some of this is true</i>. The 1916 edition was coated black cloth gilt, and the ouroborus had a noticeable tumor. That tumor was fixed in the 1918 edition, which was also coated cloth, but came in either green or red, with no gilt edges. Both of these editions were in fact printed on extremely nice coated paper and had “yellowized” images of the cards. Later editions were either buckram or cloth, with yellowized images at first (found so far only on “medium denim blue” color cloth editions) and later grayscale images, found in a variety of cover colors. Early editions were title gilt on spine and cover, later were screen printed in gold.</p> <p>Also please note that the book illustration shows the company as <i>De Laurence Scott &amp; Co</i> on the spine of the book.</p> <p><b>Page 149 lists</b> de Laurence’s tarot cards. Order prices are: No. 20 (cards and book) \$3.50 / Foreign 18s. Ad mentions a “former price” being \$ for the book and \$3 for the cards.</p> <p>Infamous testimonial “from 9/15/16” (Harvey Kinney, Phillipsburg, N.J.) appears on page 149.</p>

<p>November 17, 1931 179 North Michigan Ave 4<sup>th</sup> floor</p>	<p><b>Robbery.</b></p> <p>On November 18<sup>th</sup> the Chicago Daily Tribune (short) news item reads: <b>Hold up office in Michigan Ave.; flee with \$3,000</b></p> <p><i>“Three armed negroes entered the offices of the DeLaurence company . . . late yesterday afternoon . . . terrorizing the owner, with his wife and two employees . . . compelled Harold Hackney, colored delivery boy to lead them from the first floor to the offices, <a href="#">which are on the fourth</a>. There the owner, Lauran DeLaurence, Mrs. DeLaurence and Josephine Janeseck, a stenographer, were counting the <u>day’s receipts</u> . . .”</i> (\$500; of which \$300 was in foreign currency).</p> <p>Apparently a diamond stud and a run from de Laurence and \$5 from his wife and <a href="#">\$500 worth of her jewelry</a>. <a href="#">This makes L.W.’s jewelry valued at \$2,000</a>. As a bonus, the nice robbers tied everyone up.</p>
<p>1938 Address: 179 North Michigan Ave</p>	<p><b>1938 Catalog appears</b> (Holly)</p> <p>The cover appears with a black cover with a wide red-bordered frames image of a “Hindu”? but a Muslim one by the looks of the crescent and star. It is entitled: “1938 Catalog of Occult and Mystical Books and Accessories.”</p> <p>The two page spread here appears on pages 173 and 174 (<a href="#">something L.W. would never do</a>) and splits the amount of orders by at least half because of the lost impression of a two-page spread. The cover looks amateurish in contrast to L.W.’s work. The ad copy is the same. <a href="#">Please also see 1931 catalog and “catalog 24” (below)</a>.</p>
<p>1949? Address: <a href="#">1??</a> North Michigan Ave</p>	<p><b>Amber catalog available on Amazon for \$750. Listed as c. 1949</b></p> <p>This is a <i>much more polished</i> version of the catalog and shows a corporate feel that will become the standard of all de Laurence catalogs for decades to come. There does not appear to be a date or catalog number on the cover, although it looks almost exactly like “Catalog 24” but without the zip code, and what appear to be slight changes on the “plate adhered” to the cover (a printing illusion)</p>
<p><b>July 1963</b></p>	<p><b>*** U.S. institutes non-mandatory 5 digit zip codes ***</b></p>
<p>??? Address: 180 North Wabash Ave, 60601</p> <p><i><b>Another name change</b></i></p>	<p><b>Catalog 24 appears with 5 digit zip code</b></p> <p>Much like the alleged “1949 catalog,” this edition has the famous de Laurence “Moses head” gracing the upper left corner, with a halo of stars and rays shooting out in all directions, indicating his virtues. “Bolted on” to the lower right corner appears a “plaque” (as in the 1949? amber catalog—this one is white) in gray stating the Validity and authority of this catalog merely by its presence. This cover is professionally Done. The title and address fonts are the usual Old English, with a zip code appearing. This must have been an impressive sight in the day. Sears &amp; Roebuck would be proud of their imitators.</p>

	<p><b>Inside the catalog:</b> <a href="#">The two page spread has been repaired</a>, and all is right with the World. The ads now appear on pages 138 and 139. The ad copy has been changed a bit—made tighter and crisper (this may also be the case for earlier, but post 1938, editions). Only one CTA appears, and it is at the bottom of the recto page (the one with the tarot card ad—where it should be). It is obvious that after the 1938 fiasco someone <i>intelligent</i> hired a REAL mail order professional to rework the catalog and bring it back to life. This looks to have paid off as we know of at least 6 more editions of this catalog, and all from the same address.</p> <p>The top of the pages now has fancy headers proclaiming “DeLAURENCE” (not “The de Laurence co.”) , and boasts of them being “publisher and booksellers,” with “religious and mystical books,” and “devotional materials for the mystic,” and “research equipment for the psychic.”</p> <p>Naturally Harvey Kinney’s time-honored testimonial still appears (from 9/15/16) but the cards are now “KEY NO. 20C. \$5,” while the book is “KEY NO. 20B. \$3.50,” and the Combo plate is listed as KEY NO. 20S. \$7.50</p>
<p>???</p> <p>Address: 180 North Wabash Ave, 60601</p>	<p><b>Catalog 29 appears with 5 digit zip code (as above)</b></p> <p>This is for sale for \$299 on Amazon from a bookshop in San Jose <a href="#">It has a white cover with “Saint Moses” in black ink and a red halo.</a></p> <p>This book is also listed from “cloudlandbooks” (Amazon seller) for \$467, but the “Catalog 29” cover image is used, <a href="#">and the date is said to be 1952</a>. <i>Confusion abounds.</i></p>
<p>???</p> <p>Address: 180 North Wabash Ave, 60601</p>	<p><b>Catalog 30 appears with 5 digit zip code (as above)</b></p> <p>This is for sale for \$299 on Amazon from a bookshop in San Jose. <a href="#">It has a white cover with “Saint Moses” in black ink and a red halo.</a></p>