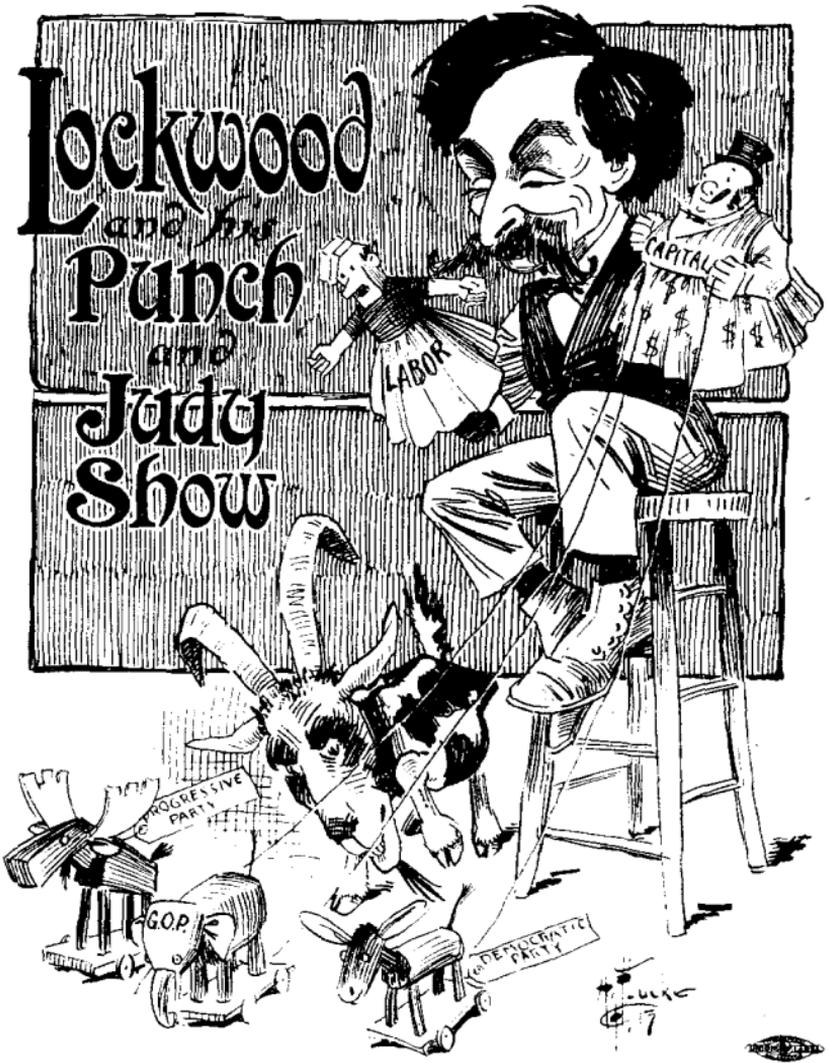


—KEEP THIS—

Lockwood and his Punch and Judy Show



— LOOK INSIDE —



G. H. LOCKWOOD

Art teacher, author and lecturer. Former editor of the Billy Goat and Student's Art Magazine.

INTRODUCTORY

THE MEANING OF BOOKS.

No man is too poor to own a few good books.

The poorer he is, the more in NEED he is of the right kind of books to show him the way out of his poverty.

You can far better do without other things than you can do without books, for good books provide a way of getting the other things, or things more valuable.

Some people starve their minds and stuff their bodies!

To spend a dollar for books with them is unthinkable—but to spend two dollars for booze or cigars or cheap theaters or a big feed, is considered as necessary.

A good book is a joy forever; it brings new hope, new vim, new energy and a new outlook, and strengthens the soul for new battles and new victories.

In this age people should not only own and read good books—but they should systematically and persistently loan them to their friends and neighbors.

Through good books you can come into the most intimate and helpful relationship with the greatest men and women of present and past ages; you can walk and commune with the most exalted sons of earth. Poets, philosophers, students, historians, scientists, teachers, prophets and seers become your intimate friends, and the best there is in their lives they lay at your feet.

There is no poverty so pitiable as MENTAL poverty, no soul so lonely and forlorn as one who has never made friends with some great author, or, thru the printed page, clasped hands with those who would be his comrades and companions.

This little pamphlet will introduce you to some pamphlets and books worth knowing and worthy of being circulated among your friends.

Please don't throw this away—there is a message in it for YOU, and it is worth keeping for future reference.

THE LOCKWOOD PUBLISHING COMPANY,
Kalamazoo, Michigan.

PA AND YOUNG AMERICA.

