

Earns \$30,000 a Year Because of His Remarkable Memory

The story of two clerks in New York City who started together a few years ago, side by side, each earning \$12 a week



One had developed an accurate memory—the other was always forgetting. The man with the accurate memory proved himself invaluable to his employers. Facts and figures he had at his finger tips. He could always be counted on to do anything he was told because his employers found that he had a good memory.

The other man was never sure of anything. He always "guessed" or "thought," but never seemed to know.

The man with the memory is now, a few years later, the head of a giant publishing enterprise with an interest in the business and a salary of \$30,000 a year.

The man who could never remember is a petty bill collector at a salary of approximately \$20 a week.

As the executive who employed these two men when they started in—and who knows them both well, says: "The success of one and the failure of the other is largely due to one's remarkable memory and the other's inability to remember.

"And this is absolutely typical of thousands of cases—the men who are holding big executive jobs—the men who have charge of big affairs—the men whose judgments must be relied upon for momentous decisions involving thousands of dollars, are the men who have air tight memories. It is said that Judge Gary has one of the most marvelous memories of any man in America, and if you interviewed one big executive after another you would find one of the predominating characteristics, a keen, dependable memory. There is no attribute of success more important."

A Good Memory Is Not a Gift

A great many people have the idea that the ability to remember a large number of faces, facts and figures is a gift—that you have to come by it naturally. Nothing could be further from the truth. Any man, woman or child of average intelligence can easily and quickly acquire a greatly improved memory.

When Mr. Roth, the famous memory expert, first determined to cultivate his memory he did it because he had probably the poorest memory of

any man he ever knew. He actually couldn't remember a man's name twenty seconds. He forgot so many things that he knew he couldn't succeed unless he did learn to remember.

Today there are many people in the United States whom Mr. Roth has met at different times—most of them only once—whom he can instantly name on sight.

Mr. Roth can, and has, hundreds of times at dinners and lectures asked fifty or sixty people to tell him their names and telephone numbers, and then, after turning his back while they changed seats, has picked each one out by name and told him his telephone number and business connection.

These are only a few of the scores of other equally so-called "impossible" things that Mr. Roth can do—and yet a few years ago he couldn't remember a man's name twenty seconds.

You Will Have Downright Fun While Learning

Mr. Roth's system, which he has developed through years of study, and which he has taught in class to hundreds of business men and others throughout the country in person, is so easy that a child can learn it, and it is more real fun than any game you play solely for pleasure.

Not only will you enjoy every moment you spend on the Course but so will your entire family—even small children can join in the fun.

What 15 Minutes Will Do

You get results quickly. Fifteen minutes after you start the first lesson you will see a decided difference in your power to remember.

And a single evening spent on the first lesson will greatly improve your memory power—and may more than double its capacity.

Just think what this will mean to you—to have greatly improved a memory—to have a memory that will enable you instantly to see a new world of facts, figures, faces, addresses, phone numbers, selling

points, data and all kinds of mental pictures with much less effort than you now spend in trying to remember without success.

The reason Mr. Roth can guarantee to improve your memory in one evening is because he gives you the boiled down, crystallized secret right at the start—then how far you go in further multiplying your ability to remember will depend simply on how far you want to go—you can easily and quickly develop your memory to such an extent that you can do everything Mr. Roth can do. He makes the act of remembering an easy, natural, automatic process of the mind.

You Can Rely on Your Memory

Thousands of sales have been lost because the salesman forgot some selling point that would have closed the order. Many men when they are called upon to speak, fail to put over their message or to make a good impression because they are unable to remember just what they wanted to say. Many decisions involving thousands of dollars have been made unwisely because the man responsible didn't remember all the facts bearing on the situation, and thus used poor judgment. In fact, there isn't a day but that the average business man forgets to do from one to a dozen things that would have increased his profits. There are no greater words in the English language descriptive of business inefficiency than the two little words, "I forgot."

After a few hours spent with Mr. Roth's Course the fear as well as the tragedy of forgetting will have been largely eliminated. You will be amazed and fascinated at the new sense of confidence and power that will be yours.

