

# A Four-Minute Lesson In Personal Efficiency

By EDWARD EARLE PURINTON

RECENTLY I talked with the highest salaried man in the world. I asked him how he had succeeded. He quietly answered, "I have not succeeded! No real man ever succeeds. There is always a larger goal ahead."

This multi-millionaire has outrun every rival on earth. But he has not reached the goal of his own satisfaction—any more than YOU have. But he is efficient. He began by wanting something so hard the whole world couldn't stop him.

## What Do YOU Want?

What would you like to be more than anything else? Look back ten years. How would you like to live that period all over again? If you could have known then what you know today, how much time, health, money, faith, energy you could have saved!

I have believed for many years that the right kind of a course in practical, every-day, human efficiency, would supply an effective and much needed shortcut to highest achievement and would save many grinding, discouraging and expensive years of haphazard experience.

It is much better to learn and profit by the mistakes and false moves of others than to waste valuable days and years waiting for experience. Don't rely on your own bitter experience in the hope of doing better "next time." With the proper knowledge, you will save mistakes.

It has been my privilege to act as teacher and counsellor for thousands of ambitious men and women—from the million dollar corporation head to the most humble beginner in the ranks.

And I have concluded that the average man engaged in a large enterprise, who has not yet applied efficiency methods to himself and his associates, has been losing from \$1,000 to \$100,000 a year—while the individual, professional or industrial worker has been losing from \$100 to \$5,000 a year.

For twenty years I have been studying at close range, the exact reasons for these people's failure to get ahead. And into my new Practical Course in Personal Efficiency I have put in compact form the results of this study of individuals and business concerns.

## The Seven Lessons

give you the Essence of Efficient Living and Business Achievement. They teach you in a few pleasant evenings of study

- How to Measure Your Efficiency.
- How to Get Ahead.
- How to Keep Well.
- How to Improve Your Finances.
- How to Organize Your Work.
- How to Be Efficient at Home.
- How to Plan Your Life.

By showing you in my lessons what other men and women—just like yourself—have learned and done and been, I believe sincerely that I can save you about ten years of costly experimenting and can show you how to save your strength and energy and special abilities for clean-cut, economical and success-bringing work.

Efficiency is nothing less than the difference between wealth and poverty, fame and obscurity, power and weakness, health and disease, growth and death, hope and despair. The step from one of these extremes to the other is a short and easy one—if you KNOW HOW.

EDWARD EARLE PURINTON.

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**JOHN H. PATTERSON, President of the National Cash Register Company, says:**

"I began to mark passages in your writings which I wished especially to remember. I found after I had completed my reading that I had practically marked up the entire work."

**TRUMAN A. DE WEESE, of the Shredded Wheat Company, says:**

"If I were rich I would distribute about a million copies of Mr. Purinton's Efficiency Work among the million Americans whom I think need the sound wisdom and advice it contains."

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any distance and throws it to and fro by wire faster far than time travels. In other words, California is as near all parts of the county virtually as Ohio or Indiana, therefore the old tradition that a Californian ought not and can not be President may well go by the board.

The Senator has been, is, as President probably would be, no slave to party. In his first inaugural he begged the Legislature "to eliminate every private interest. . . . It is not with any partizan spirit that I appeal to you for aid. Democrats and Republicans alike are citizens. . . . And may God in his mercy grant us the strength and the courage to do the right." Analysis would be long, but scrutiny of his work in California demonstrates, as his bolting the Old Guard in 1912 proves, that his spirit is rather in consonance with the old couplet:

"For the thing-to-be-done does not tarry the will of the Doer,  
But the Doer must be at the beck of the thing-to-be-done."

The thing-to-be-done, as the Senator sees it, is, just now, one imagines, to make himself President. He has been in the Senate during only half a term, quite at the beck of the thing-to-be-done. In short space he has made himself felt, overtowering the senior Senator from California and most all others. The records of the Senate show that he offered amendments to the Espionage Bill, to the Priority Shipping Bill relating to damage to carriers, to the War Tax Bill, and a bill to provide a minimum wage, and introduced various bills and amendments looking to relief of individuals, etc.—such bills as take up much of the procedure of the Senate. In relation to the Espionage Bill, he pleaded in a long speech for freedom of speech and of press. "Let disloyalty be punished . . . but do not put fear into a brave man's heart; do not padlock his lips when he is trying to do his best . . . do not set neighbor to watch neighbor. Leave us in this time of stress the right to talk from our hearts honestly and loyally." He demanded the conscription of wealth, in arguing for his amendment to the War Tax Bill, insisting: "There is no justification, in my opinion, for returning two billions or more of war profits"—to the large steel corporations and others—"and taking only an additional half billion than there would be for putting all these taxes upon the ordinary man and putting upon that ordinary man every particle of the expense of government. I insist that these rates should be raised so that practically every dollar under this bill may be raised by war-profits taxes, by income taxes, and by the taxes upon alcoholic beverages and the like and that every consumer's tax that is in the bill, whether it be little or whether it be big, whether it touch one class or another class, shall be eliminated"—which is a popular approach to the plowshare called war taxation. By resolutions he demanded that our troops be withdrawn from