The idea of this book was taken from "Peck's Bad Boy." But in this case the boy is good, and instead of making mischief he is studious, and not only learns the truth regarding economic conditions, but tries to teach his old-party-voter father. He does this by questions that the old man is unable to answer without contradicting and placing himself in many humorous and ridiculous positions. Many people who would not read an ordinary book on Socialism read this with interest. Some of the topics treated are: "Pa Teaches (!) Young America," "The Science of Government," "How the Workingmen Can all Be Rich," "Why Workingmen Do not Need a Party of Their Own," "How Prosperous Working People Are," "Why Workingmen Should not Join Trade Unions," "Why Women Should not Vote," "How the Money Is Divided," "Why Capitalists Are not Parasites," "How the Capitalists Pay the Working People," "About the Glory of War."

Cloth 35, paper 25 cents; 10 copies for \$1; 100 for \$6, prepaid.

Gravette, Ark., October 2nd, 1912.

Mr. G. H. Lockwood, Kalamazoo, Michigan.

Dear Comrade:—Received a copy of "Pa" and "Young America," which I read from cover to cover, and will not only read it again, but will scatter its philosophy wherever I go.

The book is handsomely illustrated, printed on good paper with plain readable type and the story is written in a very interesting manner. But what pleases me most is, that it tells the truth. It explains just why the "coming" American voters for many generations back, have "hung on to" their political beliefs simply because "persuasion" and "grim ignorance" together demands that they cling.

The book portrays very plainly just how men cheat themselves, and in turn persuade all others to be cheated.

This little volume shows one and all that whatever advance is made along the line of civilization comes through man's knowledge of his true relation to this advance and the problems that he, as an individual, must cope with. The awakening of a large mass of the "common herd" IS THE OPEN DOOR TO THE WORLD'S BETTERMENT.

Yours very truly,

F. I. WOLFE,
Cartoonist and Illustrator.

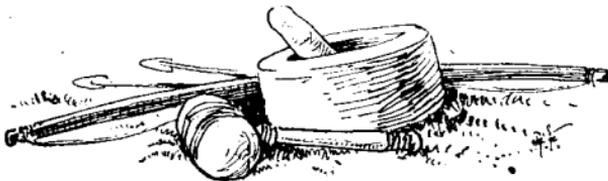


THE STORY OF THE GIANTS AND THEIR TOOLS.

"The Story of the Giants and Their Tools" is an effort to tell the history of economic evolution in the language of the working class, and in story form, that is so simple and interesting that it may be read and understood even by a child. Unless the workers know the true history of their class they will never understand their place in present day society, nor will they be able to intelligently reconstruct society on the basis of justice, equity and freedom. The following topics are treated: "The Tree Dwellers," "The Conquering of the Dragon," "The Invention of the Bow and Arrow," "The Division of Labor," "How the Giants Lived," "The Taming of Animals," "The Cultivation of the Soil," "The End of Cannibalism," "The Art of War," "The Mighty Hunters," "The Dawn of Peace." The illustrations and treatment of this book is humorous, but the text keeps close to economic facts, and no one can read the book without grasping the essential points of the historic struggles of the workers for industrial emancipation. The author believes this book fills a long-felt want, and that it is the first popular and easy treatise on the subject.

Cloth, 35c; paper, 25 cents; 10 for \$1; 100 for \$6, prepaid.

The Social Science Club of Buffalo, N. Y., has used this book in their class work with children with great satisfaction.





The Priest and the Billy Goat is not an attack on the Catholic church, but a defense of the Socialist principles. If the Catholic priests who are monkeying with Socialism only knew it they are fooling with a buzz saw. As long as they stay where they belong, in their churches taking care of their own business, the Socialist movement is not going to butt into their affairs, but when they come out into the arena of economics and politics and butt into the Socialist movement the Billy Goat is in for butting them back where they belong. The Billy Goat believes that it is not only his right but the DUTY of the working class members of the Catholic church to VOTE as they damn please without interference from any priest. 10 cents the copy, 20 copies \$1, 100 copies \$3.50, prepaid. Better send in for a bunch of them and thus help the cause of religious and political freedom.

THE SOLDIER AND THE BILLY GOAT.

Just the thing to put in the hands of the "soldier boys" and members of the working class who might become soldiers. It treats briefly, but powerfully, on the militia, the standing army and the Boy Scout movement. 10 cents single copy; 8 for 50 cents, 20 for \$1; 100 \$3.50.

"UNITY"—An appeal for united action by the working-class against their common enemy, the master-class. Price 10 cents, 20 for \$1, 100 for \$3.50.

Three pamphlets listed above, prepaid for 25 cents.

