The World Sweep of 650,000 Pelmanists

FAMOUS MEN INDORSE PELMANISM

Charles M. Schwab

Expressed what business in America needed when he said, "Captains of Industry are seeking brains, specialized, active brains. Brains are needed to carry out the ideas of those who furnish the capital; the man who attracts the attention is not the dazzler, but the man who is thinking all the time and expressing himself in little unusual ways."

General Sir Robert Baden-Powell

Founder of the Boy Scouts

"The PELMAN System offers in a practical form the cardinal steps to the development and strengthening of mental character."

Judge Ben B. Lindsey

World-Famous Founder of the Juvenile Court of Denver, Colo.

"It is a big thing to have PELMANISM in the United States, because it will carry a message of courage and ambition into every life willing to receive it."

Major General Maurice

"The Pelman System is not cram or trick, but a scientific method of training."

H. Rider Haggard

Author of "She," "King Solomon's Mines," etc., etc.

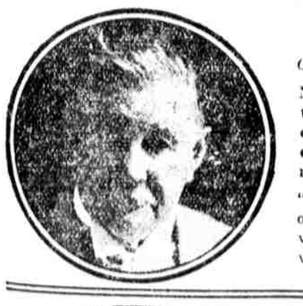
"I recommend PELMANISM to those who, in the fullest sense, really wish to learn and to become what men and women ought to be."

Admiral Beresford

"I should describe the Pelman System as inculcating self-reliance and perfecting of the mind, memory and mental equipment generally."

Harry Lauder

"It is a good idea. Pelmanism is the thing that will pull you through."



Mr. T. P. O'Connor, M. P.

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Member of Parliament and one of the most brilliant writers and orators of modern times, is an enthusiastic believer in Pelmanism.

"The PELMAN System is not only unique in itself, but deserves well of the country and of the world."

Jerome K. Jerome

Author of "Three Men in a Boat," "Idle Thoughts of an Idle Fellow," etc., etc.

"PELMANISM ought to be the beginning of education."

THE SPREAD OF PELMANISM

The Story of a Great Movement That Has Captured the Imagination of Forward-Looking Men and Women

By GEORGE CREEL

Chairman of the Committee on Public Information for the United States During the World War

Pelmanism is one of the most important things that has come to the United States in recent years. With a record of hundreds of thousands of successes in England, this famous course in mind training has been Americanized at last, and is now operated by Americans in America for American men and women. Pelmanism is neither an experiment nor a theory. For twenty years it has been teaching people how to think; how to use fully the powers of which they are conscious; how to discover and to train the powers of which they have been unconscious. Pelmanism is merely the science of thinking; the science of putting right thought into successful action; the science of that mental team play that is the one true source of efficiency, the one master key that opens all doors to advancement.

I heard first of Pelmanism during a visit in London. Its advertising matter filled pages in papers and magazines and "Are you a Pelmanist?" was a common question.

It was T. P. O'Connor who satisfied my curiosity and gave me facts. By 1918 there were 400,000 Pelmanists, figuring in every walk and condition of life. Lords and ladies of high degree, clerks and cooks, members of Parliament, laborers, clergymen and actors, farmers, lawyers, doctors, coal miners, soldiers and sailors, even generals and admirals, were all Pelmanizing, and heads of great business houses were actually enrolling their entire staffs in the interest of larger efficiency. In France, Flanders and Italy over 100,000 soldiers of the empire were taking Pelmanism in order to fit themselves for return to civil life, and many members of the American Expeditionary Force were following this example.

As a matter of fact, with many who took the training the thing had all the force and sweep of a religion. It went deep into life, far down beneath all surface emotions, and bedded its roots in the very centers of individual being. It was an astonishing phenomenon, virtually compelling my interest, and I agreed gladly when certain members of Parliament offered to take me to Pelman House. A growing enthusiasm led me to study the plan in detail, and it is out of the deepest conviction that I make these flat statements:

Pelmanism *can*, and *does*, develop and strengthen such qualities as will power, concentration, ambition, self-reliance, judgment and memory.

Pelmanism *can*, and *does*, substituting "I will" for "I wish" by curing mind-wandering and wool-gathering.

