

How to
develop a

**SUPER-
POWER
MEMORY**

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Foreword

mark twain is reported to have said that "everyone talks about the weather, but no one does anything about it." Similarly, everyone talks or brags about their bad memory, but few people ever do anything about it. Let's face it, there isn't much you can do about the weather, but there's a great deal that you can do about your bad memory.

Many people have told me that they would "give a million dollars" if they could acquire a memory like mine. Well, don't misunderstand me, I wouldn't turn down your offer of a million dollars; but, actually the price of this book is all you need to spend.

This isn't true in its strictest sense; you'll also have to spend just a little bit of your time, and just a little effort to get the brain working. Once you've started on my system, you may be surprised as to how simple and obvious it really is.

If you purchased this book expecting a theoretical harrange of technical terms, you are doomed to disappointment. I have tried to write and explain the system as if I were sitting in your living room and explaining it to you there.

Although naturally, quite a bit of research was necessary, I've discarded most of the technical ideas and thoughts be-

Foreword

cause I found them difficult to understand and to apply myself. I am an entertainer and a memory expert, not a psychiatrist or a doctor, and I didn't think it necessary to go into an explanation of the workings of the human brain, and just how the memory actually works in terms of cells, curves, impressions, etc.

So you will find that all the ways and methods in the book are those that I use myself and therefore feel qualified to teach to you.

Psychologists and educators have said that we use only a small percentage of our brain power—I think the system here will enable you to use just a little more than average. So, if like your operations, you have been bragging about your poor memory; I think that after you've read this book, you'll still brag about your memory, but to the other extreme. Now, you'll be able to boast of possessing a wonderfully retentive and accurate memory!

How Keen Is Your Observation

Which light is on top of the traffic light? Is it the Red or the Green? Your first thought, probably is that this is an easy question to answer. However, put yourself in this position—you are on one of the current quiz shows that pays a lot of money for correct answers. You must answer this question correctly to win the top prize. Now then, which light is on top, the Red or the Green?

if you have been able to picture yourself in the above position, you are probably hesitating now, because you're not really sure which light is on top, are you? If you are sure, then you're one of the minority who has observed what most people only see. There is a world of difference between seeing and observing; proven, of course, by the fact that most of the people to whom I put the above question, either give the wrong answer or are not sure. This, even though they see the traffic lights countless times every day! By the way, Red is always on top of the traffic light, Green is always on the bottom. If there is a third color, it is usually Yellow, for caution, and that one is always in the center. If you were sure that Red was the correct answer, let me see if I can't puncture your pride a bit with another observation test.

Don't look at your wrist watch! Don't look at your wrist watch, and answer this question:—Is the number six on your watch dial, the Arabic #6, or is it the Roman Numeral VI? Think this over for a moment, before you look at your watch. Decide on your answer as if it were really important that you answer correctly. You're on that quiz show again, and there's a lot of money at stake.

All right, have you decided on your answer? Now, look at your watch and see if you were right. Were you? Or were you wrong in either case, because your watch doesn't have a six at all!? The small dial that ticks off the seconds usually occupies that space on most modern watches.

Did you answer this question correctly? Whether you did or did not, you had to look at your watch to check. Can you tell now, the exact time on your watch? Probably not, and you just looked at it a second ago! Again, you saw, but you didn't observe.

Try this on your friends. Although people see their watches innumerable times every day, few of them can tell you about the numeral six.

Here's another one to try on your friends; but you'd better see if you can answer it first. If you are a cigarette smoker, you have seen a blue tax stamp on your pack of cigarettes each time you take it out to remove a cigarette. On this tax stamp is the picture of a man, and his name is printed under the picture.

For the top prize on our imaginary quiz show, name this man! I guess you'll have to leave the quiz show with only the consolation prize. I say this so definitely because only about two or three of the many people I've tested, have answered this one correctly. The man pictured on the revenue stamp is De Witt Clinton! Check it.

I don't want to be sneaky, but if you've just looked at the stamp and at the picture of De Witt Clinton, you must

have seen what Clinton was doing with his left hand. You also saw, or probably saw, four letters, two on the upper left and two on the upper right of the stamp. I say that you saw these things, I don't think you observed them. If you did, you should be able to tell yourself right now, what De Witt Clinton is doing with his left hand, and also name the four letters.

Had to look again, didn't you? Now you've observed that his left hand is at Clinton's temple, as if he were thinking, and the letters are, U.S.I.R. for United States Internal Revenue.

Don't feel too badly if you couldn't answer any of these questions; as I said before, most people can't. You may recall a motion picture a few years ago which starred Ronald Colman, Celeste Holm and Art Linkletter. The picture was "Champagne for Caesar," and it was about a man who couldn't be stumped with any question on a quiz show. The finale of the film was the last question of the quiz, which was worth some millions of dollars. To earn these millions, Ronald Colman was asked to give his own social security number. Of course, he didn't know it! This was amusing and interesting, to me, anyway, since it struck home. It proves, doesn't it, that people see but do not observe? Incidentally, do you know your social security number?

Although the systems and methods contained in this book make you observe automatically, you will find some interesting observation exercises in a later chapter. The system will also make you use your imagination with more facility than ever before.

I've taken the time and space to talk about observation because it is one of the things important to training your memory. The other, and more important thing, is association. We cannot possibly remember anything that we do

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