HOW TO LIVE 100 YEARS

I am sure that you will greatly enjoy this book—and be greatly benefited by reading same, it is really my best contribution to the cause of freedom, and I feel no delicacy in urging you not only to buy a book and read it, but to help the good cause by introducing it to your friends, as I feel you will, after you know what this book stands for. The book is now ready for delivery. Paper, 50 cents; cloth, 75 cents. Money refunded if not satisfactory.

185 YEARS OLD.

Some people seem to take it as a joke that the average life can be raised to 100 years, they are so used to seeing people die young that they take it for granted that this is Nature's plan. Perhaps you do not know that even now many thousands of people pass the 100 mile post, and some pass it a good ways too. In a very recent article in "The Mechanical World," by Dr. F. C. Walsh we quote the following:

"There are conspicuous instances of individuals who have lived far beyond the century mark. Take the case of one Drakenberg, a Norwegian sailor who followed the seas for ninety-one years, and then, becoming tired of a sea-faring life, retired to a fishing village, where he stubbornly held on to life until he was a hundred and forty-six. In Hungary, a farmer named Pierre Zornay superintended his crops until he died at the age of one hundred and eighty-five. Thomas Parr, an English peasant, worked hard until he was a hundred and thirty, and then continued to live until he reached a hundred and fifty-two. This instance was vouched for by Dr. Harvey, the eminent discoverer of the circulation of the blood. He examined old Parr's body after death, and could find no traces of any organic disease. Just there lies an important point. Scientific hopes are based on the fact that if we can escape the accidental diseases of life, such as pneumonia and tuberculosis, and that by following a special course of régime planned for the sole purpose of arriving at a vigorous old age, there will be no reason to doubt that the average person will live to be a hundred, at the very least."

KIND WORDS

If a tree is to be known by its fruits, so may a book be known by the good it does to its readers. We are certain that this message of good health, thru right living, is doing a great work, and is going to do a much greater work when the comrades know what it really is. The extracts from the following letters will help you to understand what others think of the book.

My Dear Lockwood:

Jan. 18, 1913.

Have been going through the pages of your "How to Live 100 Years," and have found it to be exceedingly interesting and illuminating. It is in your characteristic style, plainly written, breezy and stimulating, always to the point, full of horse sense, with helpful hints and suggestions, the results of experience, scattered through all its pages. Your analogy between the human machine and the automobile is especially clever, and your merciless iconoclasm in dealing with the humbuggery and false pretense of materia medica deserves the heartiest approbation.

I may not agree with your entire formula, but you have certainly given the readers the fundamental principles and the common sense of right living and if people could and would live accordingly they would undoubtedly enjoy good health and round out a century before passing on.

The goat gospel as you preach it suits me immensely, and I wish all success to your "butter works."

Love to you and Mrs. Lockwood.

E. V. DEBS.

Dear Mr. Lockwood:—

Many thanks for the little book. I am sure it will do a great deal of good, for the knowledge gathered from the experience of ages is contained in it, and so simply and racily expressed that the understanding and interest are held through it all.

I am especially pleased with your presentation of the importance of sex education—it is the only salvation of young people. I have tried to preach it for years and the prudish have been shocked and protested but to no avail, for false modesty has been the tool of the devil long enough—common sense and a recognition of the sanctity of the body must be frankly preached.

None of the many good things you have done surpass this.

Cordially and with best wishes,

(REV.) H. W. GELSTON.



THE "DOCTOR" AND THE BILLY GOAT.

It has been written that a man cannot serve two masters. I want to say right here that between the "doctor" and his "patient" the Billy Goat votes for the patient, may Alla help him!—the patient,—the Billy Goat can take care of himself, thank you.

I have reached this conclusion, reluctantly, that there isn't a worse bunch of grafters on earth than can be found in the medical profession.

I am glad, also, to admit that there are many kind-hearted and honorable men earnestly striving to relieve pain and disease and working with unselfish motives, even though forced to do so against their economic interest.

As we study the history of savagery we smile at the grotesque pictures of the "medicine men" and scorn the credulity of the poor creatures who were duped into a faith in their "dopes," their necromancy and mysticism.

Silly and foolish as were some of the methods employed to banish disease by our savage ancestors, few of them were dangerous to health. It has remained for our so-called "civilized" race to discover and perfect the supreme insult to the physical organism, surgery, as applied to the removal of internal organs—though it may be admitted that their removal is sometimes made necessary by our ignorant system of DOPING WITH MEDICINE.

I want to say, boldly, that the entire system of "curing" disease, based on the suppression of pain, and the "doctoring of effects," is wrong, and that there must be a return to Nature ere long, or the average life will go down below thirty-five years, when it ought to go up beyond one hundred.