Not a Mere Memory System

Viewed historically, Pelmanism is a study in intelligent growth. Twenty years ago it was a simple memory training system. Time has broadened it. Today it does not confine itself to the training of just this one function of the human mind, but scientifically exercises and develops all of the mental powers.

It teaches how to develop *personality*, how to build *character*, how to strengthen *individuality*. Instead of training memory alone, or will-power alone, or reasoning power alone, it recognizes the absolute interdependence of those powers and trains them *together*.

The course comes in twelve lessons—twelve "Little Gray Books." They are sent one at a time and the student fills out work sheets that are gone over with pen and ink by a staff of trained instructors. There is nothing arduous about the course, and it offers no great difficulties, but it does require *application. Pelmanism has got to be worked at.*

There is no "magic" or "mystery" about it. It is not "learned in an evening." Brains are not evolved by miracles. Just as the arms stay weak, or grow flabby, when not used, so does an unexercised mind stay weak or grow flabby.

The Science of "Get There"

It is the science of Get There—getting there quickly, surely, finely! Not for men alone, but for women as well. Women in commercial pursuits have the same problems to overcome as men. Women in the home are operating a business, a highly specialized, complex business, requiring every ounce of judgment, energy, self-reliance and quick decision that it is possible to develop.

I say deliberately, and with the deepest conviction, that Pelmanism *will* do what it promises to do. Followed honestly, it *will* give greater power of self-realization and self-expression, in word, thought and action. It *will* stop woolgathering and mind-wandering. It *will* develop mind, character, personality, giving ambition, energy, concentration and self-reliance.

Americans need it as much as England needed it. There are too many men who are "old at forty;" too many people who complain about their "luck" when they fail; too many people without ambition or who have "lost their nerve"; too many "job cowards" living under the daily fear of being "fired."

There is nothing more true than that success and failure are next-door neighbors. The success of today may be the failure of tomorrow, and the inefficient can rise to efficiency when he *wills* it. No one can mark time in modern life, much less stand still. We *go forward or drop back.*

Increased Incomes

Talk of quick and large salary raises suggests quackery, but I saw bundles of letters telling how Pelmanism had increased earning capacities from 20 to 200 per cent. With my own ears I heard the testimony of employers to this effect. Why not? Increased efficiency is *worth* more money. Aroused ambition, heightened energies refuse to let a man rest content with "well enough." Business demands ever-increasing efficiency and employers are quick to recognize it and reward it.

The emphasis of Pelmanism is on a *complete* personality. It does away with lopsided developments. *It points the way to cultural values as well as to material success.* It opens the windows of the mind to the voices of the world; it puts the stored wealth of memory at the service of the tongue; it burns away the stupid diffidences by developing self-realization and self-expression; it makes unnecessary the stereotyped in speech and thought and action.

Special Offer

We desire to make Pelmanism an influence in the lives of as many Americans as possible. Experience teaches that Pelmanism spreads most rapidly through the indorsement of its students. In order to enable a larger number of Americans to speak authoritatively of Pelmanism, the full course is offered temporarily at an especially low fee. Particulars will be sent immediately at your request. Use the coupon and the free Pelman book, "Mind and Memory," will be forwarded at the same time.

The special fee brings the cost of Pelmanism well within modest means. Immediate action will secure the full advantage.

20 Questions

Make a test of your efficiency today by answering for yourself the following questions:

1. Are you a first-class organizer?
2. Have you directive power?
3. Can you originate valuable ideas?
4. Are you a logical reasoner?
5. Do you remain calm and unflurried when faced with a crisis?
6. Can you master difficult subjects easily?
7. Have you a strong personality?
8. Have you a strong will?
9. Are you a persuasive talker?
10. Can you convince people who are doubtful or even hostile?
11. Do you decide quickly and correctly?
12. Can you solve knotty problems easily?
13. Do you remember what you read?
14. Can you remember details as well as main principles?
15. Have you an accurate and ready memory?
16. Can you remember dates, statistics, faces, telephone numbers and long lists of facts?
17. Can you concentrate your mind on one thing for a long time?
18. Can you work hard without suffering from brain-fag?
19. Are you ready to take responsibility?
20. Are you earning a larger income than you were a year ago?

If you are not satisfied with the answers you give to a good many of these questions, then you should use the coupon printed on this page and obtain, free of charge, full particulars of the Pelman Course.

