

Distinguished Achievement Citation

Norman Vincent Peale

Class of 1920

Norman Vincent Peale, author, celebrated speaker and one of the nation's best-known clergymen, has made "positive thinking" a worldwide household concept through translation into 38 languages of his book, *The Power of Positive Thinking*, and the sale of eight million copies thereof. His Sunday church services attract an average attendance of 1,000 people.

Dr. Peale, a 1920 Ohio Wesleyan graduate, studied for the ministry at Boston University Theological Seminary and holds degrees from Syracuse and Duke, in addition to a number of honorary degrees from many institutions including his Alma Mater.

The longtime minister of Marble Collegiate Church in New York, Dr. Peale is perhaps best known for his writing. Known as "minister to millions," he has written 28 books and countless inspirational booklets which are distributed world-wide by the Foundation for Christian Living. He is co-publisher, with his wife Ruth, of "Guideposts," a monthly magazine with a circulation of three and half million. Dr. and Mrs. Peale also write a column, "There's an Answer," published in 500 newspapers.

Sales forces of many companies have benefited from his emphasis on the positive through use of two films he has produced, "How to be a Real Salesman," and "How to Raise your Batting Average in Selling."

One of his more unusual ministerial assignments was a three month sojourn in Hollywood many years ago as technical adviser representing the Protestant Churches in the filming of "One Foot in Heaven," a major motion picture about a Protestant minister.

Dr. Peale's emphasis on optimism and energetic activity is reflected in all his writings, in his counseling and in his daily life, and is a philosophy that has affected millions of people.

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