NO DOCTOR CAN CURE DISEASE, Nature alone can do that—but Nature cannot cure disease if THE CAUSE of the disease is still left to create more disease, though the body may be drugged into insensibility to pain, the usual "treatment" for acute symptoms.

Many a "doctor," who couldn't cure a ham, has built up a large reputation on account of his willingness to administer opium and morphine and all manner of poisons that DEADEN PAIN, or the power of the body to feel pain—but that leave the CAUSE untouched and the patient in a WORSE condition than before.

Get this—Pain is NOT the disease, it is but the evidence, the mute voice, of disease. It is trying to tell you that there is something wrong, and to help you to locate the wrong, and to admonish you to stop the cause of the wrong, —and "doctoring" is not going to do that, there is just one way, and that is RIGHT LIVING, and right thinking.

It is true that some people get well who are under the "doctor's" treatment. Many diseases, such as colds, etc., have a course to run and the patient gets well whether

treated or not. If treated the doctor gets the credit, but NATURE does the cure.

I talked with a woman recently who told me about how her system had gotten out of order and how she had lived a long time on bread and milk, and how she soon commenced to eat almost anything after taking a certain doctor's medicine. Great miracle that! But it was the bread and milk diet that prepared her stomach for more solid food, NOT THE MEDICINE.

It is true that we will undoubtedly need men who have given special study to the care and keep of the physical body for many years to come, specialists in this line, to whom suffering humanity can go for knowledge about transgressed laws and how to so live that Nature can restore the body to its normal state.

But this "DOPING BUSINESS" has got to stop, and with it the "HUMAN BUTCHER BUSINESS." The sooner the people understand that their bodily ills are the result of ignorance and WRONG LIVING and a wrong environment, and commence to study the laws governing their physical organism, the better it will be for them, even though it will be hard on the "doctor business."

We have worked on this theory—matters of finance should be turned over to bankers, matters of law to lawyers, matters of health to doctors. The bankers have fixed things up nicely—for the bankers; the lawyers ditto—for the lawyers; and shall we say that the doctors have failed to note their own economic interest in having PLENTY OF PATIENTS, and have worked unselfishly for the people? The graveyard, with its frightful tale of deaths in childhood and early life, tells another story, a story so sad that you and I cannot longer trust our hope of living to a ripe old age to the medical fraternity.

The working class will have to settle the financial and

industrial questions; they will have to settle this question of justice and equity, **AND THEY WILL HAVE TO SETTLE THIS QUESTION OF HEALTH.**

Get this straight—The doctors are not going to cure you—it is their business to “DOCTOR.”

“HOW TO LIVE 100 YEARS,” will do you more good than all the doctors you have ever employed, or ever can employ. This book will teach you some simple laws of health, that will help you to help Nature, and make the doctor's help unnecessary.

If LIFE is worth while, this book is worth while, for it will lengthen and enlarge life, physical, intellectual and moral.

YOU better send in your order now and be one of the first to start a new life in a new way. If you don't find the book worth 50 cents you can return same and get your money back, including postage. If you have a sick friend this book may save his life.

Even though you are seemingly in good health, don't forget that the average life is about 35 years **AND OUGHT TO BE 100.** You, also, are probably traveling the usual road that leads to an early grave.

MRS. LOCKWOOD'S BOOK OF FAVORITE RECITATIONS.

This book is beautifully printed on halftone stock with many illustrations, and several fine pictures of Mrs. Lockwood herself. The poems are a collection of gems gathered from the best labor poems that have been written in the past twenty years. These poems will be an inspiration to you. They are especially suitable for recitations at labor meetings. Cloth, 35 cents. Paper 25 cents, 10 copies for \$1.00; 100 copies \$6. Special leather binding 75 cents.

If you know of anyone interested in a practical art education, Designing, Illustrating or Cartooning, refer them to “The Lockwood Art School, Kalamazoo, Michigan. 18 back issues of the “Student's Art Magazine” full of lessons and art inspiration, \$1.

WAR, WHAT FOR?

There is one book by an American writer that deserves to be placed in the hands of every man capable of thinking, a book that, while cutting and drastic and almost brutal, in its startling array of facts, and its indictment of the present regime, yet has a great mission of "Peace on Earth" as its motif; a book that is calculated to jar into activity even the most atrophied brains, and make forever hideous and impossible the thing called "WAR." This book is by George R. Kirkpatrick, and its title is "War, What For?"

"War, What For?" cloth, \$1.00; paper, 50c.

