

# How to Increase Your Will Power In One Hour

Author of This Article Tells How He Quickly Acquired a Dominating Will Power that Earns Him Between \$50,000 and \$70,000 a Year

FOUR YEARS ago a man offered me a wonderful bargain. He was hard up for money and wanted to sell me some shares in a young growing company for \$1,000. Based on the earnings of the company the stock offered me was easily worth \$5,000 — in fact, the man who finally bought the shares sold them again in five months at a profit of \$4,000.

The reason I didn't buy the shares was that I could no more raise a thousand dollars than I could hop, skip, and jump across the Atlantic Ocean. A thousand dollars? And my income only twenty-five a week.

The second chapter in my life began a few months later, when another opportunity came to me. It required an investment of \$20,000 during the first year. I raised the money easily, paid back every penny I borrowed, and had \$30,000 left at the end of the first year! To date, in less than four years, my business has paid me a clear profit of over \$200,000 and is now earning between \$50,000 and \$70,000 a year. Yet for twelve years before, the company had been losing money every year!

The natural question for my reader to ask is, "How could you borrow \$20,000 to invest in a

business which had previously been a failure, after being unable to borrow \$1,000 for an investment that seemed secure? It is a fair question. And the answer can be given in two little words — **WILL POWER.**

When the first proposition came to me I passed it by simply because I didn't have the money and couldn't borrow it. I went from one friend to the next and all turned me down. Several refused to talk business with me at all. They all liked me personally, and they asked about the kiddies, but when it came to money matters I hadn't a chance. I was scared stiff every time I talked to one of them. I pleaded with them, almost begged them. But everybody had their "money all tied up in other investments." It was

an old excuse, but I accepted it meekly. I called it hard luck. But I know today that it was nothing in the world except my lack of Will Power, or rather my weak Will Power, which kept me from getting what I wanted.

When I heard that the man sold those shares at a profit of \$4,300, it seemed that my sorrow could not be greater. That profit was just about what my salary amounted to for four years! But instead of grieving over my "hard luck," I decided to find out why I was so easily beaten in everything I tried to accomplish. It must be that there was something vital that made the difference between success and failure. It wasn't lack of education, for many illiterate men became wealthy. What was this vital spark? What was this one thing which successful men had and which I did not have?

I began to read books about psychology and mental power. But everything I read was too general. There was nothing definite — nothing that told me what to do.

After several months of discouraging effort, I finally encountered a book called "Power of Will," by Prof. Frank Channing Haddock. The very title came to me as a shock. When I opened the book I was amazed. I realized that will power was the vital spark — the one thing that I lacked. And here in this book were the very rules, lessons and exercises through which anyone could increase their will power. Eagerly I read page after page; including such articles as: The Law of Great Thinking; How to Develop Analytical Power; How to Concentrate Perfectly; How to Guard Against Errors in Thought; How to Develop Fearlessness; How to Acquire a Dominating Personality.

An hour after I opened the book I felt like a new person. My sluggish will power was beginning to awaken. There was a new light in my eye, a new spring in my step, a new determination in my soul. I began to see, in my past the many mistakes I had made, and I knew I would never make them again.

I practiced some of the simple exercises. They were more fascinating than any game of cards or any sport.

Then came an opportunity to acquire the business which had lost money for twelve years, and which I turned into a \$50,000 a year money maker. Instead of cringing before the moneyed people, I won them over by my sheer force of will. I would not be denied. And my every act and word since then has been the result of my training in will power.

I am convinced that every man has within himself every essential quality of success except a strong will. Any man who doubts that statement need only analyze the successful men he knows, and he will find himself their equal, or their superior, in every way except in will power. Without a strong will, education counts for little, money counts for nothing, opportunities are useless.

I earnestly recommend Prof. Haddock's great work, "Power of Will," to those who feel that success is just out of reach — to those who lack that something which they cannot define, yet which holds them down to the grind of a small salary.

Never before have business men and women needed this help so badly as in these trying

times. Hundreds of real and imaginary obstacles confront us every day, and only those who are masters of themselves and who hold their heads up will succeed. "Power of Will" as never before is an absolute necessity — an investment in self-culture which no one can afford to deny himself.

I am authorized to say that any reader who cares to examine "Power of Will" for five days may do so without sending any money in advance. If after one hour you do not feel that your will power has increased, and, if after five days' reading you do not feel that this great book supplies that one faculty you need most to win success, return it and you will owe nothing. Otherwise send only \$3.00 the small sum asked.

Some few doubters will scoff at the idea of will power being the fountainhead of wealth, position and everything we are striving for but the great mass of intelligent men and women will at least investigate for themselves by sending for the book at the publisher's risk. I am sure that any book that has done for me — and for thousands of others — what "Power of Will" has done — is well worth investigating. It is interesting to note that among the 250,000 owners of "Power of Will" are such prominent men as Supreme Court Justice Parker; Wu Ting Fang, Ex-U. S. Chinese Ambassador; Governor McKelvie, of Nebraska; Assistant Postmaster General Britt; General Manager Christeson, of Wells-Fargo Express Co.; E. St. Elmo Lewis; Senator Arthur Capper of Kansas and thousands of others. In fact, today "Power of Will" is just as important, and as necessary to a man's or woman's equipment for success, as a dictionary. To try to succeed without Power of Will is like trying to do business without a telephone.

As your first step in will training, I suggest immediate action in this matter before you. It is not even necessary to write a letter. Use the form below, if you prefer, addressing it to the Pelton Publishing Company, 140-H Wilcox Block, Meriden, Conn., and the book will come by return mail. You hold in your hand, this very minute, the beginning of a new era in your life. Over a million dollars has been paid for "Power of Will" by people who sent for it on free examination. Can you, in justice of yourself, hesitate about sending in the coupon? Can you doubt, blindly, when you can see, without a penny deposit, this wonder-book that will increase your will power in one hour?

The cost of paper, printing and binding has almost doubled during the past three years, in spite of which "Power and Will" has not been increased in price. The publisher feels that so great a work should be kept as low-priced as possible, but in view of the enormous increase in the cost of every manufacturing item, the present edition will be the last sold at the present price. The next edition will cost more. I urge you to send in the coupon now.

Pelton Publishing Company  
140-H Wilcox Block, Meriden, Conn.

I will examine a copy of "Power of Will" at your risk. I agree to remit \$3.00 or remail book in 5 days.

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**Partial List of Contents**

- The Law of Great Thinking.
- The Four Factors on which it depends.
- How to develop analytical power.
- How to think "all around" any subject.
- How to throw the mind into deliberate, controlled, productive thinking.
- Detailed directions for Perfect Mind Concentration.
- How to acquire the power of Consecutive Thinking, Reasoning, Analysis.
- How to acquire the skill of Creative Writing.
- How to guard against errors in Thought.
- How to drive from the mind all unwelcome thoughts.
- How to follow any line of thought with keen, concentrated Powers.
- How to develop Reasoning Power.
- How to handle the mind in Creative Thinking.
- The secret of Building Mind Power.
- How the Will is made to act.
- How to test your Will.
- How a Strong Will is Master of Body.
- What creates Human Power.
- The Six Principles of Will Training.
- Definite Methods for developing Will.
- The NINETY-NINE METHODS for using Will Power in the Conduct of Life.
- FIFTY-ONE MAXIMS for Applied Power of Perception, Memory, Imagination, Self-Analysis, Control.
- How to develop a strong, keen gaze.
- How to concentrate the eye upon what is before you — object, person, printed page, work.

*These are only a few of the many subjects treated.*