Fair Questions and Honest Answers

In our files are 100,000 inquiries that show America's tremendous interest in a thing that holds the promise of making life richer, finer and more effective.

From these letters we have learned that there are certain questions common to every inquirer—questions that seem to come up naturally and instantly in the mind of every man and woman upon reading a Pelman advertisement. The 100,000 represent those who had the interest and decision to write us so that we could answer their questions for them. But how many other thousands, following out a negative line of thought, decided for themselves that it would "do no good" to write?

It is these questions that we are going to answer. Not only is each of the following answers as frank and complete as we can make it, but each answer is based upon the truth as developed by our experience.

What Education Is Necessary?

If you have had an ordinary school education you will find nothing in Pelmanism which you cannot understand. This does not mean that you must have gone to school a fixed number of years. Many of our students have been to school only a year or two. If you read a newspaper with understanding, your education is sufficient.

Is Pelmanism for Women?

The one test today is capability. Money Making no longer says, "I am going to shut you out because you are a woman," but it is not saying "I am going to let you in because you are a woman." What business demands, regardless of sex, is ability to deliver the goods.

The one great handicap under which women labor in entering the world of work is lack of training in business ways of thought. Their natural abilities are equal to those of men, and it is often the case that they have superior intuitive powers, but their minds have not been "broken to commercial harness." A course in Pelmanism is the quick and authoritative answer. Pelman training develops close reasoning, quick thinking, intelligent decision and executive facility. Thousands of women Pelmanists have written letters telling of their rise to high-salaried positions of power and responsibility.

Pelmanism is no less valuable to the women who work in the home. There was never a time when it was more necessary to run a household as a business proposition, making every cent count. Capacity—downright administrative ability—is demanded today of the wife and the mother who wants her home to be a success.

Another point: Pelmanism has social as well as material values. It enables one to increase income and to win promotion, but it also opens the door to a richer, more interesting life. Too many women let themselves "go stale," losing the keen perceptivities and eager interests of youth, and "sagging" mentally, emotionally and physically. Pelmanism tones up the mental processes and the result is quickly apparent in looks, speech thoughts and action.

How Can You Promise That Pelmanism Will Increase Incomes?

Because we have proved it in thousands of cases. We have the letters to show. The thing is simple when analyzed. Pelmanism quickens your mind, your enthusiasm and your originality. You drive instead of lag. Increased efficiency is worth more money. Aroused ambition and heightened energies refuse to let a man rest content with "well enough." Business demands ever-increasing efficiency and employers are quick to recognize it and reward it.

How Can This System Apply to the Mind of the Federal Judge as It Does to the Mind of the Day Laborer?

It applies because the operations of the human mind are fundamentally the same. All of us have the same mental tools. It makes no difference what your occupation is, it is the trained mind that makes you more efficient in it. The ability to make independent observations, to persist in the necessary tasks, to devise new methods and take responsibility is as desirable in the man who watches the steam gauge as in the man who keeps his hand upon the financial pulse of the world.

Is the Instruction Individual?

Yes. The same instructor follows you through the course from beginning to end. Each Work-Sheet is returned to you with the pen and ink corrections and comments of the instructor. Whenever necessary, personal letters go out to you. If within calling distance personal interviews are welcomed, otherwise personal letters may be written are are quickly and fully answered.

Synopsis of the Course

The Series of twelve lessons is arranged as follows:

The Science of Self-Realization

To make your life truly successful, you must first have an accurate conception of your abilities and shortcomings. Most of us have gross misconceptions of ourselves. We think, for instance, that our observation is excellent, though it may be really faulty. This first Pelman lesson teaches you how to analyze and appraise yourself—not by a hit-or-miss method, but according to a scientifically arranged plan.

Purpose, or What Is Your Aim?

The average man finds it impossible to state his aim in life clearly, briefly. Yet how can he hope to reach the goal without having it clearly in mind? Have you a definite aim in life. Do you consider your plans, decisions and actions in relation to this aim? This second Pelman lesson helps you with these problems and teaches the methods which experience proves are most valuable in making your aim in life a constant help to you.