SOCIALIST BOOKS, MAGAZINES AND PAPERS.

We are in touch with all the Socialist Publishing Houses and will be pleased to furnish you any book or magazine or paper at the publishers' rates to the retail trade. We will appreciate handling your orders as we get a small percentage on same and this will help us to push the work of education.

BOOKS AND MAGAZINES ON HEALTH. .

It is not feasible for us to here publish a list, but we are glad to say that we know of several doctors who are doing the world a great service by TEACHING people how to get well when sick and to STAY WELL, without the use of DRUGS or surgical operations. There are a great many fine books and several fine magazines published on these new ideas of "Health, thru Right Living and Right Thinking," books on diet, fasting, exercises, sex, and general principles of feeding and caring for the human body, the most wonderful machine, capable of doing the most marvelous things, when it is properly nurtured and developed.

Lists of books and magazines and special information will be furnished on request.



BOOKS OF THE GREAT SCHOOL.

Few books outlive the century in which they are written. Among the myriads of published books few are worth a careful study, many are positively harmful to human progress.

In the past decade three books have been written that, in the judgment of the writer, will not only outlive the century, but will last thru all time to come, as marking the beginning of the most profound philosophy of life ever given to the world up to this time. These books are:—

The Harmonics of Evolution,

The Great Psychological Crime,

The Great Work.

Together they constitute what is known as the "Harmonic Series," and are an expression of "The Great School of Natural Science," offering the individual seeker for TRUTH proof positive of a life after death, based on REASON and PERSONAL DEMONSTRATION.

It is not possible to give space here to explain more about these books, other than to say that full information will be sent you on request, or that anyone ordering one or all of these books, on the recommendation of the writer, is hereby granted a refund of his money on return of the books, if they are not found **entirely satisfactory**.

These books sell for \$2 the volume, bound in cloth, or \$3.50 (\$10 the set) in flexible morocco.

If the writer could have only three books in his library, these books would constitute his first choice, as containing the most vital and helpful message and program of physical and intellectual and spiritual unfoldment yet penned by mortal hand.

To those who have earnestly sought truth and a satisfying theory of life in revealed religions, philosophies and cults, and have failed to find it—these books are recommended as containing a new viewpoint that is pregnant with truth and satisfying to both the intellect and the soul. The price of these books is a mere trifle, their value cannot be estimated in money. They are invaluable to the soul ready for their message—and worthless to one not ready. Are you ready?

6 BOOKS FOR A DOLLAR

"How to Live 100 Years," cloth 75c, paper 50c. This book teaches people how to LIVE RIGHT and thus make the doctor with his pills and dope bottles unnecessary. It is full of good wit, good logic, and common sense, and will save its price in one week in decreased cost of living to anyone who reads it, besides adding more vigor and life energy. Must be read to be appreciated.

"Pa and Young America." Something like Peck's Bad Boy—only here the boy is good and teaches "Pa" many valuable economic lessons he needs to know. Cloth 35c, paper 25c.

The Story of Giants and Their Tools—A most interesting account of the development of the tools from the stone age up to the present day. The entire economic life of the race told in simple story form, with a very important bearing on the modern problems of life. Cloth 35c, paper 25c.

The Priest and the Billy Goat—A plain talk to priests who "butt in" to politics and economics—no attack on the Catholic church, but a defense of the principle of "separation of church and state," and protection of the public schools, paper 10c.

The Soldier and the Billy Goat—A cutting and sarcastic analysis of the soldier's place in modern society—This is sissing hot and makes a burning appeal for the day when swords shall be made into pruning hooks. Price 10c, paper.

Mrs. Lockwood's Book of Recitations, on halftone stock with several fine halftone pictures of Mrs. Lockwood, together with many of her favorite poems and recitations, all suitable for labor meetings. Price 25c.

6 books listed above for \$1.00

THE LOCKWOOD PUB. CO., Kalamazoo, Mich.



The
Lockwood
ART
SCHOOL

KALAMAZOO
MICHIGAN

Only One of Its Kind

This school is as unique, in some respects, as "THE BILLY GOAT." Its object is to assist young men and women to earn their living at practical art work, a work that is healthful, pleasant and pays better than ordinary hard labor. The school makes no profuse pretensions. It has a thorough, honest and reliable course by correspondence, and the Resident work is practical. Besides teaching art, the resident students are taught to be noble men and women, tho none of their religious or political views are interfered with in any way. Instead, a broad spirit of tolerance and fellowship is developed that results in the building up of strong characters,

If Interested write for Information.

Lockwood Art School

KALAMAZOO, MICHIGAN



PRACTICAL
PEN-ART.