Not only that, but you will have a sense of freedom that you never felt before. You will be practically freed of the memorandum pad, the notebook, and other artificial helps to which most of us are slaves.

Try Before You Buy

So confident are the publishers, the Independent Corporation, of the remarkable value of the Roth Memory Course to every reader of this magazine that they want you to test out his system in your own home before you decide to buy. The Course must sell itself to you by actually increasing your memory before you obligate yourself to spend a penny.

Only \$5 If You Keep It

Mr. Roth's fee for personal instruction to classes limited to fifty members is \$1,000, but in order to secure nation-wide distribution for the Roth Memory Mail Course in a single season the publishers have put the price at only \$5—a very low figure for a course of its kind containing the very same material in permanent form as is given in the personal \$1,000 Course.

And bear in mind—you don't have to pay even the small fee asked unless after a test in your own home you decide to keep it.

Send No Money

Don't send a single penny. Merely fill out and mail the coupon. By return post, all charges prepaid, the complete Roth Memory Course will be sent to your home.

Study it one evening—more if you like—then if you feel that you can afford not to keep this great aid to more dollars—to bigger responsibilities—to fuller success in life, mail it back to the publishers within five days and you will owe nothing.

If a better memory means only one-tenth as much to you as it has to thousands of other business men and women, mail the coupon today—NOW—but don't put it off and forget—as those who need the Course the very worst are apt to do. Send the coupon in or write a letter now before the low introductory price is withdrawn.

Independent Corporation

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The Amazing Memory Feats of David M. Roth

The *New York Tribune* said:

"David M. Roth gave a practical demonstration of memory at the lunch meeting of the Rotary Club at the Hotel McAlpin.

"Mr. Roth asked the men at any four tables to call out their names. This they did—32 of them. Then the speaker turned his back and they changed seats. Mr. Roth then proceeded to call each one by name and went through them without error. Other astonishing illustrations were given."

The *Seattle Post Intelligencer* said:

"Of the 150 members of the Seattle Rotary Club at a luncheon yesterday not one left with the slightest doubt that Mr. Roth could do all claimed for him. Rotarians at the meeting had to pinch themselves to see whether they were awake or not.

"Mr. Roth started his exhibition by asking sixty of those present to introduce themselves by name to him. Then he waved them aside and requested a member at the blackboard to write down names of firms, sentences and mottoes on numbered squares, meanwhile sitting with his back to the writer and only learning the positions by oral report. After this he was asked by different Rotarians to tell what was written down in various specific squares, and gave the entire list without a mistake.

"After finishing with this, Mr. Roth singled out and called by name the sixty men to whom he had been introduced earlier, who in the meantime had changed seats and had mixed with others present."

EVIDENCE

C. LOUIS ALLEN, who, at 32 years, became President of the Pyrene Manufacturing Company, says of Mr. Roth's Course:

"Now that the Roth Memory Course is finished, I want to tell you how much I have enjoyed the study of this most fascinating subject. Usually these courses involve a great deal of drudgery, but this has been nothing but pure pleasure all the way through. I have derived much benefit from taking the course of instruction and feel that I shall continue to strengthen my memory. That is the best part of it. I shall be glad of an opportunity to recommend your work to my friends."

Fifty Other Letters Like This Are in Our Booklet, "How to Improve the Memory." Sent Free With the Course.

Remember Instantly

- Names and Faces
- What You Read
- Speeches You Hear
- Talks
- Business Details
- Selling Points
- Legal Points
- Conversations
- Statistics
- History and Dates
- Streets and Numbers
- Business Figures
- References
- Sermons and Lectures
- Business Reports
- Good Stories
- School Lessons
- Household Duties
- Business Appointments
- Social Engagements

Send me the Roth Memory Course complete in seven lessons. I will either send you \$5 or return the Course within five days after receiving it.

Name
Street
City State

MAIL TO
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Dept. 177, 119 West 40th Street, New York City.
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