Perception—the Foundation of Success

Superiority in any walk of life is generally based on a wider and more accurate knowledge of pertinent facts. The man or woman who perceives more has a tremendous advantage. Most of us see and hear without really observing. We are not constantly storing away useful information as we should. This lesson teaches you how to train your observation.

Will Power

A great deal has been written about Will Power that is exaggerated or that is of doubtful value.

Pelmanism shows us that Will Power is not what we had been imagining it to be at all. Instead of the Will being the master of the mind it can be made its servant. And those who have had trouble in training their Will Power will be delighted to find there really has been nothing the matter with their Will—the fault has lain solely in the wrong methods they have used for attempting to train what they had imagined was their Will Power.

Concentration

Can you focus your attention on anything when you like, as long as you like and in spite of surrounding distractions? This lesson places the whole subject in a new light. It is a simpler matter than you think, and all the great leaders of men are leaders because they are able to concentrate at will. Concentration enables you to see more and further than the other fellow.

Mental Connection

Scores of students have said this is the best lesson in the course because it teaches the art of thinking in a connected manner. This lesson introduces science and order into your mental operations. It gives you that kind of precise and exact thinking power which you notice in big men. It does away entirely with the "anyhow" style of thinking.

Imagination and Originality

It is a popular idea that imagination is an impractical asset. Quite the contrary. Imagination or vision is the mainspring of advancement. The Woolworth Stores, the Ford Motor Co. and every forward-going business enterprise is, in fact, the product of practical imagination. Poetic imagination may be a matter of inspiration but practical imagination is a result of proper mental training. This Pelman lesson shows you how.

The Pursuit of Truth

We all believe our actions should be governed by truth. But are they? Stop to analyze your beliefs. Why do you vote for one candidate rather than another? Why do you buy one product in preference to another? Be frank with yourself. Is it because of facts you know are true or because of sentiment, prejudice or desire? This lesson teaches how to organize your mental life so that your actions are based on truth.

On Personality

There is no country in the world where personality is more deeply appreciated than in America. In this lesson there is a new treatment of the subject; the unconscious element—both mental and moral—is brought out. An attractive personality, as a factor in winning both financial and social success, has a value that cannot be measured.

How to Organize You Mental Life

A Pelmanist is a realist. If he has to earn an income, he believes in earning an increased income. But he also recognizes a debt to Society. He must be able to discuss ideas as well as to talk figures. A great value of Pelmanism is that it develops all sides of the mind; it is broadening.

This lesson shows how a Pelmanist carries some of his resources in his own personality; they are not all in the bank.

Your Subconscious Mind

The subconscious mind has a potential power that only psychologists recognize. The aim of Pelmanism is to develop this subconscious mind, to bring it to the surface to awaken its latent possibilities. This is not an impossible ideal; it is entirely rational, thoroughly practical.

Pelmanism in Action

Pelmanism is something that you will use the rest of your life. It is not something that will help you over just a part of life's road. There is no goal so high but that when you have reached it Pelmanism will help you still higher. Hence you should review the Pelman teachings regularly. This last lesson is a big help along these lines, for it reviews the preceding lessons.

Your Unsuspected Self

How Pelmanism Brings the Hidden, Sleeping Qualities Into Full Development and Dynamic Action

Are you the man or woman you ought to be?

Beneath the Self of which you are conscious there is hidden an unsuspected Self of infinite possibilities.

That Self is the man or woman you *ought to be.*

It is the Self of courage, confidence and decision; the Self that will lift you from the rut; the Self that leaves "footprints on the sands of time."

It is this unsuspected Self that occasionally rises uppermost in some crisis of life after you have set your teeth to go in and win, and have won. And then you say, wonderingly: "I didn't think I had it in me."

Keep that Self uppermost! Resolve to be always the individual you ought to be!

But first discover your unsuspected Self.

Search through the muddle of wrong thinking and self-disgust, and find those qualities and talents which every one of us possesses. Developed and used, they will lead you to a higher place in life; they will lift you from the dead levels of mediocrity. The human mind, trained to strength by proper exercises, has the drive of a mighty machine. It takes no account of obstacles; it refuses to be stopped by barriers.

Destiny or Decision

These statements are not advanced as empty speculation, but are stated as facts: facts that have behind them the testimony of more than five hundred thousand men and women who have studied Pelmanism, the science of Self Realization.

What Pelmanism has meant to thousands of them cannot be measured in mere money—the benefits are beyond material computation.

"When I think of what I was a year ago, it does not seem as if I am the same person. Pelmanism has taught me the value of self-expression," writes one man on completing the study of the "little gray books," in which Self-knowledge is so lucidly revealed.

"I have got into a position that I should never have managed a few months ago; in fact, I can hardly believe myself," says another.

It is this quality of laying bare unsuspected powers in its students which is making Pelmanism a great intellectual movement.

Tearing Aside the Veil

The minds of many men are veiled by misunderstanding. Pelmanism tears aside this veil and shows you how your mind works and how you can make it work more efficiently. When you know your mind you are able to use it to better advantage. Instead of a brake, it acts as an accelerator.

Educationally, Intellectually and Socially, Pelmanism is a factor whose power must be felt to be fully appreciated. To thousands Pelmanism has meant intellectual rebirth. To thousands it has been the means of discovery of latent mental powers and unsuspected talents. Thousands have learned the joy of Self-expression. Tens of thousands, after studying the first lessons, have hastened to write in glowing terms of the stimulus, sane optimism, encouragement and courage imparted to their minds by its study.

Whether you measure the value of Pelmanism in terms of the hard cash, intellectual vigor, moral strength or everyday happiness, you cannot fail to be satisfied with the results.

Do not prejudge. You cannot arrive at an unbiased and just estimate of Pelmanism until you have investigated it.

In America

Great as the success of Pelmanism has been in England, there is every evidence that the Pelman Institute of America will have an even wider scope.

On this side Pelmanism was started only two and a half years ago, and already the subscribers number many thousands.

Men and women, rich and poor, from every walk of life, every profession, every industry are included in the Pelman membership. No account is taken of class, creed or circumstance. The value of Pelmanism is the same for all.

A study of the enrollment shows that every State in the Union has its growing group of Pelmanists.

The home, the shop, the bank, the farm, the office, all have their representatives.

Men and women of every class have come to the knowledge that Pelmanism will help them to surmount difficulties and achieve a greater degree of success in their vocations.

It Fits Your Time

Pelmanism does not ask you for fixed hours of attendance and set times for study. It fits into your time instead of demanding that your time fit into it.

The PELMAN Course is arranged in a series of well-planned lessons for correspondence instruction, based upon over 29 years' experience with all classes of men and women in different parts of the world. A special system keeps the examiners in close personal touch with the students right through the course, and insures that individual attention which is so essential to the success of a study of this character.

All postal and other expenses on the outgoing lessons, etc., are prepaid by the PELMAN Institute, and the student is at no further expense beyond that of postage on communications to the Institute. The Instruction Staff includes men and women of the highest qualifications and experience, and there is no question of business, educational, literary, social or psychological interest upon which the PELMAN Institute staff is not competent to give advice. No matter what your calling may be, you can depend upon expert counsel. Consult the Instructors upon difficulties in connection with your everyday work.

This privilege does not terminate with the instruction. "Once a PELMANIST, always a PELMANIST." You are as free to make use of the services of the Instruction Staff in a year or five years as while you are actually studying the course.

Pelman Offices in Seven Countries

In addition to the American Headquarters in New York City, there are Pelman offices at:

London, England—4 Bloomsberry Street, W. C. 1
Paris, France—35 Rue Boissy d'Anglas
Melbourne, Australia—46 Market Street
Durban, South Africa—Club Arcade
Bombay, India—Chowpatti, Sea Safe
Toronto, Canada—Temple Building

How to Become a Pelmanist

"MIND AND MEMORY" is the name of the booklet which describes Pelmanism down to the last detail. It is fascinating in itself, with its wealth of original thought and incisive observation. It has benefits of its own that will make the reader keep it. Every reader of this page should send for "Mind and Memory"—NOW.

The booklet, "Mind and Memory," is free. Use the coupon below or a postcard and send for it NOW, or call personally.

PELMAN INSTITUTE OF AMERICA
Suite 1610-A, 2575 Broadway, New York, N. Y.

Please send me, without obligation on my part, your free book, "Mind and Memory."

Name .....

Address .....

.....

(All correspondence strictly confidential)